

RUMC's Post COVID-19 Care Center Renamed in Partnership with Investors Bank



RUMC President and Chief Executive Officer Daniel J. Messina, PhD, FACHE, officially opened the Investors Bank Post COVID-19 Care Center alongside representatives from Investors Bank and RUMC staff.

On November 29, Richmond University Medical Center and Investors Bank officially unveiled the new Investors Bank Post COVID-19 Care Center, located on the RUMC campus. The center, which has been assisting COVID-19 patients with their short and long-term recovery since opening in May of 2020, was renamed in recognition of the Investors Bank and Investors Foundation support of RUMC.

The new Investors Bank Post COVID-19 Care Center will continue to feature a team of RUMC experts in pulmonary care, cardiology, infectious disease, psychiatry, behavioral health, physiatry, and additional areas of healthcare. Patients do not need to have been previously treated for COVID-19 at RUMC to access the Center's services. Not only will the Center treat patients to help manage their recovery, but also the team is gathering important medical information to better understand the impact COVID-19 has on the human body. The information is critical for the medical community, which continues to learn more and more about this virus each day.

"Richmond University Medical Center is now one of New York City's most comprehensive COVID-19 care facilities, as we provide vaccinations,

immediate care for patients diagnosed with the virus, monoclonal antibody treatment, and treatment for those who are recovering," RUMC president and chief executive officer, Daniel J. Messina, PhD, FACHE, said. "I am extremely grateful to our friends at Investors Bank and the Investors Foundation for extending their hands to our patients and joining us on the journey to better care for our neighbors. Their investment in this Post COVID-19 Care Center is indeed an investment in the health of our community."

Since last year, Richmond University Medical Center has treated and discharged over 5,800 COVID-19 patients and vaccinated over 19,000 people through the hospital's on-site vaccination center.

"Investors is proud to be affiliated with such an important leading-edge care center that is so vital to the community," said Domenick A. Cama, president and chief operating officer of Investors Bank. "It's a symbol of our continuing commitment to the health and well-being of Staten Island and the region. We feel fortunate to be able to support an amazing team of doctors, therapists, and caregivers who provide such important care."

W
L
C
N
O
R
C
H
R

From the President & CEO, Daniel J. Messina, PhD, FACHE



First and foremost, Happy Holidays!

It's hard to believe that another year has flown by. Within this past year we have all borne witness to the marvels of medical research and development. The COVID-19 vaccines celebrate their one-year anniversary this month, and there is little doubt about the positive impact they have had on helping us through the pandemic. One study conducted earlier this year by

Indiana University estimates that over the first five months of 2021, our country's COVID-19 vaccination program prevented almost 140,000 deaths and nearly 3 million new cases.

Here at RUMC, this December we celebrate the one-year anniversary of our own vaccination milestone. On December 15, 2020, we administered our first vaccine dose to Jay Nfonoyim, MD, our vice chair for the Department of Medicine and chief of our Critical Care Division. At that time, only frontline healthcare workers were eligible. Today, one year later, just about everyone is eligible for the protection these vaccines provide. In the last 365 days, over 19,000 people have trusted us to provide them with their COVID-19 vaccination. Absolutely incredible!

While science can create the vaccines, it cannot administer them. That takes an army of people to accomplish and an army is what we created for our Vaccination Center. From our pharmacy team to the EMTs. To our nurses and administrators. To the many staff members who volunteered hours of their time. All of you became the backbone and beating heart of our Vaccination Center. You have stepped forward and protected our community in a way that is, quite frankly, nothing short of awe-inspiring. I have seen it firsthand through my own vaccination process, through my own family's experience, and from the many emails and letters I have received from people

who rave about the professional, efficient, and compassionate care they received. Without a doubt, we have collectively saved lives, prevented illness, and bolstered our community's deep sense of faith in the services our hospital provides. There are just not enough words to express how thankful I am for all the hard work, dedication, and compassion all of you have shown this past year.

