

Keeping Brooklyn Healthy

THE PATIENT EXPERIENCE AT TBHC 

TBHC: HEALTHCARE PROVIDER FOR BAM 

BROOKLYN HEART CENTER NOW OPEN 

PATIENT TESTIMONIAL: AMY BENNETT 



Get back in the game with Robotic Surgery at TBHC

See page 5 for information

MESSAGE FROM OUR HOSPITAL'S PRESIDENT & CEO



We have more positive news for TBHC's quality and patient experience initiatives. In late March, the Children's Health Center was named a Level 3 PCMH (Patient

Centered Medical Home). TBHC earned this prestigious recognition by demonstrating delivery of excellent primary care within a team-based environment, as well as a commitment to performance improvement and integrating evidence-based medicine into the electronic health record. This is TBHC's ninth ambulatory health center to achieve top accreditation status, including all the Family Health Centers and the campus-based Ambulatory Care Center. We are very pleased to offer you all these options within our ambulatory services network.

In more good news, for 2017, TBHC was recognized by the American Heart Association's Get With The Guidelines®-Heart Failure quality improvement program with a Gold Plus-level status, an elevation from our previous Silver. Once again, we made the *Heart Failure Honor Roll* for exceptional heart failure care. And for the seventh year in a row, we received recognition by the American Heart Association/American Stroke Association's Get With The Guidelines®-Stroke quality improvement program as a *Gold Plus Achievement-level* recipient for 2017. We also made the *Honor Roll Elite* for stroke care. There's more! As a result of the Emergency Department's efforts, TBHC's EMS/Ambulance Service is the recipient of a Lifetime EMS Bronze Award. This recognition comes from the American Heart Association's "Mission Lifeline" program.

Take a look at the stories in this issue; among other things, you can learn about The Brooklyn Heart Center, our new patient experience initiative, our sponsorship of the Brooklyn Academy of Music, and get a glimpse of our new robot!


Gary G. Terrinoni



THE PATIENT EXPERIENCE

TBHC aims to connect emotionally with our patients. We will always work to to give you a memorable and satisfying experience.

All the staff at TBHC has been involved in significant improvements in quality and patient safety over the past several years. We are proud of these improvements and are building upon them with a new, cutting-edge change initiative. The Patient Experience has the support of the entire institution and is being led by a multidisciplinary team including staff closest to the work. The initiative seeks to create sustainable change in direct patient interactions and in the background operations that affect patient experience. Quality and safety is the foundation of the program. For a patient to consider the stay a satisfying transaction, there must be efficient, friendly service. However, patient experiences go beyond safe and satisfactory transactions and include personal, emotional and intellectual connections with the healthcare professionals who tend to them.

The staff identified eight priority interaction "touch points" with patients: nurse or patient care tech; attending or resident physician; registration staff; case manager or social worker; food services staff; transporter; housekeeper; and technologist doing ancillary procedures, such as radiology.

Additionally, behind-the-scenes efforts will focus on five priority operational experiences: Supply inventory (does the patient have what she needs during her stay?); discharge process including patient transport (is the patient discharged in a timely and orderly manner?); bed management (are beds turned over efficiently to become available as needed?); pharmacy medication distribution to inpatient units (does a patient get her meds in a timely and accurate way?); and the admission process from the ED to inpatient bed (do admitted patients from the ED get into their inpatient room as quickly as possible?).

The Patient Experience initiative is being rolled out now and will continue throughout the year.



GOOD NEIGHBORS

WORKING TOGETHER WITH OUR COMMUNITY

TBHC has entered into collaboration with the prestigious Brooklyn Academy of Music (BAM) to engage residents in the North Brooklyn neighborhoods we both serve.

BAM is a multi-arts center that has for more than 150 years been home to adventurous artists, audiences and ideas with world-renowned programming in theater, dance, music, opera, film and much more. **With this new relationship, TBHC is designated The Official Health Care Provider of BAM.** As such, TBHC will have opportunity to hold events on site at its classic Beaux Arts opera house (shown above, far left), as well as have a presence at BAM's many community events, block parties and other festivals.

"The hospital's immediate neighborhoods are home to a rich collection of important institutions," says TBHC President and CEO Gary G. Terrinoni. "Together, we all work toward the same goal: to better the lives of the community we serve." To that end, we also collaborate with:

Barclays Center, the state-of-the-art home of the NBA's Brooklyn Nets and the NHL's New York Islanders (shown above, second from left). As a corporate sponsor of Barclays

Center, TBHC has the official designation of the Official Hometown Hospital of the Barclays Center. TBHC has hosted health fairs on the arena's exterior plaza and provides clinical coverage at arena sporting events. In turn, Barclays Center assists TBHC with fundraising activities and has facilitated visits to our patients from World Wrestling Entertainment (WWE) and the Harlem Globetrotters.

Fort Greene Park Conservancy, an advocate for Fort Greene Park, which serve as both the formal burial site of nearly 12,000 Revolutionary War martyrs and a bustling, modern green space (shown above, second from the right). TBHC joined forces with the Conservancy to paint a mural, which hangs permanently on the wall by the hospital.

