A Health Care Transformation South of 34th Street

Several doors down from the Union Square subway station sits one of the Mount Sinai Health System’s hidden gems—a 350,000-square foot, full-service ambulatory center that includes physician offices for more than 50 clinical care specialties—and a new Urgent Care facility for adults and children. The recently renovated ambulatory center and the new Urgent Care center are part of Mount Sinai’s plan to transform health care services for New Yorkers south of 34th Street.

Deceptively simple from the outside, the ambulatory center's sleek glass and stone entry gives way to five busy floors where more than 350 physicians and 550 staff take care of patients who live and work in downtown Manhattan, Brooklyn, and surrounding areas. The Mount Sinai Union Square ambulatory center includes an outpatient facility with six operating rooms, a 17-chair chemotherapy infusion suite, doctor's offices, exam rooms, radiological suites with the latest technology, space for in-office procedures, and a pharmacy. An indoor parking garage on the lower level continued on page 3

“My Mount Sinai” Marketing Campaign Debuts

Commuters in the Union Square subway station were greeted by the many faces of Mount Sinai on Wednesday morning, October 4, as the Health System rolled out its new marketing campaign, “My Mount Sinai.” Patients who have received high-quality medical care from Mount Sinai specialists located below 34th Street were among those featured in oversized posters lining the walls of the Union Square station.

Breast cancer survivor and former Mount Sinai Beth Israel patient Donna Tookes, 62, who participated in a clinical trial for a scalp-cooling regimen that prevented hair loss during treatment, was photographed continued on page 2
for Mount Sinai’s south of 54th Street campaign. She says, “I wanted others to know about the life-saving and life-changing work that is being done” at the Health System. “At a very scary time in my life, Mount Sinai Beth Israel gave me hope.” Four years after receiving treatment, Ms. Tookes shows no signs of cancer, and the scalp-cooling device she used has been approved by the U.S. Food and Drug Administration.

The “My Mount Sinai” campaign lets New Yorkers know they can receive high-quality health care close to home by highlighting the compelling medical needs of everyday New Yorkers and the life-saving work that Mount Sinai offers south of 54th Street. Poignantly, the ads reinforce the emotional vulnerability that people feel when their health is on the line and the relief they experience when their treatment is handled with expert care.

One advertisement offers a slice of New York humor by featuring a woman posed as a grateful senior citizen who credits a groundbreaking procedure at New York Eye and Ear Infirmary of Mount Sinai for restoring her hearing. Pictured with her loving husband, she says with a wry smile that, “unfortunately,” she can now hear “every single word he says.”

In another advertisement, a medical team is portrayed rushing a young patient into surgery with the headline, “An award-winning Emergency Dept. doesn’t mean much. Until you have an emergency.”

“These ads reflect Mount Sinai’s expansiveness and the quality of our services south of 54th Street,” says Jeremy Boal, MD, President, Mount Sinai Downtown, Executive Vice President and Chief Clinical Officer, Mount Sinai Health System. “Each day, our medical teams serve with dedication and skill, and they develop deep and meaningful relationships with their patients.”

The ads will appear in the Union Square subway station throughout the month of October, and print and online ads will appear in local publications and on websites throughout the fall.

In addition, visitors to Mount Sinai’s facilities south of 54th Street began seeing a mosaic of staff photos on digital screen displays starting October 4, as part of an internal “My Mount Sinai” marketing campaign. Employees in these locations are encouraged to share stories about how their care made a difference in the life of a patient, and what being part of the Mount Sinai community means to them.

Those who participate will have the opportunity to be featured on Mount Sinai’s social media sites and on the Inside Mount Sinai digital site. Employees should submit their stories with a photo of themselves to: socialmedia@mountsinai.org.
conveniently leads directly into the building.

At the beginning of 2018, Mount Sinai Union Square will open new Cardiology and Respiratory institutes, followed by new OB-GYN, general Pediatric, and specialty Pediatric suites later in the year.

At the new Urgent Care facility, adults and children receive the highest quality care from board-certified emergency medicine physicians who treat patients seven days a week and during evening hours. The facility also includes a full X-ray room and point-of-care testing that can provide patients with the answers they need immediately. For medical emergencies, patients south of 34th Street will continue to be seen at Mount Sinai Beth Israel’s (MSBI) Emergency Department, which will be in operation until the new Mount Sinai Beth Israel hospital opens.