Remember that all the while we are administering vaccines, we also continue to also care for our neighbors battling the virus. To date we have treated and discharged close to 5,800 COVID-19 patients. To our staff in these departments, your continued courage throughout this pandemic, helping others in their time of need, is nothing short of heroic. That word — hero — will continue to be a term used to define healthcare workers for generations when we look back on this pandemic.

So as 2021 draws to close, take a moment to reflect on the medical miracles of the past year. Know that you played a crucial part in that miracle and that no matter what role you played, without a doubt, you have made a difference. Soon 2022 will be upon us and what an exciting year will soon unfold, from the new MICU to the ED to the OR suites. Stay tuned! Merry Christmas, Happy Hanukkah, Happy Kwanzaa, and Happy New Year to all!

**Remember the Power of One —
You Make A Difference!**

Sincerely,

A handwritten signature in dark ink that reads "Daniel J. Messina". The signature is fluid and cursive, with the first name being the most prominent.

Daniel J. Messina, PhD, FACHE
President and Chief Executive Officer

Patient Satisfaction: A Note of Thanks

Thank you for helping us welcome our baby girl into the world!

— **Saranda and Ali S.**

Every doctor and nurse I had from the ER to my admission stay were all great and cared about my well-being. They asked crucial questions and evaluated every test possible, and made sure that I was correctly diagnosed. I had to stay in the hospital for a few days, but every staff member made me feel as comfortable as possible, and my room was satisfactorily cleaned each day.

— **Gina B.**

The social workers are top notch and well educated and professional....I have been struggling with finding the proper mental health treatment that fits my needs and they're so accommodating. When you enter the building, it's straight ahead and you take the stairs up to the second floor. You'll see a sign saying Silverstein on the door. The woman at the front desk can help you. There are forms related to COVID and they ask if you are interested in the vaccine too. So if you are looking for mental health and drug addiction treatment this place is one of the best. It is so hard to find treatment especially when they're all booked and don't have immediate appointments. Be patient and don't give up your search. They have hand sanitizer stations and the seating areas are scattered obeying the guidelines on staying safe during COVID.

— **Mikeywow**

RUMC Begins Administering COVID Vaccinations to Children Ages 5 to 11



EMT Jim Terravecchio; RUMC President and CEO Daniel J Messina, PhD, FACHE; Nuala Bonner; RUMC COO and Chief Nursing Officer, Rosemarie Stazzone, RN, MS, NE-BC; Aoife Bonner; and Holly Bonner in one of the Disney-themed vaccination stations at RUMC.

On November 9, Richmond University Medical Center began administering the new Pfizer COVID-19 vaccination for children ages 5 to 11. In a two-hour window, over 20 children received their first doses of the vaccine. The first two children vaccinated were Nuala and Aoife Bonner.

“Our girls have been home since the beginning of the pandemic and COVID really changed the entire fabric of our family,” their mother, Holly Bonner, said. Both girls were born at RUMC and Bonner herself has received medical care at RUMC, all being positive experiences, she said. She also said that she felt better being in the hospital where medical staff were present in case her daughters had any reaction to the vaccine.

“They were phenomenal with the kids, from picking out the band-aids to giving the vaccine, making sure they had something to eat and drink afterwards, and doing movie trivia,” Bonner said.

To make the experience as child friendly as possible, the vaccination center has different themed pods such as Disney, Star Wars, Paw Patrol, and the Avengers. Kids can select the pod to receive their vaccination in. In the observation area, snacks, cookies, and treats await while the kids have a chance to play a trivia game on the big screen during their observation period. Trained medical staff and members of the pediatric

“Our girls have been home since the beginning of the pandemic and COVID really changed the entire fabric of our family.”

— Holly Bonner

department are on hand to answer any questions and monitor the kids.

