

# **The Rockefeller University Hospital Community Service Plan Comprehensive 3-Year Plan**

## **Introduction**

The Rockefeller University Hospital was the first medical institution in this country devoted solely to clinical research. Its mission, to serve as a clinical site for the conduct of medical research and to provide a place to educate young physicians in the laboratory sciences relevant to clinical investigation, remains essentially unchanged since its founding in 1910. All patients are voluntary research subjects who are not charged for their participation or care. These volunteer subjects are recruited both nationally and locally with a commitment to ensuring representation of women, children and ethnic and racial minorities.

### **1. Mission Statement**

To promote health and enhance the quality of life by conducting clinical research and providing quality patient care in an environment where science, medical practice and learning blend to advance medical scholarship and alleviate human suffering.

### **2. Service Area**

#### **A. Hospital Service Area**

The Rockefeller University Hospital is a very unique institution. As an institution solely committed to conducting clinical research our service area is defined as the five boroughs of New York City, New York State, Long Island, New Jersey, and Connecticut. The Rockefeller University Hospital has provided an array of clinical research and patient care services since its founding in 1910. Research participants are culled from all over New York City as well as through collaborations with neighboring hospitals, Universities, and clinics.

The Rockefeller University Hospital is owned by the University and is licensed for 40 inpatient beds for clinical research. The Hospital provides researchers with an opportunity to conduct clinical studies, and offers both normal volunteers and people with diseases under study the opportunity to stay in the hospital and help to contribute to important advances in science. The Hospital has an inpatient unit as well as an outpatient center where prospective patients are screened and many outpatient studies are conducted.

The Hospital is staffed 24 hours-a-day with professional nurses and has nutritional research, social work, art and recreation departments and a radiology suite as well as its own research pharmacy. Our staff Hospitalist and on-call physicians provide additional medical support to the clinical research teams.

In 2008 The Rockefeller University Hospital had about 1,400 inpatient days (168 admission) and over 4,800 outpatient visits. Fifteen research studies were conducted in the hospital's inpatient unit and nearly 70 studies were conducted in the outpatient research center.

#### **B. Description of Service Area**

The Rockefeller University Hospital service area is determined based on research being conducted. Principal Investigators identify area of interest and study the prevalence and published data available. If the area of interest proves relevant the investigator submits a protocol for review and approval by our institutional review board. If and when the protocol is approved, our recruitment office works with the investigator to develop and submit advertisements in local newspapers, magazines and online. Identification of lucrative places to advertise is determined by current trends

in readership among local newspapers, magazines and visits to particular websites such as craigslist and facebook.

### **3. Public Participation**

#### **A. Participants**

The Rockefeller University public participation and involvement process is designed to give the public sufficient opportunities for early and continuing participation in hospital projects, plans and decisions and to provide full access to key decisions. The Rockefeller University Hospital is committed to serving The Rockefeller University research needs and recognizes the importance of including the local neighboring community as well as New York City as a whole in this process. The public is encouraged to participate through the following mechanisms: circulation of newsletters, pamphlets, and brochures; review of hospital website information; by completing the hospital's patient satisfaction survey; by participating in focus groups, public information meetings, hearings and open houses as they occur. Advisory committees that include community representative are convened as necessary. The Hospital staff participates in community events such as health fairs and street fairs, and attends community and neighborhood board meetings

Community health needs in New York City are determined by the New York City Department of Health and Mental Hygiene, by local community planning boards, community boards, hospitals, community based organizations, local businesses, faith based organizations, schools, and individuals. Rockefeller University Hospital reviews all prevention agenda priorities defined by these various institutions and determines which priority areas they can support based on current research conducted.

The Rockefeller University Hospital also receives support and participation on its public health priorities and Community Service Plan from The Rockefeller University Center for Clinical and Translational Science (RUCCTS) Advisory Committee on Community Engagement and Recruitment (ACCER). The ACCER membership includes representatives from local Practice Based Research Networks (PBRNs), local institutions of higher education as well as hospital administration. The ACCER coordinates community engagement activities for the RUCCTS as well as the hospital, conducts strategic planning initiatives to identify success, challenges and barriers focused on community engagement and recruitment. It should be noted that ACCER members are members of local and national public health organizations such as the Public Health Association of New York City (PHANYC), American Public Health Association (APHA), Health Care Leaders of New York (HCLNY), and the City University of New York (CUNY).

