

JANUARY 2024



The Southern Brooklyn Democrats political club awarded our CEO, Svetlana Lipyanskaya with the Healthcare Leader of the Year Award, and Sr. Associate Director, Patricia Roman (below) with the Community Service of the Year Award.



Dr. Michelle Soto provides Addiction Medicine Advice

Our Chief of Ambulatory Care, Dr. Michelle Soto, a prominent figure in addiction prevention and treatment, recently shared her insights on NY1, offering valuable medical advice for combating substance use disorder. Watch the full interview [here](#).

CLINICAL BREAKTHROUGHS IN THE NEW YEAR AT SOUTH BROOKLYN HEALTH - BUILT ON THE SUCCESS OF THE PAST

A Message from Our Chief Medical Officer, Terence Brady, MD

The coming year promises to be even better at South Brooklyn Health. With the advent of a neuro-interventional service line, we will provide state-of-the-art care for stroke patients and patients with other types of brain injuries. Additionally, our new robotic surgery program enables us to care for patients with smaller incisions, less blood loss, and faster recovery times. The accomplishments of the past year have served as a marker for things to come. The relocation of patients to the new Ruth Bader Ginsburg Hospital was a journey towards improved health care delivery. Our staff, facing the complexities of increased distances for patient transport, demonstrated exemplary dedication and agility.

The transition from 4-bedded to private rooms marks a new era in patient care, ensuring a quieter, safer, and more personal healing environment. Our expanded facilities, including the laboratory, pharmacy, blood bank, and elevated emergency department, have not only enhanced our service capacity but also improved the overall patient experience in our new hospital.

Our team's adaptability in mastering new workflows, from registration to patient care, has been nothing short of remarkable. Their unwavering commitment has not only maintained but elevated our standard of care, drawing patients from far and wide, including Staten Island, and Queens.



As our hospital continues to grow and serve the South Brooklyn community and beyond, I want to extend my heartfelt gratitude and admiration to each one of you. Your tireless efforts and patient-centric approach have been the cornerstone of our success in providing the highest quality of healthcare.

Together, we have turned challenges into opportunities, ensuring that our patients always come first. Here's to continuing our journey of excellence in healthcare and making a difference in the lives we touch in 2024.

DEPARTMENT PROFILE: SOUTH BROOKLYN HEALTH - OFFICE OF PUBLIC AFFAIRS

A BRIGHT HORIZON FOR AN ESSENTIAL COMMUNITY HOSPITAL



Bridgette Ingraham-Roberts is the Director. She brings with her over 15 years of government and community relations experience, including as Vice President of Government Affairs at the Greater New York Hospital Association, and Health Policy Analyst for the Chairman of the New York State Senate Health Committee.

LEADERSHIP VALUES!

Build a team that has collective genius!

Create an environment where people are autonomously motivated to succeed!

Leadership is the art of mobilizing other people so they want to struggle in **SHARED ASPIRATIONS!**

The South Brooklyn Health Office of Public Affairs oversees a broad range of critical functions, including government and community relations, communications, marketing, and development initiatives. Join me in meeting two key members of my team and discover the impactful work we undertake at South Brooklyn Health.



Isaiah McClain, serving as the Assistant Director of Communications and Public Affairs, is a Multi-Platform Content Creator for the Office of Public Affairs. With over 12 years of media experience, he expertly oversees the organization’s digital marketing, advertising, and branding.



Lakeisha Weston is a Coordinating Manager who brings over 20 years of institutional knowledge to The Office of Public Affairs. She has over 15 years of experience working collaboratively with community partners and members of the community advisory board.

In simple terms, the role of a Public Affairs department is to create a positive image of an organization with its internal and external stakeholders.

In just over three years, since the beginning of the hospital’s rebranding campaign, we have begun to successfully transform public opinion about an essential community hospital that provides high-quality health care to a catchment area that includes nearly one million New Yorkers. While we recognize we still have a long way to go, we are proud of the progress made thus far.

The development and execution of a multi-year marketing and communication strategy that has yielded very promising results. The plan included:

- 1) renaming the hospital;
- 2) expanding our community stakeholder engagement
- 3) executing a large-scale, multi-lingual advertising campaign that included print, radio, out-of-home, and social media.

In the summer of 2023, here’s some of what the community had to say:

Joseph M. said, *“The best hospital in Brooklyn.”* Debra E. said, *“I was inpatient recently, what great care I received.”* Karen R. said, *“I was in*

that hospital. Great.” Fatima C. said, *“Excelentes servicios, profesionales de la salud y personal administrativo de alta calidad. Gracias South Brooklyn Hospital.”*

Additional Press Ganey patient testimonials on the great care received at South Brooklyn Health, can be viewed [here](#). Please visit the South Brooklyn Health [page](#) for additional information about the hospital and its services.