Among those also getting their first COVID vaccine doses were Ava and Philip Otterbeck. “The emergency use authorization of the COVID vaccination for those age 5-11 represents another major milestone in our fight against SARS-CoV-2,” their father, Philip Otterbeck, MD, chair of Medicine and chief of Endocrinology, said. “Fortunately, vaccination is safe and effective and is our best chance to end this pandemic and to get back to normal life. My wife and I consider ourselves lucky that both our children, age 10 and 6, are now vaccinated.”

RUMC is offering the COVID-19 vaccination on select days. For individuals 12 and older, appointments can be made by downloading the free RUMC CARES

mobile app from the Apple Store or Google Play. For children ages 5 to 11, please visit www.rumsci.org to schedule an appointment.



Ava Otterbeck, 10, and her brother Philip, 6, getting their first doses of the COVID-19 vaccine.

Richmond University Medical Center Raises Lung Cancer Awareness



Turquoise lawn ribbons placed outside RUMC to remember those lost to lung cancer.

November is National Lung Cancer Awareness month. Staff from Richmond University Medical Center joined with lung cancer survivors and representatives from the American Lung Association on November 17 to remember those lost to the disease and urge more people to schedule lung cancer screenings, which can detect the cancer at very early stages, greatly increasing the effectiveness of treatment.

Hospital staff wore turquoise, the signature color of American Lung Association's Lung Force, and planted turquoise colored lawn ribbons in front of the hospital. The ribbons bore the names of those lost to the disease as well as the names of people who have survived. Joining staff and survivors were representatives from the offices of Congresswoman Nicole Malliotakis, Assembly Member Charles Fall, Assembly Member Michael Tannousis, Richmond County District Attorney Michael McMahon, and Staten Island Community Board #1.

"Here at RUMC we have one of the most comprehensive lung cancer screening and tobacco cessation programs in New York City," RUMC President and Chief Executive Officer Daniel J. Messina, PhD, FACHE, said. "Led by Dr. Keith Diaz, Dr. Loren Harris, and Lung Nurse Navigator Nancy Sayegh-Rooney, our team of medical specialists is utilizing state-of-the-art technology to perform life-saving procedures, including low dose CT scans, to diagnose lung cancer. Thanks to their expertise, they are detecting cancers with pinpoint accuracy leading to faster, effective

treatment, improved health, and increased positive outcomes."

According to the American Cancer Society, lung cancer is the leading cause of death among both men and women, making up almost 25 percent of all



RUMC Lung Nurse Navigator Nancy Sayegh-Rooney used the moment to encourage people to schedule lung cancer screenings and stop smoking to protect their health. Looking on is Richard Salhany, RUMC's chief administrative officer and president of the Richmond Health Network.

cancer deaths. An estimated 235,000 new cases of lung cancer will be diagnosed by the end of 2021 and more than 131,000 deaths will occur. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined. Usually symptoms of lung cancer do not appear until the disease is already at an advanced stage.

Earlier this year, the U.S. Preventive Services Task Force released new guidelines that make more people

eligible for annual lung cancer screenings. Now anyone between the ages of 50 and 80 who has smoked at least 20 "pack-years" and either still smokes or quit within the last 15 years is eligible for an annual lung cancer screening. A "pack-year" means smoking a pack of cigarettes a day for a year or an equivalent amount. Prior to this change, lung screenings were only recommended for heavier smokers and for individuals starting at age 55. This new change now makes about 15 million more people eligible for a lung cancer screening.

"Since the guidelines were changed our phones have been ringing off the hook," Sayegh-Rooney said. "If you are one of these individuals who now qualifies, or you know someone who does, I encourage you to reach out to us. Find out more about our program here and please make an appointment. Give

yourself and your family peace of mind."

Utilizing advanced technology, RUMC's pulmonologists, many of whom are board certified, are helping prevent lung cancer and providing more positive outcomes through early detection. The hospital's tobacco cessation program is also helping many people improve their overall health by helping them overcome their tobacco use and quite smoking. To find more about both programs, call 718-818-2391

Local Karate Students Raise Breast Cancer Awareness with Donation to RUMC



Master David Kim; Daniel Messina, PhD, FACHE, president and CEO of RUMC; Lisa Kim; and Dr. Victoria Forte, RUMC's Cancer Service Line director and director of Hematology-Oncology.

