



## Today's News Tuesday, September 15 2015

### North Shore-LIJ to change name

North Shore-LIJ Health System, New York state's largest private employer and health care provider, will change its name to Northwell Health, officials announced Monday. The renaming will officially take place Jan. 1. President and CEO Michael Dowling said the name change is part of a rebranding effort to break away from the idea that NS-LIJ represents only its two Long Island namesake facilities, North Shore University Hospital and Long Island Jewish Medical Center. "We wanted to reflect the totality of the comprehensive system," said Mr. Dowling. The NS-LIJ moniker "didn't provide the credibility that the other [hospitals] needed. We want to deal with wellness, not only illness." In January, marketing communications firm J. Walter Thompson will help the system introduce the new brand to its network of consumers and community physicians via direct mail and digital media, among other outlets. The promotional push is expected to cost "tens of millions of dollars" over the next two to three years.

### Wellthie guides employers' options

Manhattan startup Wellthie is adding a feature to its suite of health plan comparison tools in time for the upcoming open-enrollment period. It will help small- and midsize businesses decide whether to offer employees group coverage or have them enroll in individual plans. "The decision-making process in that scenario is very complex," said Sally Poblete, chief executive of Wellthie. The new feature was developed in response to employers' fears that premiums for some companies will rise sharply in 2016, when firms with 50 to 100 employees will be required to move to the small-group marketplace. Wellthie, founded in 2012, helps insurers set up their online retail platforms. It works with insurers in three states, including EmblemHealth, and is on track to double its users to 500,000 this year, Ms. Poblete said. Small businesses already were able to use Wellthie's platform to compare group plans. They now can toggle between the small-group and individual coverage options offered to employees.

### Managing health in Astoria

The Elmezzi Foundation, which uses its \$40 million endowment to provide opportunities for residents of western Queens, gave a \$100,000 grant to Mount Sinai Queens to support a population health management pilot program. The program, based at Mount Sinai Queens Family Health Associates Clinic, has four care management teams who will care for a projected 500 Astoria residents by the end of the year. The project aims to keep patients with chronic conditions out of the hospital. Judy Trilivas, Mount Sinai Queens' chief operating officer, noted that this year, in the first three months of the program, hospital readmissions dropped 5%, and ER visits were down by 1%. "Instead of waiting for [patients] to come to the hospital, we're going out to the community and trying to assess their health care needs," said Thomas O'Brien, director of development at the facility.

### Going for gold

Memorial Sloan Kettering's West Harrison outpatient cancer center was the gold-award winner of the [2015 Modern Healthcare Design contest](#). Designed by Philadelphia's EwingCole, the renovated 1950s-era office building has a central staircase, a feature that is placed near elevators to let patients "affirm their wellness," said Mary Frazier, a principal. "They say, 'I'm feeling good, I can take the stairs.' But we find staff likes to use them, too." Removable partitions in the infusion area give the facility flexibility to add new technology or make other changes. Medical equipment, if possible, is kept out of sight behind cabinets. Design elements were borrowed from hotel, residential and spa settings for patient comfort.

### Pam Brier, a Crain's Hall of Famer, on her career

*Pamela Brier, president and chief executive of Maimonides Medical Center, is being honored in this week's issue of Crain's as an inductee into our 2015 Hall of Fame for her career at New York hospitals. We asked Ms. Brier about how she found her way into health care and ultimately to lead Maimonides, from which she will soon retire. Here's what she had to say:*

I answered a couple of blind ads and ended up in the city Health Department. The job turned out to be really bad, so I talked my way into the Health and Hospitals Corp.

They said, "Oh, we'll put you in the reimbursement office."

I was almost the only woman. Certainly the only non-accountant. They gave me the small programs to work on. "You can do home care, dear; there's not a lot of money there."

Little by little—this is Mayor Ed Koch's administration—I moved up. The day came when all my bosses had either been fired or left, and I found myself as the acting reimbursement director. The guys—the accountants—said, "Don't worry, dear, we'll teach you how to read the financial statement."

Well, I did learn how to read a financial statement, but I also understood a lot of things about finance from a real-life perspective.

Stan [Brezenoff] was deputy mayor and said, "Oh, why don't you go run [HHC hospital] Jacobi in the Bronx?" I was thrilled, of course, but terrified; I had been in hospitals, but I hadn't exactly run them. I did the only thing I really knew how to do, which was to walk around and meet every single person who worked there.

I walked into [HHC's] Bellevue on a gray February day in 1992. I was the 10th executive director in 10 years. In the back lobby were these three dead trees listing to the side. I thought, "We can't even keep the trees alive."

One day I was walking around the psych unit, and I noticed that the patients in the middle of the day were in pajamas. You can, of course, picture discharging patients to shelters, if you must, but discharging them naked? It takes more than medical care to make people healthy.

I became CEO [of Maimonides] within 24 hours of Stanley saying he was leaving [that post]. A month later, my husband and I were in this terrible car accident where he nearly died. That was July 3, 2003. My husband was in the hospital. It was much harder being a caregiver than a patient. A lot of what I know about life in hospitals really was informed by that experience. We were in some great hospitals, but the doctors didn't talk to each other.

If you're a patient, and your orthopedist isn't talking to the plastic surgeon, you are sunk. Well, it turns out that the gurus at Harvard Business School say that the two hallmarks of a safe, high-quality hospital are teamwork and respect. I couldn't describe my core value set. But it includes those things.

### At A Glance

**WHO'S NEWS:** Dr. Danielle Laraque-Arena is leaving Maimonides, where she chairs the Department of Pediatrics and is vice president of Maimonides Infants and Children's Hospital of Brooklyn, to become president of SUNY Upstate Medical University. She starts Jan. 14 and will be the first woman to lead the university.

Dr. Monika Safford was named chief of the Division of General Internal Medicine at Weill Cornell Medical College and New York-Presbyterian/Weill Cornell, effective Jan. 1. A 1986 Weill Cornell graduate, she is currently a professor of medicine and assistant dean for continuing medical education at the University of Alabama at Birmingham School of Medicine, where she has worked since 2003.

**AMBULATORY SURGERY:** Garfunkel Wild will host a symposium on ambulatory surgery centers on Oct. 15 at the New York Marriott Marquis Hotel. The full-day program will feature speakers from the regulatory, payer and provider sectors. Registration is \$350. Information is [online here](#).