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Skyline news

REPORTING ON NEW YORK'S HEALTH CARE NEWS

NYS Medical Malpractice Liability Taskforce Members Announced

On August 30, NYS Insurance Superintendent Eric R. Dinallo and NYS Health Commissioner Richard F. Daines, M.D. announced the members of the Medical Malpractice Liability Task Force. GNYHA has been selected as a taskforce member. Gov. Eliot Spitzer has charged the taskforce with identifying the fundamental causes of high medical malpractice costs and proposing solutions. The first meeting of the

taskforce is expected to take place this week.

Taskforce Members: The taskforce will be chaired by Superintendent Dinallo, with Commissioner Daines serving as Vice Chair. Representatives of the Assembly and Senate Majority and Minority selected by those bodies will also serve on the taskforce. Organizational members of the taskforce are:

- **Consumers** – Center for Justice and Democ-

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GNYHA and Jamaica Hospital Medical Center Host First “Resident for a Day” Program

On August 29, GNYHA and Jamaica Hospital Medical Center hosted the first in a series of “Resident for a Day” programs at teaching hospitals in NYS. The “Resident for a Day” concept was developed by GNYHA on behalf of its member-

ship to help legislators understand the role that teaching hospitals play in providing health care to their constituents, to offer legislators an opportunity to spend time with the physician residents who provide this care, to give legislators a better understanding of teaching hospital oper-

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David Rosen, President and CEO of Jamaica Hospital Medical Center, and Assemblyman Rory Lancman (in white coat, holding certificate), flanked by attending physicians, physician residents, and hospital executives.

The Closing of St. Vincent's Midtown Hospital

St. Vincent's Midtown Hospital closed at midnight on August 31, 2007, in response to the Berger Commission's reorganization of health care facilities. The hospital, which was originally named St. Clare's, served the communities of midtown Manhattan and the West Side for more than 70 years.

“This is a very sad time for all of us who work here, and also for the people of the community,” said Sr. Jane Iannucelli, S.C., President and CEO. “The loss of our hospital, and especially its busy emergency department, will have a significant impact on the health of the community. With the transfer of some of our programs to St. Vincent's Manhattan, we hope to continue our presence here.”

St. Vincent's Midtown has had a history of meeting the needs of its community. At the beginning of the AIDS epidemic, St. Clare's became the first Designated AIDS Center in New York State and opened a dedicated AIDS unit where patients were treated with kindness and compassion. In recent years, the hospital became a New York State Designated Stroke Center.

“Once it was clear that we had to close,” said Sr. Jane, “we decided to do it with grace. Our focus was the well-being of our patients and staff. We made sure that all of our patients would receive ongoing care with other providers, and that our staff was prepared and positioned so that they would be ready for new jobs.”

Administration and staff have been remembering the hospital's years of service with both solemn and celebratory events. The final one was held at the Emergency entrance to the hospital at midnight on August 31. ■

GNYHA's Summer Enrichment Program Promotes Diversity in Health Care Management

This summer, GNYHA continued its sponsorship of the Summer Enrichment Program (SEP), which seeks to promote diversity in health care management through internships for undergraduate and graduate students pursuing degrees in the field. Participating students were assigned to members of the senior management staff at GNYHA member facilities to gain firsthand experience with the operations and management issues facing health care organizations. In 1997, GNYHA formed a collaborative relationship with the Institute for Diversity in Health Management (IFD), the National Association of Health Services Executives (NAHSE), and the Association of Hispanic Healthcare Executives (AHHE) to coordinate the Summer Enrichment Program in the New York metropolitan area. IFD runs the program nationally; GNYHA manages and runs the program for the New York metropolitan area. The Summer Enrichment Program in New York is the most successful program of its kind in the nation: More than 200 students have taken part in this program, with 21 students participating in GNYHA member facilities this summer.

In addition to their internship placements,

various programming events took place for the student participants this summer. GNYHA organized an orientation session during the first week of the program to bring the participants together to discuss their roles and responsibilities as interns, meet their fellow interns, and review the activities planned for the summer. A two-day educational series for the participating students on June 26–27 exposed them to various types of health care management careers, and health care leaders working in a variety of sectors spoke about their own careers and their current roles and responsibilities, as well as the paths they each took to get to where they are today.

On July 12–13, GNYHA sponsored a trip for the participants to Washington, D.C. to expose them to the policy side of health care. A wide array of speakers addressed the students during this session, including Congressman Charles Rangel (D-NY), Chair, House Ways and Means Committee; Mirtha Beadle, Deputy Director, Office of Minority Health, U.S. Department of Health and Human Services; Elena V. Rios, M.D., M.S.P.H., President and Executive Director, National Hispanic Medical Association; and Kim Fuller, Legislative Aide, Office of Congressman Gregory

Meeks (D-NY). GNYHA is grateful to all the speakers for their presentations.