“Mount Sinai is leading the way in improving the health care experience for people who live and work in this community,” says Jeremy Boal, MD, President, Mount Sinai Downtown, Executive Vice President and Chief Clinical Officer, Mount Sinai Health System. “Health care delivery is changing and we are committed to embracing this change with excellent and convenient care that keeps people healthy. Our significant investment in modernization attests to our commitment to the community south of 54th Street, where we intend to stay and grow.”

Within the next couple of years construction will begin on the new MSBI, resulting in a technologically sophisticated hospital that conforms to the demands of modern, twenty-first century medicine. This hospital of the future at MSBI will incorporate the rapidly changing improvements taking place in the field of medicine in a new infrastructure that requires a smaller physical footprint. It will be located next to an enhanced New York Eye and Ear Infirmary of Mount Sinai.

“Our ambulatory services were designed to address the community’s needs for high-quality specialized care under one roof,” says Kelly Cassano, DO, Chief of Ambulatory Care, Mount Sinai Downtown. “Patients who visit the Mount Sinai Union Square building will receive full-service urgent care services or the comprehensive specialized services they require.”

Indeed, as Paul Zucker, Vice President of Ambulatory Operations, points out, the Union Square facility houses two MRI machines—including one that is brand new—along with mammography and radiation oncology equipment, and an infrastructure that handles wide-ranging specialties that include maternal fetal medicine and vascular surgery. “What differentiates us,” he says, “is that patients can access virtually every medical specialty without ever leaving the building.”
Building the Talent Pipeline in Health Care Administration

This summer, several Mount Sinai Health System departments—through the Office for Diversity and Inclusion's (ODI) talent pipeline program—hosted and supported 34 interns who aspire to careers in health care administration. High school, college, and graduate students gained exposure in areas including medicine; patient experience; real estate services; information technology (IT); and lesbian, gay, bisexual, and transgender health. The Institute for Diversity in Health Management and the America Needs You Fellowship Program joined longstanding partner organizations All Stars Project, Inc.; Greater New York Hospital Association; and Prep for Prep in identifying students of underrepresented backgrounds in health care for these hands-on opportunities.

“This year marked the second year of our IT Talent Pipeline Program for high school juniors and the launch of a new, structured experience for all our interns,” says Shana Dacon, Assistant Director, ODI. “Our programs continue to expand, and interns came from a diverse set of backgrounds and experiences, including Jim Arbalaez, a U.S. Marine Corps veteran who interned in Mount Sinai West’s Environmental Health & Safety Department.” In addition to their assignments, interns toured the Mount Sinai Adolescent Health Center and a Mount Sinai Doctors Faculty Practice clinic, and attended panels featuring Mount Sinai Health System leaders. Says Adetokunbo Oseni, a Master’s degree candidate at George Mason University, in Fairfax, Virginia, of his experience: “I’m inspired to be a lifelong learner. I’ve learned it is OK not to know everything—as long as you are comfortable asking questions and are willing to learn.”

Exploring Careers in Research and Medicine

Since 1975, the Icahn School of Medicine at Mount Sinai’s Center for Excellence in Youth Education (CEYE) has been preparing minority and disadvantaged youth for careers in science and medicine. This year’s annual summer research and clinical internship programs attracted a record number of 108 high school students from across New York City with hands-on classes in Fruit Fly Genetics and Genomics, and Nanotechnology, for example, along with a new clinical offering for young men of color: participation in a six-week clinical rotation in neurosurgery.

Doctors Reaching Minority Males Exploring Neuroscience (Dr. MMEN), a partnership between CEYE and the Department of Neurosurgery—with support from Joshua B. Bederson, MD, Chair, Neurosurgery, Mount Sinai Health System—was led by Ian McNeill, MD, PGY-5 neurosurgery resident, and Ernest Barthelemy, MD, PGY-4 neurosurgery resident.

“The number of African American men who applied to medical school in 2014 was actually less than the number who applied in 1978,” says CEYE Program Director, Alyson Davis, LMSW, “which is why specific and targeted interventions like this are needed.”