On November 6, over 150 students from Dragon Kim Karate USA did their part to help chop down breast cancer and support those in the community battling the disease. The students sold pink

karate belts throughout October, which is National Breast Cancer Awareness month, and donated the proceeds to Richmond University Medical Center's Breast and Women's Center. The

students raised \$6,125 from the month-long fundraiser.

"We here at Karate USA are honored and privileged to see how many students, friends, and families came together to support such an important cause," C.J. Eadicco, one of the school's instructors, said. "To see children as young as three years old participate in the fight against breast cancer is a testament to how no matter what size, age, or background you come from, when we stand together, united, we can all make a major impact for not only our community, but for generations to come."

RUMC President and CEO Daniel J. Messina, PhD, FACHE, was on hand to accept the check from the students along with RUMC's Cancer Service Line Director and Director of Hematology-Oncology Victoria Forte, MD. In addition to presenting them with the check, the students provided a demonstration of their skills, all while wearing pink belts to show their continued support.

RUMC Receives Menstrual Product Donation to Help Victims of Sexual Assault



Isa-Ngozi Shoneyin, forensic nurse coordinator of RUMC's SAFE program, receiving the donation of over 3,000 menstrual products from SUNY and Aunt Flow. The items will be provided at no cost to victims of sexual assault who come to RUMC for treatment.

To assist victims of sexual assault being cared for at Richmond University Medical Center, Aunt Flow, a provider of menstrual products for commercial bathrooms, and the State University of New York (SUNY)'s Got Your Back program, donated over 3,000 products to be distributed through the hospital's Sexual Assault Forensic Examiner (SAFE) program to patients in need. RUMC is home to the only SAFE Center of Excellence on Staten Island.

"The SAFE staff would like to extend a massive thank you to SUNY and Aunt Flow for its donation," Isa-Ngozi Shoneyin, forensic nurse coordinator, said. "In our program, we pride ourselves on providing access to sexual assault clinical care and also providing women with access to free hygiene products as part of the holistic care we aim to offer in our department. Aunt Flow and SUNY helping our sexually assaulted patients is an important addition to our program."

The donation from SUNY and Aunt Flow includes over 3,000 tampons, menstrual

pads, and individual personal protection kits, which contain a pair of face masks, antibacterial wipes, and hand sanitizer. In 2016, Aunt Flow was founded by Claire Coder when she was 18 years old. The company's mission is to ensure everyone has access to 100 percent organic cotton menstrual products when needed. That same year, the State University of New York launched its Got Your Back program to assemble comfort bags for survivors of sexual and interpersonal violence across the Empire State. Got Your Back not only provides survivors with much-needed care items, but also helps alleviate the costs taken on by shelters, hospitals, and other response organizations.

"For every ten tampons and pads Aunt Flow sells, we donate one to a menstruator in need," said Claire Coder, founder and CEO at Aunt Flow. "That's why we are so grateful for the work RUMC is doing in their community and thrilled to partner with SUNY's Got Your Back program to support them."

The Quality and Patient Safety “Q Corner”

From Joan Gleason Scott, PhD, RN, NEA-BC, CPHQ, CPPS
Vice President Quality, Infection Prevention, Patient Experience, Language Services



Joan Scott Gleason

Language Access Services is an essential department within the Quality Division

here at RUMC. Nicole Safford has been the director of the department for 4 years, and has over 20 years of experience as a certified interpreter for deaf patients. As a professional who lives and works in Staten Island, she has many long-term relationships as the interpreter for patients and their families when they come here to receive care. So many stories of thanks and gratitude come to us about the services that Nicole and the department provide 24/7. Here is one:

One patient who came through the emergency department did not have identification. Upon assessment, the staff realized that he was deaf. Nicole knew the patient and was able to identify him and help notify the family that he was here. The family was able to provide

the health information to the medical staff that was necessary to provide some of the care required after the emergency. Nicole was able to use sign language, placing her hand into the patient’s hand when he was slipping in and out of consciousness.