On August 15, GNYHA hosted a graduation for the students and invited their sponsors and preceptors. Each student made a presentation based on work done as part of the internship, and certificates were distributed.

GNYHA is grateful to the following facilities, which participated as sponsors in the program this summer: Beth Israel Medical Center, Catholic Health Services of Long Island, Coler-Goldwater Specialty Hospital and Nursing Facility, Jacobi Medical Center, Jamaica Hospital Medical Center, Kings County Hospital Center, Long Island College Hospital, Montefiore Medical Center, The Mount Sinai Hospital, New York City Health and Hospitals Corporation, The New York Eye and Ear Infirmary, NewYork-Presbyterian Hospital, NYU Medical Center, Our Lady of Mercy Medical Center, St. Luke's–Roosevelt Hospital Center, and SUNY Downstate Medical Center.

GNYHA also thanks NAHSE for providing mentors for each of the participating students. This type of quality internship helps position students for postgraduate fellowships and/or employment, and GNYHA looks forward to expanding the program in the future. For more information about the Summer Enrichment Program, contact Amy Kaufman at GNYHA. ■

Upcoming GNYHA Member Briefings

National Fire Protection Association Life Safety Code

Date: Monday, September 10, 2007

Time: 9:30 a.m.–4:30 p.m.

Location: GNYHA Conference Center, 555 West 57th Street, Suite 1500

Health care providers are required to comply with National Fire Protection Association Life Safety Code (NFPA LSC) requirements as a condition of participation in the Federal Medicare and Medicaid programs. In addition, many state regulatory agencies have adopted the NFPA LSC as the standard to which health care providers are held. This briefing will review challenging sections of the LSC, including testing and maintenance of systems, required fire and smoke barriers, interim LSC requirements, and the Joint Commission E-Statement of Conditions. *Participants are strongly advised to bring their copy of the NFPA LSC to the briefing, as specific chapters and sections will be referenced that will be useful to review and note for routine operations.* For more information, contact Alison Burke at aburke@gnyha.org, and to register, contact Laurie Sangirardi at sangirardi@gnyha.org.

Medicare Inpatient Reimbursement

Date: Monday, September 17, 2007

Time: 9:00 a.m.–12:00 noon

Location: GNYHA Conference Center, 555 West 57th Street, 15th Floor

This members-only briefing will cover the Medicare IPPS changes that will become effective for Federal fiscal year 2008, starting Oct. 1, 2007. The topics will include Medicare Severity Diagnosis-Related Groups, the new complication and comorbidity (CC) codes, suppression of the CC codes for hospital-associated conditions and infections, significance of the Present on Admission indicator for CC code suppression, and the Medicare value-based purchasing program. Preparing for these changes requires the focused attention of hospital managers to integrate the efforts of clinical, medical records, and operations/finance staff to ensure complete medical record documentation and appropriate coding for accurate billing and reimbursement. GNYHA recommends that hospital executives from these areas attend this briefing. To register, contact Sam Frank at (212) 506-5488 or sfrank@gnyha.org.

Government Inquiries & Investigations

Date: Tuesday, September 18, 2007

Time: 2:00 p.m.–4:00 p.m.

Location: GNYHA Conference Center, 555 West 57th Street, 15th Floor

Health care regulatory and defense attorneys will discuss steps that health care facilities should take in the event of a government inquiry or investigation. It will focus on the necessary elements of effective internal investigations and appropriate responses to government requests, among other topics. Attendees will be presented with a hypothetical fact pattern similar to a situation that may confront providers before, during, and after a government investigation. David E. Matyas and Beth Essig of Epstein Becker & Green, and Amy E. Millard and Thomas C. Rotko of Clayman & Rosenberg will respond to the hypothetical situation and will seek comments and questions from the audience. GNYHA members are encouraged to e-mail suggested issues to include in the fact pattern in advance to Deborah Brown at brown@gnyha.org. To register, contact Asali Daniel adaniel@gnyha.org. ■

GNYHA Center for Trustee Initiatives and Recruitment: Helping to Diversify Health Care Governing Boards

In 2005, GNYHA created the Center for Trustee Initiatives and Recruitment, a focused effort to help its members achieve racial and ethnic diversity on their governing boards. A diverse board will not only enhance a health care organization's operations, but helps it fulfill its commitment to the communities it serves. As of June 2007, the Center has been responsible for placing 15 exceptional candidates—entrepreneurs, senior executives, and civic leaders from diverse racial and ethnic backgrounds—on member hospital governing boards. As part of GNYHA's member support efforts, the Center is available to assist member facilities in enhancing connections to their communities by reflecting the diversity of those communities on their governing boards.