While the name Coney Island Hospital will always hold a special place in the hearts of many of our employees and community residents, the new monikers South Brooklyn Health and its brand-new 11-story Ruth Bader Ginsburg Hospital mean we’re opening our doors wider and welcoming in old and new friends from all communities and backgrounds to receive equitable health care.

We were intentional in identifying our new brand as “Expect Excellence for All,” as our vision is to be the one-stop health care provider of choice for patients and residents of South Brooklyn and beyond.

We have also executed an earned media strategy to develop relationships with key health care reporters to showcase the new hospital building and clinical services, build a cadre of clinical and administrative thought leaders, and amplify patient and staff success stories.

Through these efforts in 2023, we had over 70 earned media placements (an average of nearly 6 per month), including a [story](#) in the paper of record – The New York Times – the first in the hospital’s recent history. Please refer to our [2023 newsletter](#) archives for all the news coverage.

On the government relations side, in just three years, the department led the advocacy work of securing nearly \$50 million in capital funding from federal, state, and local elected officials to develop a collaborative learning center, renovate our outpatient hematology/oncology practice, build a new ambulatory care practice, expand inpatient and outpatient women’s health services, procure digital signage and wayfinding technology, as well as neurology, radiology, and pathology medical equipment.

Patients can now receive care in a modern and expansive facility with the latest equipment, and most importantly, a team of skilled and diverse health care professionals.

Our robust community engagement apparatus resulted in us sponsoring and/or attending over 45 community events in 2023 – meaning we interacted with our community at least once per week.

In partnership with our Human Resources colleagues, we have also spearheaded a meaningful collaboration with Liberation Diploma Plus High School to develop a vocational training program for at-risk young people, which was the result of a meaningful [community conversation](#) on gun violence held in February 2023.

Other important community health issues addressed by our team through expert-led panel discussions were, maternal mortality and morbidity of black women, women in leadership, and inclusive health care for our LGBTQ+ patients.

Looking ahead, the Office of Public Affairs will work closely with the South Brooklyn Health Auxiliary, which is a separate 501(c)(3) that fundraises on behalf of the hospital, to plan its inaugural Excellence for All Gala. Funds raised will support South Brooklyn Health’s health equity initiatives that address maternal and women’s health, chronic disease management, and educational and vocational initiatives for at-risk youth.

Join us for an evening of elegance and celebration at the Inaugural Excellence Gala! This event will take place on Tuesday, November 12, 2024, at the stunning Guastavino’s, known for its timeless architecture and enchanting atmosphere.

Tickets are now available for purchase, offering you the opportunity to be part of this unforgettable experience. Whether you’re seeking a night of sophisticated entertainment, the chance to connect with influential guests, or simply an elegant evening out, the Excellence Gala promises to deliver.

Don’t miss your chance to be a part of this premier event. For more details and to secure your ticket, simply click on the gala image below, which will take you directly to our live webpage. We look forward to welcoming you to a night of excellence and celebration!



THE INAUGURAL
EXCELLENCE
FOR ALL
Gala

Tuesday, November 12, 2024

6:00 p.m. – 10:00 p.m.

Guastavino’s

409 East 59th Street

New York, NY 10022

www.SouthBKHealthGala.com

Inspired by the spirit of U.S. Supreme Court Justice Ruth Bader Ginsburg, funds raised at *The Excellence for All Gala* will support the development of programs to advance health equity in our community.

GOOD CATCH CEREMONY GOOD CATCH CEREMONY HONORS DEDICATED STAFF AT SOUTH BROOKLYN HEALTH



Our organization recently hosted its annual Good Catch Ceremony, a much-anticipated event that recognizes the outstanding efforts of our staff members across various departments. Patient Safety Officer, Beverley-Ann Scott, the driving force behind this initiative, took the stage as the event's moderator, setting the tone for a memorable afternoon.



A highlight of the ceremony included our CEO Svetlana Lipyanskaya personally awarding each staff member for their unwavering commitment to patient care. It was a moment of pride and appreciation as Ms. Lipyanskaya extended her gratitude to every individual who has gone above and beyond in ensuring the well-being of the hospital's patients. To commemorate this special occasion, Ms. Lipyanskaya also took pictures with each recipient, creating lasting memories that will continue to inspire the hospital's workforce.