Prior to the COVID-19 pandemic, Nicole identified the need for face masks with clear plastic around the mouth so patients who may be hard of hearing, elderly, or those that can read lips could see the care providers’ lips when they speak. One can also see a much-needed smile in this very difficult time!

On behalf of the Quality Division (Quality, Infection Control, Patient Relations, and Language Access), I am sending wishes for a happy and safe holiday season.

Public Relations and Marketing Department Earns More Awards!

The Public Relations and Marketing Department has been awarded nine MarCom awards for its advertising and communication campaigns during 2021. Among the nine awards are three platinum awards, the top honor in a category:

PLATINUM AWARDS

- ▶ **Clean Hands Start Here Campaign**
- ▶ **2021 Cancer Annual Report**
- ▶ **RUMCSI.org website design**

GOLD AWARDS

- ▶ **Construction Update Newsletter**
- ▶ **2021 RUMC Annual Report**

HONORABLE MENTION

- ▶ **Bus Shelter Ads — RUMC Services**
- ▶ **Breast and Women’s Center print ad campaign**

- ▶ **Emergency Department print ad campaign-holiday edition**
- ▶ **CARE Magazine — Winter 2021 edition**



MarCom Awards honor excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world. Each year about 6,500 print and

digital entries are submitted from dozens of countries. MarCom is administered by the Association of Marketing and Communication Professionals (AMCP). The international organization, founded in 1995, consists of several thousand marketing, communication, advertising, public relations, digital, and web professionals.

The awards were earned in partnership with DavidHenry Marketing & Media, the hospital’s creative consultants and marketing experts who have collaborated with RUMC for the past several years. The Public Relations and Marketing Department has now earned 32 marketing and communication awards in the past 3 years, including 21 MarCom awards.



New Hires — Welcome to RUMC!

Towalope Akanbi — *Nursing Assistant*
 Valerie Catanzaro — *RN*
 Gina Cerenzio — *RN*
 Sonia Chocski — *Physician*
 John Corsello — *Unit Clerk*
 Christina Cracchiolo — *RN*
 Jacqueline Diaz — *RN*
 Chavonne Foster — *RN*
 Martha Garcia — *Support Staff*
 Alexa Hagan — *Nursing Assistant*
 Charmaine Haughton —
Nursing Assistant
 Doreen Lawson-Blackwood —
Nursing Assistant

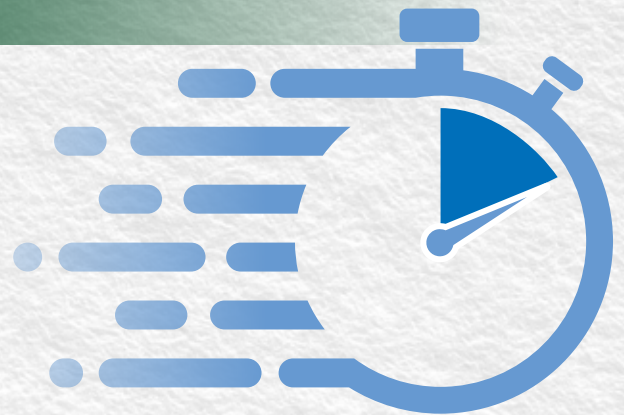
Monika Mati — *Registrar*
 Camille Maughan — *RN*
 Jamar McDowell — *Food Service Worker*
 Jason McGee — *Nursing Assistant*
 Victoria McGuckin — *RN*
 Vincent Menezes — *Building Service Worker*
 Jolene Meskovic — *Supervisor*
 Marshay Moss-Rayford — *Nursing Assistant*
 Ardiana Muratovic — *Building Service Worker*
 Amanda Nelson — *FNP*
 Nicolette Olivares — *Radiology Tech*
 Sunday Olotu — *Manager*
 Louis Palaio — *Plumber*

