

Site Councils Report

An Update on the Site Diversity Councils in Pictures

The *Destination Diversity* Site Diversity Councils have been busy. Here's a look at what some of them have been up to:

Cinco de Mayo (555)



555 W. 57th St. and 515 W. 59th St. staff participated in the first 555 Site Diversity Council "Spring Fling," celebrating Cinco de Mayo. The event featured food, beverages, music and door prizes. Those at the celebration, from left, included **John Samuels**, **Amanda Lai**, **Maribel Cruz**, **Elena Quitcon**, **Brenda Alvarado** and **Michelle Gillan Larkin**.

Filipino Celebration (SL)



The St. Luke's Hospital Site Diversity Council and Filipino Associates held a "Filipino Fiesta" in the Babcock Cafeteria, celebrating Philippine culture. More than 250 employees and invited guests attended, enjoying Filipino cuisine, folk songs and dance. Pictured from left, some dressed in traditional Filipino "patadyong" dresses, are **Lovely Ramos**, **Genevieve Santos**, **Carmelita Daez**, **Leonida Lacdao**, **Alma Yorke**, **Wendy Daisley**, **Eileen Lovett**, **Adoracion Batista**, **Juldemar Rostata**, **Miles Jones** and **Ramiro Ramos**.

Presentation on Chinese Culture (KHD)



This past February, Beth Israel's Kings Highway Division celebrated the Chinese Lunar New Year—the year of the Ox, 4706—with a program entitled, "Introduction to the Lunar New Year and Chinese Customs." Social worker **Grace Fan, MSW**, contributed to the presentation, which drew some 50 attendees and featured Chinese food and decorations.

Council Profile

Diversity at Petrie (continued from page 4)

- The LGBT committee publicized National Gay Pride Month in June with a notice to all staff and currently is planning both an educational social and training for PACC employees in treating LGBT patients. Additionally, it is reviewing standards for LGBT care set by the Healthcare Equality Index, a joint project of the Human Rights Campaign Foundation and the Gay and Lesbian Medical Association, and measuring Petrie's policies and procedures against them. It also created a "tip sheet" on how to meet the particular health care needs of the LGBT community—a document that was endorsed by the hospital's Medical Board and Department of Patient Care Services.
- The education committee continues training individual departments about diversity and the importance of inclusion at Petrie.
- The communication/events committee commemorated Black History Month in February with numerous activities, such as film screenings, art exhibits, musical performances and a heart health presentation that took place at sites throughout the division. In June, it observed Flag Week to encourage employees to learn about

the many different flags worldwide. Staff created their own poster-board flags, which decorated office areas throughout the division.

The Council also recognized Diversity Awareness Month in October by hosting a series of events, including a reception in Podell Auditorium. (These events, and all others throughout Continuum in celebration of Cultural Diversity Month, will be featured in a future issue of *Destination Diversity*.)

"The BIMC Council embraces the strategic priorities of communication, education, mentoring and recruitment/retention of associates by aligning the activities around these areas of focus," notes **Debbie Visconi**, Senior Vice President of Administration and Council Sponsor. "It also has been successful in recruiting members from a wide variety of backgrounds and departments, which helps to develop a diverse approach to the work being done."

For inquiries and suggestions, contact the Petrie Site Diversity Council at bimcdiversitycouncil@chpnet.org.

News Briefs

Honors for Continuum Services and Staff

- **St. Luke's and Roosevelt Hospitals and the HIV Center for Comprehensive Care (CCC)** were commended by the American Psychiatric Foundation for their Mental Health and HIV Services collaborative, funded by the Substance Abuse and Mental Health Administration. The program, which expands the community's access to culturally competent HIV-related mental health services, was one of five that were bestowed with the Foundation's Award for Advancing Minority Mental Health. Along with a plaque honoring their commitment to minority health, the hospital and the CCC received a \$5,000 gift.
- **Harris M. Nagler, MD, FACS**, Beth Israel's Interim President and Chairman of the Sol and Margaret Berger Department of Urology, was among several prominent New Yorkers honored at the Russian American Health Coalition Legislative Breakfast. Dr. Nagler and the other honorees were cited for improving the health of New York City's Russian-speaking community. The event was organized by the Russian American Health Coalition in partnership with the Jewish Community Relations Council as part of the seventh annual Russian Heritage Festival.
- **Selina Chan**, Executive Director of Beth Israel's Asian Services Center, received the Association of Chinese-American Physicians' Community Service Award. Ms. Chan was cited for her support of New York City's Asian community and her unparalleled commitment to providing access to health care for these patients.

