A “Thank You” and Fond Farewell to Dr. Edward Arsura

On June 8th the Great Hall at Snug Harbor was the scene for a bittersweet event as a dinner was hosted to celebrate Dr. Edward Arsura, who departed his position as Richmond University Medical Center’s Chief Medical Officer and Senior Vice President on June 24th. A native of Manhattan’s Lower East Side, Dr. Arsura became Chairman of the Department of Medicine at St. Vincent’s Catholic Medical Center in 2005 and assumed the role of Chief Medical Officer of the newly formed Richmond University Medical Center in 2008. He received his BS degree from St. John’s University and his M.D. degree from the University of Bologna. Prior to joining us here on Staten Island, he had a remarkable career at St. Vincent’s in Manhattan and across the country in at Kern Medical Center in Bakersfield, California and at the at the University of Virginia. Thank you Dr. Arsura!
President’s Update

Message from the President & CEO
Daniel J. Messina, Ph.D., FACHE, LNHA

Dear Friends,

I hope this note finds you enjoying a happy and safe summer.

On the cover of this month’s Chronicle you will see coverage of the grand opening of our new Primary Care/Walk-In Center at 1058 Forest Avenue.

Now that the facility is open for business, I am pleased to report that we’re off to a great start.

In the first month since the center opened, over 1,000 patients have been seen with nearly 10% of those visits consisting of new, walk-in visitors.

Our Public Relations & Marketing team has aggressively introduced the office to the community through multiple channels; including a series of advertisements in the Advance and SiLive.com, search engine optimization efforts, social media and a direct mail piece to targeted households in the surrounding zip codes. To borrow a sports metaphor, our “full court press” has certainly yielded great results.

Congratulations to Dr. Pietro Carpenito, Rich Salhany, Paula Caputo, Karen Sanicola and the Ambulatory Care Services team for such a great start.

In this issue, you will also see a report on the new Decontamination Trailer which recently opened near the power building. This state of the art facility will allow our hospital to immediately respond to a pandemic or hazardous materials situation.

While so many of us remember the horrors of 9/11 like they were just yesterday, the newspapers and television broadcasts today are constantly filled with reminders of the times that we live in, with the potential for a hazmat situation or pandemic to occur at almost a moment’s notice.

This is a good time to remember that we, as health care professionals, are on the front lines of the challenges facing our community and country and that we must maintain vigilance at all times.

Remember, the power of one – you make a difference!

Patient Satisfaction

A Note of Thanks

Dear Mr. Messina,

I wanted you to know some great things about your hospital. I recently asked my Internist & Primary Care Physician, Dr. Peter Stathopoulos, how I could improve my health. After being a smoker for 40 years, I finally quit seven years ago. I have recently remarried and have been exercising and eating healthy but I still wanted to get Dr. Stathopoulos’ insight about how I could continue to improve my health.

Dr. Stathopoulos informed me about your Lung Screening program. Armed with informative literature and a prescription to meet with Nancy Rooney, Nurse Navigator, I anxiously participated in your Lung Screening program.

Nurse Rooney allayed my fears and was by my side every step of the way. Two years ago, I underwent my first low-dose MRI. At the time, Dr. Stathopoulos informed me that my original test showed no signs of cancer. Being part of your lung program also ensures that Nurse Rooney will arrange a low-dose MRI once each year for ten years and if a malignancy developed the early detection would be very beneficial in effecting a cure.

I have just completed my second low-dose MRI. The MRI Tech, Frank, was very positive and took his time, all the while explaining the procedure and the machine to me.

I am very grateful for Richmond University Medical Center and their efforts in maintaining patient health. Your Lung Screening program will allow me to live my life without fear.

Glen S.
Trauma Department Educates Community on Safety Awareness

Although each May is designated as National Trauma Month, the Trauma Program at Richmond University Medical Center is committed to raising awareness and educating the public throughout the year.

Most members of the public are unaware that Traumatic Brain injuries are the leading cause of pediatric morbidity and mortality. As healthcare providers, members of the Trauma Program know that it is their role to educate the community about preventative measures that decrease the incidence of trauma caused by such injuries. The Trauma Team recently engaged in injury prevention outreach effort by hosting a Helmet Safety Clinic Day at the Michael J. Petrides School. Education was provided to Pre-K, K and 1st graders. The children were taught about the importance of wearing a helmet and safety measures to prevent brain injuries.