Bryan Pena — *Nursing Assistant*
 Denice Perez — *Nursing Assistant*
 Elvia Ramos Crespo — *Sub Asst Teacher*
 Rebecca Rosario — *Registrar*
 Victoria Ryncarz — *RN*
 Zeinab Saad — *DRT*
 Douglas Schultz — *Plumber*
 Felix Tissera — *HVAC Mechanic*
 Keivonna Tucker — *Nursing Assistant*
 Julia West — *RN*
 Yashana Williams — *Transporter*
 Nilanka Yapa — *Nursing Assistant*
 Jessica Zucal — *Nursing Assistant*

RUMC Staff Run the Streets of NYC

On November 7, several staff from Richmond University Medical Center ran in the 50th annual New York City Marathon. Congratulations to those who finished the 26.2 mile course through the streets of Manhattan:

- ▶ **Francesco Rotatori, MD, Chief of Cardiology: Time: 3:05:21**
- ▶ **Raphael Buyo, RN, Emergency Department: Time: 4:57:32**
- ▶ **Carlee King, RN, Emergency Department: Time: 5:00:32**



Francesco Rotatori, MD, Chief of Cardiology



Raphael Buyo, RN, Emergency Department, with his wife Deborah Lee



Carlee King, RN, Emergency Department

Richmond University Medical Center Raises Over \$220,000 at Virtual Gala



RUMC's new Emergency Department, scheduled for completion next year, was one of many capital improvement projects highlighted during this year's gala.

A new state-of-the-art emergency department, modernized operating suites, a transformed mother/baby maternity unit, and an environmentally friendly new co-generation power plant were just a few of the major improvement projects highlighted during Richmond University Medical Center's virtual gala, held on November 17. The gala raised over \$220,600 to support the hospital and its projects, many of which are anticipated to be completed within the next 24 months. The goal had been to reach \$150,000 during the event.

"Our gala this year provided an exciting glimpse into the future of healthcare on Staten Island," President and Chief Executive Officer Daniel J. Messina, PhD, FACHE, said. "RUMC has served the community for nearly 120 years. Through the many capital improvements currently ongoing, RUMC is further positioning itself to be among the city's leaders for advanced medical care, be it emergencies or routine procedures,

for generations to come. None of this would have been possible without the support of our donors, elected officials, trustees and Foundation members. This tremendous collaboration has laid the groundwork to vastly improve the overall health of our community with RUMC at the forefront."

This year's honorees were Staten Island Borough President James Oddo, New York City Council Minority Leader Steven Matteo, and New York City Council Member Deborah Rose, all of whom provided taped messages expressing their gratitude for being recognized by RUMC. All three will leave office at the end of 2021 due to term limits.

"The tremendous support from our honorees and their continuous advocacy for RUMC was vital in securing critical city dollars needed to fuel our hospital's transformation — a transformation that will enable us to continue to meet the healthcare needs of our community,"

Board of Trustees Chair Kathryn K. Rooney said. "We are indebted to each of them for their commitment and dedication to our hospital. RUMC has a rich tradition of helping and healing our community. Today, we stand on the threshold of a new era for RUMC, one that has been made possible thanks to their support and friendship."

Leading viewers on a tour of each project was a host of special guests including trustees, physicians, and community partners. Among them were board of trustees Vice Chair Ronald A. Purpora, RUMC Chief Medical Officer and Executive Vice President Pietro Carpenito, MD; Jewish Community Center of Staten Island Executive Director Orit Lender; RUMC's Chair of Surgery Loren Harris, MD; and RUMC Foundation President Bobby Urs.

All of the taped segments from the gala can be viewed at www.rumcsi.org.