BI Latino Health Institute Happenings

Through two major events this past year, Beth Israel's Latino Health Institute advanced its mission to educate the public and staff about Latino health issues. In June, the Institute participated in the nationwide "Be the Match Marrowthon," which aimed to add more ethnically and racially diverse donors to the national blood marrow registry. It was sponsored in conjunction with the National Marrow Donor Program and the Icla da Silva Foundation.

Also held in June, in collaboration with the New York Chapter of the National Association of Hispanic Nurses, was the Institute's first annual conference. Keynote speaker **Elena Rios, MD**, President and CEO of the National Hispanic Medical Association, discussed racial and ethnic health disparities and strategies for closing the gaps.



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In this issue

1 / 2

**Mentoring Program
Finishes First Round**

2

**Greg Calliste Joins
St. Luke's as Chief
Administrative Officer**

3

**Book Club Turns a Page
for Diversity**

4

**Moving Diversity
Initiatives Forward**

**Destination Diversity at the
Petrie Division**

5

**An Update on the Site
Diversity Councils in Pictures**

6

News Briefs

**Continuum's Corporate
Diversity Charter**

Destination Diversity champions a diverse workforce and fosters an inclusive culture that delivers quality care to a diverse patient population. We support the creation of a multicultural environment that works for everyone and capitalizes on the diversity of all employees.

Mentoring Profiles

Mentoring Program Finishes First Round



Celebrating at the mentoring "graduation" ceremony are, left, mentor Marian Scott and protégé Pat Nickelson, and right, protégés Constance Russell, Joseph Waiters, Stacie Newman and Sylvia Santiago.

This past fall, the nine-month pilot mentoring program drew to a close, and according to **Amy Chiang**, Program Manager, "Participants learned a lot beyond the typical lessons one would normally associate with mentoring. Along with project work and relationship building, they developed a new sense of confidence, as well as a greater ability to articulate what they want for their careers and their futures. That is a big step in terms of personal and professional development."

Twenty-four mentor-protégé pairs "graduated" at a ceremony held on October 5. The event featured a video montage produced by Continuum's Audio-Visual Department of the program's participants in action.

With mentoring remaining a key strategic initiative of *Destination Diversity*—as a means for the organization to spot talent and identify its leaders of tomorrow—Continuum will launch the second round of pairings in early 2010. The next go-round will incorporate having more cross-functional mentoring; having more specific objectives for protégés; and integrating the mentoring program with our talent management program.

Here, three mentor-protégé pairs share their experiences:

Patricia Philippe and Tricia Balsamini

When **Patricia Philippe**, Assistant Director of Marketing, first applied to be a protégé, she was interested in learning about several areas at Continuum. One of them was fundraising, and she ultimately was paired with mentor **Tricia Balsamini**, Corporate Vice President of Development.

Together they chose as a project the formation of a donor stewardship task force and checklist to offer ways that development staff can engage donors and make them feel more connected to the organization. Ms. Philippe led the committee and worked with the Development Department's various teams. "The highlight was presenting to the staff and sensing their involvement," says Ms. Philippe. "Along the way I learned about team dynamics and motivating others, as well as the common challenges that both the development and marketing areas face."

(continued on page 2)

Mentoring Profiles

Mentoring Program *(continued from page 1)*

"Patricia really helped to facilitate the project and it was great to have her at the helm," remarks Ms. Balsamini. "She was able to work on her leadership skills, while bringing us together and keeping us focused and moving forward."

Mildred Diaz and Eva Johansson

As a protégé, **Mildred Diaz**, Residency Coordinator, Department of Pathology, St. Luke's and Roosevelt Hospitals, was charged with overseeing a Failure Mode and Effect Analysis (FMEA) on blood transfusions—basically studying the occurrence of transfusion errors and turning that information into ways to prevent such mistakes. Under the guidance of her mentor, **Eva Johansson**, SLR's Vice President of Quality, she worked on an interdisciplinary committee of physicians and nurses, took meeting minutes, researched articles and gathered data.

Her efforts culminated in a transfusion pocket guide for attending physicians and residents. The educational booklet also will be posted on Continuum's new Intranet. "As Mildred's mentor, I gave her the tools she needed, and she became skilled in doing a FMEA," notes Ms. Johansson. "It's hard when your partner is in another department, and you're both busy doing your regular work. But we had fun."

"We definitely had fun and Eva did an excellent job," Ms. Diaz adds. "And when they delivered the guide, I was so happy!"