The Good Catch Ceremony serves as a reminder of the exceptional dedication present within NYC Health + Hospital | South Brooklyn Health. It reaffirms the organization's commitment to patient safety and recognizes the invaluable contributions of our staff members who work tirelessly to uphold the highest standards of healthcare in the community. As the hospital continues to grow and evolve, events like these serve as a beacon of appreciation, fostering a culture of excellence that benefits both staff and patients alike.



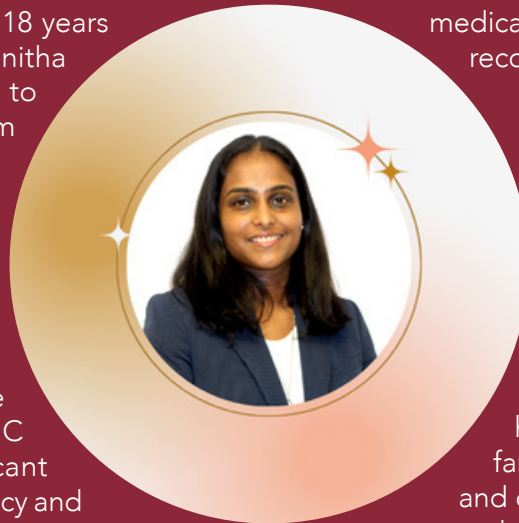
EMPLOYEE SPOTLIGHT

SUNITHA PUNNOOSE: A PILLAR OF DEDICATION AND EXCELLENCE AT SOUTH BROOKLYN HEALTH

In the bustling world of South Brooklyn Health, one name shines bright as a beacon of dedication and excellence: Sunitha Punnoose. With an impressive 18 years of dedicated service to our patients, Sunitha has proven herself to be a true asset to our organization. As a Health System Pharmacist III and Community Pharmacy Supervisor, she has not only demonstrated remarkable patience and kindness but has also brought our community pharmacy service into the modern era with her outstanding work.

Earlier this year, she spearheaded the successful implementation of the EPIC Willow Ambulatory system, a significant milestone that has enhanced the efficiency and effectiveness of our pharmacy services.

The community pharmacy at South Brooklyn Health serves patients from diverse backgrounds who speak myriad languages. Sunitha’s ability to handle the demanding environment with grace and competence is truly commendable.



Her dedication to ensuring effective communication, quick issue resolution, and the precise dispensing of medications is reflected in her multiple “**STAR**” recognitions.

Sunitha is at the heart of all that is right within our pharmacy, ensuring that every patient receives the correct medication in the right quantity and dosage form, always prioritizing their well-being.

Beyond her professional accomplishments, Sunitha enjoys quality time at home with her loving husband, children, and extended family, embodying the values of family and community that she brings to her role every day. We are proud to spotlight Sunitha Punnoose for her outstanding contributions to South Brooklyn Health.



EMPLOYEE PROMOTION

SANDY SHAHIN PROMOTED TO ASSISTANT COORDINATING MANAGER IN THE BUDGET DEPARTMENT

Congratulations to Sandy Shahin on a professional milestone. Sandy’s journey began with admiration for the new Ruth Bader Ginsburg Hospital, which was under construction in her South Brooklyn community. Inspired by the naming of the building after the first female U.S. Supreme Court Justice, whom she idolized, Sandy joined South Brooklyn Health in November 2021 as a Systems Analyst in the Admitting department.

While excelling on the admitting team, Sandy actively sought growth opportunities within the institution. She frequently visited the careers website to explore positions that offered more responsibility and growth potential.

Last summer, she discovered a fitting opportunity for an Assistant Coordinating Manager position. Meeting the qualification requirements, skills, and education for



the role, Sandy applied and secured the position during the interview with the department.

Sandy’s advice to fellow South Brooklyn Health employees stresses the importance of always being helpful to others, staying true to oneself, and maintaining a sense of humor. She encourages others to aim high, emphasizing that they are capable of more than they might realize. Motivation and seizing opportunities are key to personal and professional growth.

In her new role within the Budget department, Sandy is eager to absorb knowledge and apply her skills from previous roles. She is grateful for the warm welcome from the Budget team and looks forward to successfully executing her new responsibilities with the support of her experienced colleagues.

THE DAISY AWARD® FOR EXTRAORDINARY NURSES

MS. COLEEN BRIM RECEIVES PRESTIGIOUS DAISY FOUNDATION AWARD



On January 11, 2023, Ms. Coleen Brim, a dedicated nurse at our hospital, was pleasantly surprised with the prestigious Daisy Foundation Award, which recognizes extraordinary nursing professionals.