#### **B. Outcomes**

The Rockefeller University Hospital also solicits input from the community through surveys. In 2008 the ACCER conducted a survey on the streets of New York to assess the local communities knowledge of the Rockefeller University Hospital. Of the 246 respondents surveyed, about 50 percent did not know Rockefeller University had a hospital on campus, none had negative feelings about Rockefeller, and more than 50 percent would prefer to hear about research opportunities via on-line venues. The survey results are currently being used a guide to increase the visibility of The Rockefeller University Hospital in the community.

Hospital Administration staff also participated in meetings, conferences and executive briefings throughout the year focused on the Prevention Agenda Priorities toward a healthy state and strategies hospitals can adopt to address public health priorities over the next three years.

### **4. Assessment of Public Health Priorities**

#### **A. Criteria of Public Health Priorities**

The Rockefeller University Hospital prevention agenda priorities were selected based on data from the New York City Department of Health and Mental Hygiene's Take Care New York 2012 policy agenda. The policy agenda identifies 10 key areas of intervention for New Yorkers. A review and assessment of current research being conducted at The Rockefeller University Hospital's mission vision and values link to all prevention priorities identified by the New York City Department of Health and the New York City Department of Health and Mental Hygiene. After a thorough review of the priority areas The Rockefeller University Hospital identified 2 priority areas as the focus of our community service plan over the next 3 years.

### **B. Selected Prevention Agenda Priorities**

**Physical Activity/ Nutrition-** According to the New York City Department of Health and Mental Hygiene 57% of adults and 39% of children are overweight or obese. Rockefeller University Hospital Data Source: NYC Department of Health and Mental Hygiene, <http://www.nyc.gov/html/doh/downloads/pdf/chi/chi28-suppl5.pdf>. Investigators at The Rockefeller University Hospital are conducting studies on the natural history of obesity as well as insulin resistance and the metabolic syndrome to determine what types of treatments will help obese individuals manage their weight.

**Chronic Disease-** Cancer is the second leading cause of death in New York City killing more than 13,000 New Yorkers annually. Data Source: NYC Department of Health and Mental Hygiene, <http://www.nyc.gov/html/doh/downloads/pdf/chi/chi28-suppl5.pdf>. Early detection and routine screening may reduce cancer related illness and death in New York City.

### **C. Status of Priorities**

The prevention agenda priorities selected above represent initiatives undertaken by the New York City Department of Health and Mental Hygiene's Take care New York 2012 a policy for a healthier New York City. The Rockefeller University supports the City's agenda for a Healthy New York and has implemented programs internally to address the priorities identified above. In addition Rockefeller University will be working with the campus community to identify ways to expand community programs focused on the prevention agenda priorities described above.

## **5. Three-Year Plan of Action**

As the first medical institution in this country devoted solely to clinical research The Rockefeller University Hospital continues to. Some Key Accomplishments for 2008 include:

### ***Health and Outreach Events***

The Rockefeller University Hospital continues to collaborate with the Clinical Directors Network (CDN) a practice based research network devoted to providing primary care research opportunities to medically underserved populations. The Rockefeller University Hospital continued with our webcast series conducting 7 webcasts to the community based practices served by CDN and have recently committed to give another 12 webcasts in the coming year. Topics included cardiovascular disease, chronic kidney disease, colon cancer prevention, and skin health (psoriasis). In an effort to increase our visibility to the lay public and educate the community about The Rockefeller University Hospital we have increased our presence at local health fairs, and partnered with the Hall of Science, continued our participation in the RU SMART program for scientists and high school students.

### ***Clinical Seminars Series***

The Hospital continued to sponsor a weekly seminar series throughout the academic year hosting world-renowned experts in clinical translational research. These seminars are open to the University community and to staff and scientists of the surrounding institutions. We have decided to expand the Clinical Seminars series to include more public health focused presentations. In 2009, The New York City Department of Health and Mental Hygiene's commissioner of health Dr. Thomas Farley will give a talk on "Translating Research into Public Health Improvements in NYC". We have also scheduled a talk from the founding and acting dean of the

***Service to the University Community***

The Hospital continues to provide support to the University as befits its medical expertise and its facilities. For example, the Hospital participates in University committees, provides back-up for the activities of the Occupational Health Service, maintains a campus-wide emergency medical response team, and opens its facility for campus health-screening programs conducted by the Occupational Health Service. We have also participated in various public education activities including the National Psoriasis Foundations annual walk held in May, public education on obesity and diabetes. This year the Rockefeller University Hospital in collaboration with the Rockefeller University is participating in the Bike MS that will be held on Sunday October 4, 2009.