Pat Nickelson and Marian Scott

Pat Nickelson, Administrative Supervisor, Department of Anesthesiology, St. Luke's and Roosevelt Hospitals, was thrilled to be mentored by **Marian Scott**, Director of Community Health Education, Department of Government and Community Affairs. "I currently work in a clinical environment, but am very interested in community education and possibly becoming a diabetes educator one day," says Ms. Nickelson. "Marian has a lot of experience in partnering with organizations and agencies, and helped me improve my organizational and management skills. Plus, I was able to interact with many people."

Ms. Nickelson accompanied Ms. Scott to afterwork events and also helped to coordinate a Women's Health Conference, held this past May. She worked with physicians, set up screenings, and overall got a closer look at how Continuum reaches out to the community.

"Pat not only assisted in planning the conference, she also was a facilitator at the event," points out Ms. Scott. "I enjoyed the one-on-one mentoring experience and being able to show her what I do."

Welcome

Greg Calliste Joins St. Luke's as Chief Administrative Officer



In August, St. Luke's Hospital welcomed **Greg Calliste** as its new Chief Administrative Officer. Mr. Calliste brings a wealth of experience in the health care field, having served at a number of hospitals and outpatient centers throughout the New York metropolitan area and, more recently, for five years as President and Chief Executive Officer of Juan F. Luis Hospital and Medical Center in St. Croix, U.S. Virgin Islands.

An alumnus of Brooklyn College of the City University of New York, Mr. Calliste earned a master's degree in public health from Columbia University, a master's degree in business administration from New York Institute of Technology, and a PhD in health administration from Kennedy Western University. He is a board-certified health care executive and Fellow of the American College of Healthcare Executives. We spoke with him about the importance of diversity.

Why is diversity vital in today's health care marketplace?

Every organization should reflect the community it serves. In health care, especially, it's critical that community members see people like themselves in all positions at the hospitals they go to for treatment. It promotes and enhances patient comfort and satisfaction. For Continuum, this involves communicating and bonding with an ethnically diverse population with a significant minority component.

What challenges are inherent in the New York City community?

A significant portion of our patients at SLR is black and Latino. We need to understand the particular health concerns facing these groups, like obesity, hypertension, diabetes, substance abuse and HIV. We also need to focus on the social issues that contribute to poor health status, such as poverty, lack of health insurance, stress, misinformation, bad health habits and others. To successfully address these issues, we must provide not only routine health care, but also health education and other appropriate social and support services.

What do you hope to accomplish at St. Luke's?

I will definitely be striving for excellence, especially in the areas of patient care, patient satisfaction, staff satisfaction, community satisfaction and fiscal viability. My vision for St. Luke's is that it will be a model hospital and the hospital of choice for residents of upper Manhattan.

What has most impressed you about Destination Diversity?

That Continuum is putting forth a serious effort to diversify its workforce, particularly management staff, and to model ourselves in a manner that is more reflective of the communities we serve.

Special Feature

Book Club Turns a Page for Diversity

“Story hour” has been taken to a whole new level at 555 W. 57th St., now that the 555 Diversity Council’s Book Club is in full swing. The mission of the book club, a subcommittee of the 555 Site Diversity Council, is to “promote and increase cultural awareness, sensitivity and competency” through literature.

In forming the book club, **Marlo Gantt, MS**, Education Manager of Organization Development, Education and Talent Management at Continuum, took a cue from the University of Michigan’s School of Nursing. “They have a comprehensive book club program that is in line with what we wanted to do, in terms of emphasizing multicultural themes. I reached out to them and they were very helpful,” says Ms. Gantt, who heads the subcommittee along with 555 Site Diversity Council members **Terry Cavanaugh**, Corporate Assistant Vice President for Marketing; **Marian Scott**, SLR’s Director of Community Health Education; and **William Ladue**, Director of Accounts Payable, Corporate Finance.

The book club was established in January 2009 and meets quarterly during lunchtime. Unlike traditional book clubs, which have a set number of participants, the 555 group welcomes anyone at any time. “We just put out the word about the selection and where and when we’ll be meeting, and then people sign up,” offers Ms. Cavanaugh.

So how are titles selected? From a mix of employee recommendations and other resources, like the University of Michigan’s nursing school. For its inaugural year, the book club chose four themes (one for each quarter): Middle and Far Eastern heritage, African American heritage, Latino heritage and Native American heritage. “By coincidence, all our selections have had an underlying medical story line,” Ms. Gantt notes.