Increasingly Diverse Communities:

According to data from the U.S. Census Bureau's 2000 census and from the NYC Department of Planning's 2005 *Consolidated Plan*, the diversity of NYC's population continues to increase, with no one racial and ethnic group making up more than half of the total population. The 2000 Census also documents that from 1990 to 2000, the number of white non-Hispanics declined as a percentage of the City's total population, from 43% to 36%. The Hispanic portion of the City's population rose from 24% to 28%, the Asian or Pacific Islander population rose from 7% to 10%, and the black or African-American (non-Hispanic) population remained at 25%. Statewide, New York's population of 18.9 million comprises 62% white, 15% African American, 15% Hispanic, and 7% other (U.S. Bureau of the Census, *Current Popu-*

lation Survey, March 2004 and 2005). Similar population diversity trends can be found in the surrounding metropolitan area and in other areas, especially urban areas, throughout the State.

Addressing Demographic Changes: The changing demographics of the communities served by GNYHA members, combined with the long-standing health disparities faced by underrepresented racial and ethnic groups, present a significant challenge to health care providers. The Center can help GNYHA members to embrace this diversity at the governing board level—where health care delivery and policy decisions are made and where discussions about a facility's community benefit efforts are most important.

The challenge of diversifying boards of trustees of health care institutions is not unique to New York, just as the challenge of diversifying governing boards is not unique to health care. A 2005 study by the Alliance for Board Diversity found that a majority of the nation's boardrooms are still largely white and male and that among Fortune 100 companies, African Americans held 10% of the board seats, Hispanics held 4%, and Asian Americans held 1%. The statistical representation of underrepresented groups has remained relatively unchanged through 2007. (See Spencer Stuart's 2006 *Board Diversity Reports* and the Hispanic Association on Corporate Responsibility's 2007 *Corporate Governance Study*.)

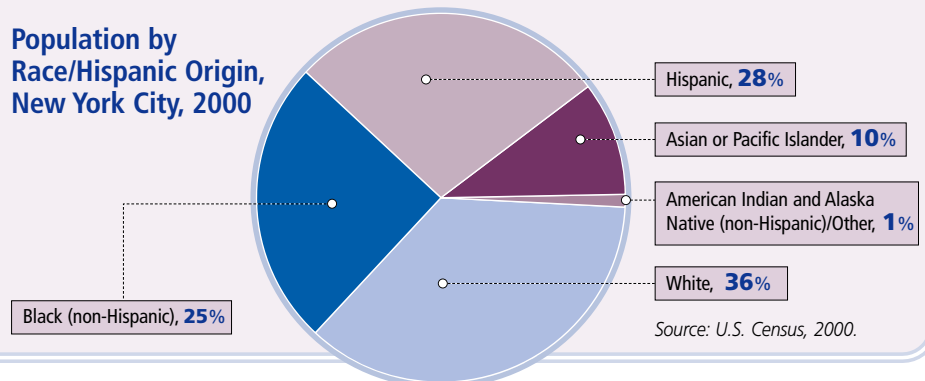
The Center's Services: The mission of the Center is to serve as a clearinghouse for members to identify potential candidates from underrepresented racial and ethnic communities to serve on their boards of trustees. The Center creates a pipeline of

candidates by reaching out to professional associations, investment firms, civic and business organizations, and advocacy groups. Its partners in this effort include the individuals who served on GNYHA's Advisory Task Force on Diversity in Health Care leadership, a body established by GNYHA's Board of Governors to make recommendations for diversifying health care leadership, including the management of health care institutions in GNYHA's membership. Candidates are vetted by the Center, to assess both interest and fitness in serving as board members. In addition, the Center works closely with hospital and continuing care CEOs and their governing boards to determine what the institution is seeking in a new board member. After these consultations, an appropriate match is made for the institution's own interview process. Once a successful appointment is made, the Center provides support to the new trustee as she or he takes on the responsibilities of board membership.

The Center is also working to offer a variety of educational and governance resources and leadership opportunities to support both current and new trustees to increase their effectiveness as board members. These opportunities will include educational forums, trustee orientation, and refresher programs, and will generate awareness of the importance of cultural competency and diversity.

The Center received national attention this past April when its Executive Director, Mary Medina, was named as one of the Top 25 Women in Healthcare by *Modern Healthcare* magazine (see *Skyline News*, April 30, 2007). For more information, contact Ms. Medina at GNYHA. ■

Population by Race/Hispanic Origin, New York City, 2000



Source: U.S. Census, 2000.