<b>Public Health Priority Area</b>	<b>Person(s) Responsible for Implementation</b>	<b>Goal(s)</b>	<b>Objective(s)</b>	<b>Measure of Success</b>	<b>Strategies</b>
Physical Activity/Nutrition	The Rockefeller University Hospital Administration	Provide Physical Activity and Nutrition education information and programs for the community served by The Rockefeller University Hospital	By the end of 2012 75% of patients and staff will have received information or participated in one or more of the physically activity nutrition educational activities scheduled.	# of staff who report participation in the Rockefeller walks campaign	<p>Encourage active participation in The Rockefeller University Walks campaign to get the campus community moving</p> <p>Provide educational literature to Hospital staff on the benefits of being physically fit and proper nutrition.</p> <p>Provide literature to hospital patients on the importance of being physically fit</p> <p>Post information on the hospital website about the importance of physical fitness and proper nutrition</p>
Chronic Disease	The Rockefeller University Hospital Administration	Provide Chronic Disease education information and programs for the community served by The Rockefeller	By the end of 2012 75% of patients and staff will have received information or participated in one or more of the chronic disease	# of staff who report participation in Rockefeller Chronic disease activities/initiatives	Collaborate with The Rockefeller University Occupational Health Service (OHS) annual cholesterol,

		University Hospital	educational/screening activities scheduled.		diabetes, mammography, skin cancer, prostate cancer, and blood pressure screenings  Provide information to patients on the importance of screening of various chronic diseases based on health history, age, etc.
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## 6. Financial Aid Program

The Hospital conducts research funded primarily through a cooperative agreement with the U.S. Department of Health and Human Services (DHHS), National Center for Research Resources division of the National Institutes of Health. Approximately 50% of the Hospital's operations are funded by this agreement. The balance of the operating costs is funded primarily by a subsidy grant from The Rockefeller University. All patients are voluntary research subjects who are not charged for their participation in clinical research studies at the Rockefeller University Hospital. In the process of performing patient-oriented research, the need for medically indicated and thus potentially reimbursable care could arise. In 2008 the Hospital did not bill any patient's insurance company for such service, nor did the Hospital attempt to collect charges from any patient. The Rockefeller University Hospital provides access to social services to help patients access care externally should the need arise. All patients are aware when they agree to participate in a research protocol that there are no fees for services rendered.

## 7. Changes Impacting Community Health/Provision of Charity Care/Access to Services

In today's economy health care organizations The Rockefeller University Hospital included are faced with a myriad of financial challenges that may impact community initiatives and the health care services we provide. Specialty hospitals such as Rockefeller continue to work within the confines of our institutional commitment, private and government support through grants and gifts, and our commitment to research. Although The Rockefeller University does not bill for patient-oriented research conducted at our facility, we are sensitive to the budget cuts affecting neighboring health care institutions. The Rockefeller University Hospital however is affected by the current economic environment as our subsidy grant from the University has decreased. In an effort to address the volatile economy the University has instituted a series of cost containment measures which include reviewing vacant administrative positions, limiting future salary increase, minimizing future maintenance projects, and flat funding university departments. The hospital has learned how to do more with less and is looking at ways of cost sharing with investigators who receive external funding for their research projects.

Even in the wake of the economic challenges described above, The Rockefeller University Hospital will continue to support our mission provide physical Activity and Nutrition education information and programs for the community served by The Rockefeller University Hospital, and increase access to chronic disease education and screening programs.

## 8. Dissemination of the Report to the Public

The Rockefeller University Hospital Community Service Plan is available on our website [www.rucares.org](http://www.rucares.org). It is also available by mail upon request. Our Community Service Plan is shared with

local organizations as requested and is publicized annually through our eNewsletter. Community members and leaders can provide feedback to The Rockefeller University Hospital's community programs by contacting Maija Williams, MPH Administrative Director at 212 327-8501 or by e-mail at [mwilliams@rockefeller.edu](mailto:mwilliams@rockefeller.edu).

**9. Financial Statement** –Financial Statement will be made available upon request.