Pratt Institute, which was founded in 1887, and today prepares students for successful careers in art, design, architecture, and liberal arts and sciences. TBHC displays artwork from Pratt's talented students in our lobby (shown above, far right).

THE BROOKLYN HEART CENTER

TBHC's newly enhanced Brooklyn Heart Center aims to grow our existing cardiovascular services and create a destination service right here in Brooklyn.

The Brooklyn Heart Center at TBHC is officially launched under the leadership of Sarath Reddy, MD, Chief of the Cardiology Division, and Srinivas Kesanakurthy, MD, Medical Director of the Cath Lab. In the past, our communities have lacked local access to comprehensive services to meet their heart-health needs. The result has been a significant number of preventable deaths and higher than predicted illness from cardiovascular disease. In an effort to address this public health issue for Brooklyn, TBHC and Mount Sinai

have collaborated through our clinical affiliation to provide a continuum of excellent cardiology services.

The goals of The Brooklyn Heart Center are to provide quality, world-class cardiac care right in our patients' backyard. Patients have access to a full range of heart procedures in renovated facilities, with new technology, and with compassionate, efficient staff. For more information about The Brooklyn Heart Center, please call 718.250.8265.



ONE PATIENT'S EXPERIENCE

Amy Bennett: entrepreneur, community pillar, mom, TBHC patient

If you live in or near Fort Greene, you probably know Amy Bennett's stores. Amy is the founder and owner of Greene Grape grocery and wine stores, Scoops & Sweets, and The Annex bar and cafe. "As a business owner, there are few things that matter more to me than my community," says Amy, who has always been on the lookout to fill a need with an inventive venture.

She is also on the lookout for the health of her family. When she became pregnant with her second child, she had just moved from Manhattan to Brooklyn. "I didn't want to schlepp back to Manhattan," she says. "My decision was made easier when I met Dr. Angela Kerr and her caring OB/GYN staff at TBHC."

When her son was born in the midst of a blizzard, Amy was relieved she didn't have to travel far. So happy was she with the experience, Amy delivered her next child at TBHC three years later. Since then, there have been the usual visits to the Emergency Department for the usual medical issues that arise with kids.

"For my family and the teams at the stores, it's great to know TBHC is just up the road," says Amy.

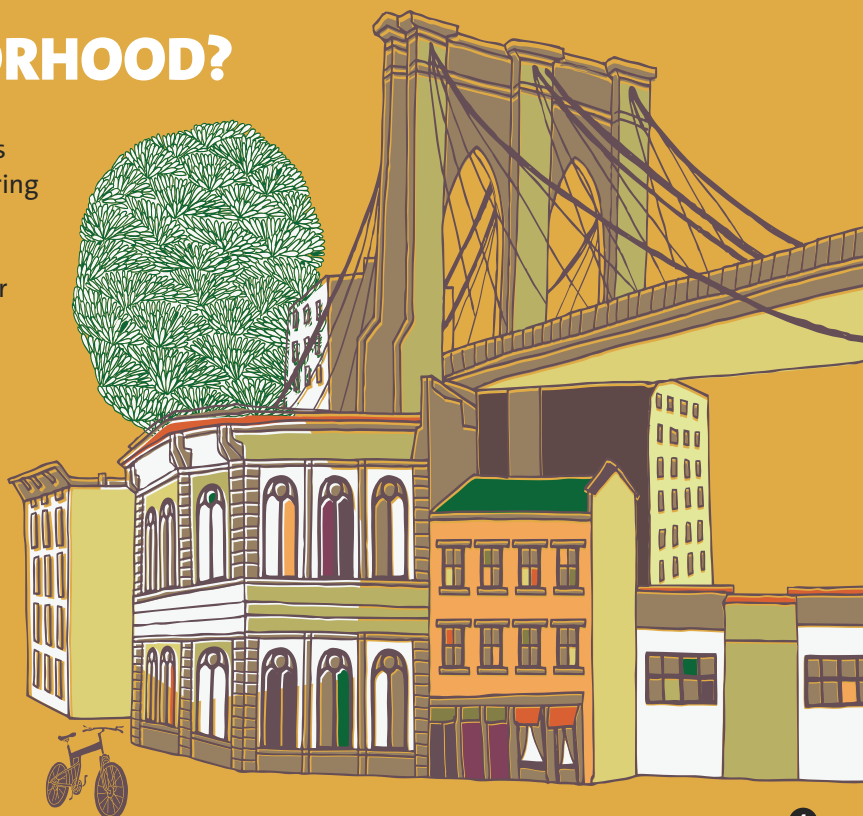
NEW TO THE NEIGHBORHOOD?

Brooklyn is known for its great restaurants, beautiful blocks and friendly neighbors. Moving here also means reconsidering the best and most convenient way to take care of your family's wellness. The Brooklyn Hospital Center can help, providing you with top-notch medical services, right in your own backyard.