In addition to rotations in the operating room, the neurosurgery intensive care unit, and outpatient office hours, the four Dr. MMEN students participated in weekly seminars led by Dr. McNeill that explored topics such as mental health and wellness, vision and goal-setting, and handling racism and bias as they pursue a professional career.

Says participant Jonathan Joasil: “Dr. McNeill and the Department of Neurosurgery have given us an opportunity to stand out. They have empowered us to think that we can go anywhere.”
Cholesterol Fairs Foster Heart Health

“Keeping your cholesterol levels healthy is a great way to lower your chances of getting heart disease or having a stroke. But first, you have to know your numbers,” says Joan E. Joseph, MHA, BSN, RN, Nurse Manager of the Arrhythmia Institute at Mount Sinai St. Luke’s, an organizer of the Mount Sinai Health System’s annual Cholesterol Fair.

On Friday, September 15, more than 130 people attended the event at Mount Sinai St. Luke’s, which was one of five held that day at Health System hospitals.

Participants received free cholesterol, blood pressure, and body mass index screenings along with counseling on how to manage overall heart health. Also, nutritionists provided cooking tips, and pharmacists advised on the use and storage of medications. Ms. Joseph says, “With these fairs, we work toward helping our corner of the world become healthier.”

Walk4Hearing Raises Donations and Awareness

More than 30 participants from the New York Eye and Ear Infirmary of Mount Sinai (NYEE) joined thousands of colleagues, friends, and fellow New Yorkers at the Hearing Loss Association for America (HLAA) Walk4Hearing, held on Sunday, September 24, in Riverside Park. Since 2006, HLAA has raised more than $12 million with the goal of increasing public awareness about hearing loss and eradicating stigmas associated with it. This year, NYEE’s Ear Institute surpassed its goal, raising more than $4,000, and as a member of the Walk4Hearing Alliance—a group of local organizations fund-raising for HLAA—the Institute will be allowed to keep some of the money to purchase and maintain loaner hearing aids for adult and pediatric patients.

Facts and Fun in a Visit to Mount Sinai Beth Israel

Mount Sinai Beth Israel’s Pediatric Short Stay Unit received a few special guests in May—kindergarteners from Chelsea’s PS 33 who were studying a “Med School” curriculum—and more visits from the school are on the agenda for this academic year. “I was giving Biology 101 lessons to these children, and they were eating it up,” says C. Anthoney Lim, MD, Assistant Professor of Emergency Medicine, Icahn School of Medicine at Mount Sinai, and Director of the Pediatric Emergency Department at Mount Sinai Beth Israel, which includes the Short Stay Unit for young patients who require less than 48 hours of hospitalization. Along with their biology lesson, students received new bike helmets and toured an ambulance and the emergency room. In June, the Unit received a second visit from PS 33 when fifth graders came bearing goodie bags filled with books and coloring activities for pediatric patients.

Maura Cosetti, MD (far left), Director of the Cochlear Implant Center at the New York Eye and Ear Infirmary of Mount Sinai, along with staff, family, and friends.

The kindergarten class explored an ambulance.
Mount Sinai Offers Annual Influenza Vaccine

Annual influenza vaccination is the most effective way to protect yourself and your family, patients, and colleagues from getting influenza. The flu vaccine is offered at no expense to Mount Sinai Health System personnel, including volunteers, and is available immediately at each hospital’s Employee Health Service by walk-in or appointment. Influenza vaccine will also be offered at a variety of convenient venues throughout Mount Sinai campuses over the coming weeks. For a list of locations and dates, please visit: mshsintranet.mountsinai.org.

Accessibility Awareness Fairs

In recognition of Americans with Disabilities Act (ADA)/Accessibility Awareness Month in October, the Mount Sinai Health System’s ADA/Accessibility Steering Committee will host two Awareness Fairs. These informational events are designed to educate and connect Mount Sinai faculty and staff, and the public, to organizations and resources. All are welcome to attend.

Wednesday, October 11
11 am - 3 pm
Mount Sinai West Main Lobby

Thursday, October 26
11 am - 3 pm
The Mount Sinai Hospital Guggenheim Pavilion Atrium

For more information or to register, email the Office for Diversity and Inclusion at diversity@mountsinai.org.

Mount Sinai Transformation Update

For the most recent updates on Mount Sinai’s downtown transformation, please go to: http://www.mountsinai.org/locations/downtown

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