The group’s first book was *The Spirit Catches You and You Fall Down* by Anne Fadiman, which was followed by *The Ditchdigger’s Daughters* by Yvonne S. Thornton, MD. The latter, a family memoir about how a laborer and domestic worker shepherded their six daughters into professional careers, is especially relevant to Continuum. Its author, who attended the meeting to discuss her work, did her residency at Roosevelt Hospital. The book club’s most recent selection was *Saving the World* by Julia Alvarez.

“I’m an avid reader, so it’s been a lot of fun to meet other big readers,” remarks Ms. Cavanaugh. “It’s nice to connect with people we work with who have similar interests.”



Among staff participating in the discussion for *The Ditchdigger’s Daughters* were, above from left, Elena Quitcon, Bill Ladue, Marian Scott, author Dr. Yvonne Thornton, Marlo Gantt, Theresa Cavanaugh, Rolston Cyril Watts and Jackie Cruz.

Announcement

Keep an Eye Out!

Look for a special edition of *Destination Diversity* in early 2010 that will focus on activities that took place throughout Continuum during October 2009—National Diversity Month.

Program Report

Moving Diversity Initiatives Forward

A Message from Pamela Abner

Chief Cultural Diversity Officer and Human Resources Administration, and Co-Chair of *Destination Diversity*



Since the launch of *Destination Diversity* in 2005, we have been looking at our workforce and directing our efforts on five key strategic areas—recruitment and retention, succession planning, training and education, mentoring and communication—in order to bring diversity to all levels at Continuum and become the “employer of choice.” We have defined diver-

sity for our workplace and organized ourselves, with great success, into Site Diversity Councils that have formed even more targeted channels to spread our diversity message. We have also begun working with our leadership to identify and develop high-potential associates, and incorporated competencies for inclusion and respect of others into our performance management.

Now, as we move ahead with our diversity initiative, we want to broaden our scope to concentrate on the community at large and improve overall patient satisfaction. Toward this end, we have combed the literature and met with consultants and other valuable sources to find the most effective ways to let our patients—and the communities we serve—know that we are focusing efforts on inclusion and respect, that we understand their needs and that we are sensitive to the cultural issues that can affect their health care. Our external focus must entail active involvement in the community through innovative, educational collaborations with local nonprofit organizations and public agencies. It also requires that we establish protocol to identify and contract with a diverse slate of vendors and suppliers—businesses that are predominantly owned and operated by women, minorities and disabled individuals.

We want each and every employee to feel valued and respected, and to participate in this growing diversity venture. Among our objectives are to offer more training and educational opportunities in cultural competency, and to introduce more affinity groups for those who share similarities in their cultures and lifestyles. We are seeking to have our senior leadership staff be more reflective of the communities we serve. We plan to conduct a cultural climate survey to establish baselines for improvement and assess whether Continuum associates regard the organization as culturally diverse and inclusive. And we want to strengthen our support of the Corporate Council and Site Diversity Councils.

As always, we appreciate your contributions and welcome your suggestions and ideas to improve cultural awareness at Continuum.

Council Profile

Destination Diversity at the Petrie Division

(This is the first in a continuing series of in-depth reviews of the work of our Site Diversity Councils.)

Beth Israel-Petrie Division’s Site Diversity Council has accomplished a lot since its inception. The past two-and-a-half years have seen a handful of committees formed and many activities planned and executed—all due to a membership that is truly dedicated to spreading the word on diversity and inclusion.

“We have a core group of 15 individuals who are really committed,” says **John Samuels**, Administrative Director of AIDS Services at BI, who cochairs the Council with **Kim Parker-Maneja**, Data Specialist, Professional Billing. “We’ve recently welcomed several new members and are always looking for representatives from additional areas of the Medical Center.”

The secret of the Council’s success lies not only in the work of its membership, but also in the support of Beth Israel’s leadership and the availability of helpful resources, Mr. Samuels adds. While the Council meets monthly, its committees—disabilities; lesbian, gay, bisexual and transgender (LGBT); education; and communication/events—convene as needed and they’ve been very productive.

- The disabilities committee recently signed an agreement with the International Center for the Disabled in New York to arrange for disabled students to intern at Petrie. It also is working on a “tip sheet” on caring for disabled patients.

(continued on page 5)



The communication/events committee of the Petrie Site Diversity Council commemorated Flag Week this past June. As part of the celebration, employees throughout the division created their own flags, which were displayed in various office areas.