As part of the program, Child Life Specialist, Isabella Lombardo, presented a video on Helmet Safety. The children were given a tour of an ambulance by Richmond University Medical Center EMTs Gina Palermo and Jessie Incatasciato. The children were then each fitted for a helmet and also shown the proper way to safely wear a helmet by Pediatric Trauma Program Manager, Christina Youssef and pediatric medical students Kashmala Ali and Sirri Atanga. Trauma Nursing Director, Christopher Ruiz, RN, performed “The Melon Drop Demonstration” to depict what can happen when a head (as presented by a melon) is not properly protected by a helmet. The children and staff at the Petrides School were incredibly grateful to receive the helmets provided by the Trauma Team and responded with dozens of thank you messages. The event was a remarkable success. Look for the Trauma Program to continue hosting many more informative and interactive events for injury prevention/education across Staten Island.

Are you following us on social media?

While the Chronicle is issued once a month, you can find out about the latest happenings at Richmond University Medical Center, in real-time via our Social Media pages. RUMC maintains an active presence on Facebook, YouTube, Instagram and Twitter. Links to each of our social media pages are available on the Richmond University Medical Center webpage, which is located at: rumcsi.org.

The Public Relations and Marketing Team welcomes your photos and news tips from around our community. Please send any newsworthy materials to William J. Smith at wsmith@rumcsi.org or Amanda LoMonaco at: alomonaco@rumcsi.org. Thank you!
Although June 8th was filled with rain and thunderstorms over Staten Island, the skies brightened on the Richmond University Medical Center campus with news that as part of a budget agreement with Mayor Bill deBlasio, the New York City Council, led by Speaker Melissa Mark-Viverito, had allocated $13.5 million in funding for the hospital’s Emergency Department project.

“We’re heartened to hear this funding included in the budget agreement between Mayor deBlasio and the City Council, under Speaker Mark-Viverito’s leadership. This budget recognizes the necessity of this project for the people of Staten Island.” commented hospital President & CEO Daniel J. Messina, Ph.D.

“This would not have been possible without the strong advocacy of our delegation, Council Members Steven Matteo, Debi Rose and Joe Borelli. We’re excited about this project and the transformative impact it will have on emergency care on Staten Island.”

At the request of Staten Island’s City Council delegation, Speaker Mark-Viverito visited the campus to learn more about the need for the new Emergency Department and met with Kathryn K. Rooney, Esq, Chair of the Board of Trustees, and Senior Leadership to learn more about the population the hospital serves and other ongoing programs. The Speaker was especially interested in the hospital’s services to immigrant communities. She was briefed by Kelly Navarro, Language Services Coordinator, on the trial implementation of Video Remote Interpretation (VRI), which assist in immediate translation services for the spoken word and hearing impaired.

The Future of Emergency Medicine is Coming. Are You In?

Later this year, ground will be broken to bring the latest in emergency care to our campus as we begin work on our new, state of the art, Emergency Department.

The Richmond University Medical Center Foundation has been aggressively fundraising to ensure that we can complete this essential project, while maintaining the financial stability of our hospital. You’ve seen many of these successes detailed here in the Chronicle.

We need the support of the entire Richmond University Medical Center community to bring this project to fruition.

Have you made a pledge towards the future of our hospital?

If the answer is no, while the time is NOW. Make your pledge today.

There are many options for payment, including installments and the gift of securities. For more information, contact Laura Gajda at x2103 (lgajda@rumcsi.org), or Krista Desiderio at x2788 (kdesiderio@rumcsi.org).

Thank you for your support!
Patient Communications: How Well Are You Listening?

The traditional physician-centered world of health care delivery has morphed into a consumer-savvy, patient-centric environment. And doctors, nurses, ancillary staff, etc. that make up health systems and hospitals are increasingly challenged to improve performance, deliver greater value, reduce patient suffering and improve the patient experience.

Communicating effectively with our patients is a known form of improving the patient and caregiver experience and a means of reducing suffering.