GNYHA Ventures' Cosmetrex Offers Group Purchasing to Cosmetic Surgeons

This past June, as part of its business diversification strategy, GNYHA Ventures, Inc.—GNYHA's for-profit subsidiary—officially launched Cosmetrex, LLC, the first company developed specifically to offer the benefits of group purchasing to cosmetic surgeons and their practices. The Cosmetrex portfolio includes a broad base of advantageously priced agreements, covering more than 12,000 products and services with companies such as Baxter, Becton Dickinson, Cardinal Health, Corporate Express, Covidien, GoJo, 3M, MPS, Teva, and Creative Visions. Cosmetrex has been able to offer average savings of 10–35% for all clients and even higher discounts for some products—for example, an average of 40% savings on sutures.

Working in tandem with the American Association of Cosmetic Surgeons (AACS), Cosmetrex has established the AACS Physician Advisory Panel, which plays a crucial role in developing criteria for Cosmetrex's products and services. Comprising leading cosmetic surgery practitioners, the Advisory

Panel provides invaluable insights into its peers' professional priorities and buying and practice patterns.

Cosmetrex is working with three different distributors that it believes offer the best value for surgical practice-related products: Cardinal Health for medical/surgical supplies, Curascript for pharmaceutical supplies, and Corporate Express for office supplies. Also, expanding on its existing distribution relationship with Cosmetrex, Cardinal Health recently announced a three-year agreement under which it will provide custom procedure packs and surgical apparel to cosmetic surgeons and outpatient surgery centers in the U.S. through Cosmetrex. The offering is expected to reduce cosmetic surgeons' total costs per procedure and save on transaction and set-up time and storage space.

Facilities that have cosmetic/plastic surgeons on staff or a relationship with cosmetic surgical practices may be interested in the benefits that Cosmetrex can offer. For more information, visit www.cosmetrex.com or contact the Cosmetrex offices at GNYHA. ■

Medical Malpractice Liability Taskforce *continued from page 1*

racy, Center for Medical Consumers.

- **Businesses** – The Business Council of New York State, Partnership for New York City.
- **Hospital Associations** – Greater New York Hospital Association, Healthcare Association of New York State.
- **Physicians/Associations** – Medical Society of the State of New York, American College of Obstetricians and Gynecologists, New York Chapter of American College of Surgeons, NYS Society of Orthopedic Surgeons, NYS Association of Licensed Midwives, NYS Nurses Association, Family Planning Advocates of New York State.
- **Health Plans** – New York Health Plan Association, NYS Conference of Blue Cross and Blue Shield Plans (Empire and Excellus).
- **Medical Malpractice Insurers** – Medical Liability Mutual Insurance Company, Academic Health Professionals Insurance Association, Physicians' Reciprocal Insurers, Hospitals Insurance Company, Medical Malpractice Insurance Plan.
- **Lawyers** – NYS Bar Association, NYS Trial Lawyers Association, NYS Academy of Trial Lawyers. ■

Resident for a Day *continued from page 1*

ations by interacting with hospital management and clinical administrators, and to raise legislators' awareness of how graduate medical education (GME) supports the provision of high-quality health care.

Assemblyman Rory Lancman (D–Fresh Meadows), one of Jamaica Hospital Medical Center's representatives in the NYS Legislature, participated in the three-hour-long program. He was welcomed and briefed by a team of hospital administrators, including David P. Rosen, President and CEO of Jamaica Hospital Medical Center, and attending physicians, physician residents, and GNYHA staff.

In keeping with the Association of American Medical College's "Project Medical Education," after which the "Resident for a Day" program is modeled, Assemblyman Lancman was given a white coat and certificate of completion as an honorary resident-for-a-day, mimicking the "White Coat Ceremony" that is held for medical school graduates, and was

taken on a tour of the hospital's general medical floor, the medical intensive care unit, the outpatient clinic, and the adult/pediatric emergency room. In all four settings, he interacted with and observed firsthand talented young physician residents—who provide primary and acute care services to his constituents on a daily basis—at work. He also saw how teaching hospitals like this one, which is located in a medically underserved

area, provides important training opportunities that will help to address the looming physician shortage while meeting the health care needs of his constituents.

GNYHA's "Resident for a Day" program is an important contribution to the ongoing policy discussion about GME in Albany and to legislators' understanding of why NYS must continue to support the critical mission of New York's teaching hospitals. ■

GNYHA invites all members to keep up with the latest about health care-related legislation and other government affairs activities through *Capitol Watch*. A bi-weekly electronic publication, *Capitol Watch* provides news briefs from both Albany and Washington—from bill status to regulatory updates to hearing summaries. The easy-to-read format enables readers to keep current on all the essential politics and policy information facing the health care community in New York, New Jersey, and the nation. To read the most current issue of *Capitol Watch* and to access archives, visit the Advocacy Section of GNYHA's Web site, at www.gnyha.org.

The next issue of *Capitol Watch* will come out on September 7. ■

▲ Up-to-Date News for Members:
Local and National Health Care Developments