**Looking for a primary care physician?
A good OB/GYN? A great pediatrician?
A wide range of specialists?**

Call 1-877-TBHC-DOC to find the right doctors for you.
Or visit www.tbh.org/find-physician to request an appointment on line.

While you're on our web site, learn more about The Brooklyn Hospital Center, Keeping Brooklyn Healthy for 170 Years and Counting!



ROBOTIC SURGERY AT TBHC

NEW TECHNOLOGY OFFERS HOPE TO MANY

TBHC's Department of Surgery is pleased to announce a new level of care for downtown Brooklyn with the latest version of the da Vinci robot to treat a wide range of patients.

What does robot-assisted surgery offer that other procedures can't? "The da Vinci XI's arms have better flexibility than that of a human hand, yet can go through small incisions where a surgeon can see via three-dimensional screen optics to operate," explains Pratibha "Dr. Pratt" Vemulapalli, MD, TBHC's Chair of the Department of Surgery (shown here at top).

Robotic surgery doesn't just make the surgeon's job easier. This high-tech, minimally invasive surgical approach provides important benefits, including decreased pain, bleeding, complications and scarring. After surgery, patients experience shorter hospital stays and quicker recovery time.

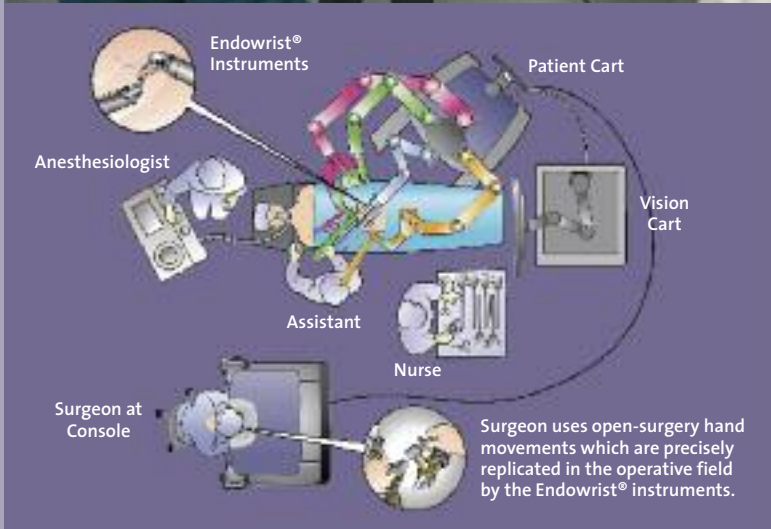
Robotics: big win for patients

The biggest winners are patients who need surgery in hard-to-reach places. For instance, the robot's arms allows surgeons to operate in certain parts of the body (like the pelvis) that are narrow or have various turns, making it tricky to navigate through traditional open operations or even other minimally invasive methods.

A wide range of procedures

TBHC plans to use the robotic surgery across several disciplines, including cases that involve the prostate, kidneys, gynecologic conditions, or thoracic cases. "We have started out with urologic and gynecologic cases so far," says Dr. Vemulapalli.

A thoracic surgeon experienced on this version of the da Vinci robot is planning to train interested surgeons in doing more thoracic cases. "The surgical staff is eager to



have this opportunity to expand their skills, especially if they haven't used robots before," says Dr. Vemulapalli. "All doctors want to treat their patients in a state-of-the-art way."

A powerful recruitment tool

The ability to easily train surgeons on the da Vinci is an added advantage when it comes to recruiting top-flight talent to TBHC's already excellent surgical staff. "Even experienced surgeons who have used the robot before are excited by our new version," says Dr. Vemulapalli. "Everyone is impressed with the low-profile arms, which are easier to move, and the superiority of the visuals."

Teaching consults are being conducted to attending physicians and

residents. "The beauty of the system is that the learner is able to watch every move with the same optics as the more experienced surgeon," says Dr. Vemulapalli.

The right surgery, the right surgeon

The da Vinci system represents the latest in surgical and robotics technologies. The surgeon is 100 percent in control of the da Vinci XI at all times and its technology translates the surgeon's hand movements into smaller, precise movements of tiny instruments (see illustration above).

But robotic-assisted surgery may not be the right answer for you. Ask your doctor about da Vinci, as well as the wide range of traditional and minimally invasive procedures TBHC's surgeons provide.

To find a TBHC surgeon, call 877-TBHC-DOC.

“NATIONAL QUALITY, BROOKLYN ADDRESS”

The headline says it all. While we’re proudly local (we are the borough’s first hospital), we are cultivating a growing national reputation for excellence and recently we’ve earned multiple awards and recognitions that attest to our renewed focus on excellence.

“National Quality, Brooklyn Address” is also the slogan of a new campaign getting the word out that TBHC is near you and committed to quality, patient-driven care.



LET’S CONNECT! There are lots of ways to connect with The Brooklyn Hospital Center on line, whether it be through one of the popular social media sites or our own website. Visit us at:



tbh.org



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