There has been a direct correlation proven between positive patient experiences and reduced length of stay and readmission rates. In the fast paced of today’s quality driven healthcare industry it is more important now than ever to take the time to practice our active listening skills and respond appropriately to best treat and care for our patients.

Ironically, listening, the mode of communication we use the most, is the one we have the have the least formal training in. That’s why it is important to ask ourselves: How well am I listening?

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<thead>
<tr>
<th>Mode of Communication</th>
<th>Years of Formal Training</th>
<th>Percentage of Time Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>12 years</td>
<td>9%</td>
</tr>
<tr>
<td>Reading</td>
<td>6-8 years</td>
<td>16%</td>
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<tr>
<td>Speaking</td>
<td>1-2 years</td>
<td>35%</td>
</tr>
<tr>
<td>Listening</td>
<td>0-½ year</td>
<td>40%</td>
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Gina Gutzeit is the Treasurer of the Board of Trustees of Richmond University Medical Center. She is a Senior Managing Director at FTI Consulting and leads the Office of the CFO Solutions practice.

Ms. Gutzeit has more than 25 years of experience in operational and financial restructuring, interim management, merger integration, bankruptcy proceedings, process improvement, forensic analysis and litigation services. Her industry experience includes service providers, healthcare, transportation including airlines, pharmaceutical, utilities, financial services, retail, manufacturing, shipping, construction and real estate.

Prior to joining FTI Consulting, Ms. Gutzeit was a partner within the Financial Advisory Services practice of PricewaterhouseCoopers.

Ms. Gutzeit holds a B.B.A. in Public Accounting from Pace University. She is a Certified Public Accountant in New York, a Certified Fraud Examiner and a Certified Insolvency and Restructuring Advisor. She also serves on the Board of Directors at the Association of Insolvency and Restructuring Advisors.
Welcome to July 2016 New Hires

Elizabeth Kipp, RN  
Joye Mercado, RN  
Margaret Lawrence, RN  
Gina Hassler, RN  
Tara Bennett, RN  
Randi Perez, RN  
Danielle Matoske, RN  
Miles Feinberg, RN  
Eugene Kurpakov, RN  
Jenna DeStefano, Delivery Room Tech  
Oluwaseun Fasehum, Nursing Assistant  
Kingsley Ugoji, Nursing Assistant  
Griselda Abundez Vargas, Nursing Assistant  
Talisha Devoe, Nursing Assistant  
Shantay DeGroat, Nursing Assistant  
Ashley Bellomo, Nurse Extern  
Alexandra DeSena, Nurse Extern  
Jasmina Docic, Nurse Extern  
Victoria Dugay, Nurse Extern  
Amanda Jacovino, Nurse Extern  
Russell Kadro, Nurse Extern  
Raitbor Kosov, Nurse Extern  
Siobhan Murphy, Nurse Extern  
Alexa Robinson, Nurse Extern  
Jacqueline Rosado, Nurse Extern  
David Chechel, Nurse Extern  
Devan LaBarbera, Nurse Extern  
David Joseph Rivera, Hskgpg Supv.  
Ryan Mocchia, EMT  
Patrick McNulty, Engineer II  
Gap Soon Scheffler, Gst Rep Fd Srvs.  
Terrance Shenfield, HIMS Manager  
Jennifer Figueroa, Blood Bank Tech  
Eufemia Gonzalez, Lab Tech  
Arpudham Arockiam, Chaplain  
Tamika Monlouis, Pharmacy Tech  
Natalia Rivera, Pharmacy Tech  
Hoon Ku Lee, Physician – Radiology  
Hoon Adams, Physician – Radiology  
Wael Eshak, Echo Tech  
Jessica Mauro, Prg. Coord, Cancer  
Doris Fofie-Gonzalez, Social Worker  
Hakkina DeSilva, Mental Health Tech  
Meckie Sambola, Mental Health Tech  
Aleksandr Groysman, RN

Hospital Joins With SIPPS to Host Medical Interpreter Training

A six-week long medical interpreter training was hosted at Richmond University Medical Center and sponsored by the Staten Island Performing Provider System (SIPPS) and received attendees from its various members.