Our CEO, Svetlana Lipyanskaya; Chief Nursing Officer, Manjinder Kaur; and Director of Nursing, Faye Scott, and her team, personally visited the SICU-T7W unit to honor Ms. Brim. Their presence not only underscored the significance of the award, but also highlighted the appreciation and support from the highest levels of our hospital's leadership.



The moment was filled with palpable joy, as Ms. Brim, unaware of the plans, was visibly moved to tears upon realizing she was the recipient of this distinguished honor. The Daisy Foundation Award, known for recognizing the compassionate and skillful care provided by nurses, found a deserving candidate in Ms. Brim. Her dedication to patient care and her exceptional skills have been a beacon of inspiration to her colleagues.



PROFESSIONAL DEVELOPMENT

TIPS ON UNDERSTANDING NON-VERBAL CUES AND IMPROVING WORKPLACE INTERACTIONS.

The NYC Employee Assistance Program has just unveiled its latest Body Language Guide for this year, providing valuable insights for employees to enhance their communication skills. Colleagues are encouraged to check out the guide for tips on understanding non-verbal cues and improving workplace interactions.

Did you know that over 65% of our communication is expressed through our body language? Facial expressions, gestures, tone of voice, eye contact and other behaviors are saying a lot!!! So, we should know as much as we can about our own body language and do our best to understand others.

Body language offers a lot of information about how one may be feeling in any given situation. Yet, we need to **avoid** assuming, overgeneralizing or even stereotyping what certain non-verbal cues may be expressing.

So, keep in mind, there is no magical way to know how another person is thinking and feeling by just observing, but there are some clues you can keep in mind to assess how one may be feeling and how you may be expressing your own body language:

- **Friendliness** is often expressed and felt via **eye contact**.
- A **trusting** individual will often have a **slight smile** during a conversation.
- One who might be feeling **defensive** may **cross their arms**.
- If feeling **frustrated**, one might be **fidgiting** a lot.
- Expressing **interest** can often be expressed through **raised eyebrows**.



Our behaviors, including our body language can influence our own emotions, as well as others

Emotional contagion is something we can all experience. If we are in a meeting and the energy is high, we may start to feel a bit excited ourselves. Or if we are talking to a colleague that is smiling and up-beat, we may notice our mood gets a bit brighter.

And keep in mind, body language can be viewed **on video just as well as in person**. So, at your next video meeting:

- **Sit back from the camera** so colleagues can see your gestures.
- **Make eye contact** by looking into the camera.
- Show engagement by **refraining from looking down**



To discuss more on this topic or other assistance, contact NYC Employee Assistance Program (EAP):
 Phone: 212-306-7660 Email: eap@olr.nyc.gov Website: nyc.gov/eap

INSPIRING NEWS AROUND SOUTH BROOKLYN HEALTH

PRESS GANEY PATIENT TESTIMONIALS OF GREAT CARE AT SOUTH BROOKLYN HEALTH



Emergency Department:

"They were very nice and explained everything to me. The doctor was nice also, and the nurse was nice."

"The nurse in the front brought me to the nurse and doctor in the back, and they were expecting me. They both seemed eager to listen and address me right away. I felt like I was the only patient in a busy emergency room."



Ambulatory Surgery:

"I am very grateful to the hospital team for their work! My entire stay in the department was very positive! The nurses, doctors, and assistants were very caring and polite!"

"The bedside manners of the nurses, anesthesiologists, doctors, and all the others I came in contact with was exceptional. They communicated well and were very caring as well as been extremely focused on my well-being. 100% rating from me."



Inpatient Med-Surg:

"The whole staff treated me like I was a family member than a patient. I love everyone there. I love South Brooklyn Health."

"I experienced a lot of pain, and ALL nurses were so understanding."

"I was very impressed with all of the staff - they were very caring, knowledgeable, and helpful."



Inpatient Behavioral Health:

"The group therapy sessions were led by some of the best people I've met. There was plenty of interaction amongst the group."

"I felt very at ease and happy knowing I could trust those around me even when I wasn't feeling well."



Dental Department:

"The experience with the dentist is excellent, very friendly, all the time he is directed with respect towards the patient, that is to be professional and ethical."

"A visit to the office is always associated with positive emotions: professional service, attention of the staff, cleanliness of the premises and responsibility leave the desire to visit this office again. I recommend everyone to visit this office."



SOUTH BROOKLYN HEALTH OFFICE OF PUBLIC AFFAIRS

Bridgette Ingraham-Roberts: Director | **Isaiah McClain:** Assistant Director | **Lakeisha Weston:** Coordinating Manager



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Live Your Healthiest Life.