Six Richmond University Medical Center employees participated:

Aracelis Gonzalez (Seton 3-1) – Spanish, Veronica Saez (Vent Unit) – Spanish, Arta Topalli (EHS) – Albanian, Alena Zhakava (Dietary) – Russian, Yelena Venglovskaya (Pharmacy) – Russian, Cintia Cruz (Vent Unit) – Spanish.

Attendees of the course learned about correct medical interpreting protocol, the Code of Ethics, dissecting and interpreting medical terminology in their respective languages, the role cultures play in healthcare and much more. The course instructors were a nationally Certified Medical Interpreter along with an attending physician in Emergency Medicine. A language coach was present each day of training to facilitate the learning of medical terminology.
National Recognition...Again...For Top Stroke Treatment

Richmond University Medical Center has received the American Heart Association/American Stroke Association’s Get With The Guidelines®-Stroke Gold Plus Achievement Award with Target: Stroke Honor Roll Elite Plus. This marks the sixth consecutive year that we have been recognized with a quality achievement award and its first Elite Plus recognition. The award recognizes the hospital’s commitment and success ensuring that stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines based on the latest research.

To receive the Gold Plus Quality Achievement Award, hospitals must achieve 85 percent or higher adherence to all Get With The Guidelines-Stroke achievement indicators for two or more consecutive 12-month periods and achieved 75 percent or higher compliance with five of eight Get With The Guidelines-Stroke Quality measures.

Richmond University Medical Center earned the award by meeting specific quality achievement measures for the diagnosis and treatment of stroke patients at a set level for a designated period. Get With The Guidelines--Stroke helps the hospital’s staff develop and implement acute and secondary prevention guideline processes to improve patient care and outcomes. The program provides hospitals with a web-based patient management tool, best practice discharge protocols and standing orders, along with a robust registry and real-time benchmarking capabilities to track performance.

New Decontamination Trailer In-Place for Hazmat/Pandemic Events

At Richmond University Medical Center, our Emergency Medicine, Trauma and Emergency Services personnel (bottom r.) are on the front lines and ready to respond to any disaster impacting the Staten Island community.

To support those efforts, the hospital now has a state-of-the-art Decontamination Trailer (top r.) on-site. Conveniently located to the Emergency Department, adjacent to the power building, the $100,000 trailer is the only one of its kind on Staten Island.

Dr. Mansoor Khan, Director of Emergency Medicine noted, “We are all too familiar with headlines that necessitate this type of facility on our campus. Hopefully it will never be needed, but we are ready.”

In the event of a hazmat or pandemic emergency, time is of the essence. Rather than utilizing decontamination tents, which take up to 30 valuable minutes to set-up, our trailer can immediately be placed into operation with the flip of a switch. The hospital will be immediately be able to decontaminate, on-site, anyone who arrives at the Emergency Department by private car or other means. The trailer is fully equipped with 6 showers that can be segregated by gender, or other needs, and also has 3 additional external showers with a canopy that allow for decontamination in larger scenarios.
Cancer Survivors Day Reminds All “Life’s A Party”

On June 10th, Richmond University Medical Center observed National Cancer Survivors Day by hosting a party for cancer survivors with the theme “Life’s A Party.”

The event, which was intended to remind survivors and caregivers to value each day, featured refreshments, various games of chance and skill, along with a birthday cake to mark the new beginning cancer survivorship signifies.

We were honored to be joined by Assemblyman Ron Castorina, Jr., who greeted members of our Cancer Services, cancer survivors and hospital COO & CNO Rosemarie Stazzo, RN and Senior Vice President Richard Salhany.

Thank you to all who participated!

Upcoming Community Events

Monday, July 4th
106th Travis 4th of July Parade
Victory Blvd., 12:30 pm

Thursday, July 7th
Borough President’s Concert Series
Historic Richmondtown, 7:00 pm

Saturday, July 16th
Sunday, July 17th
Back to the Beach
South Beach, Noon

Wednesday, July 20th
NYPD Harmony Day
Clove Lakes Park, 9:00 am

Thursday, July 28th
YMCA Diabetes Program
South Shore YMCA, 12:30 pm

In the Community