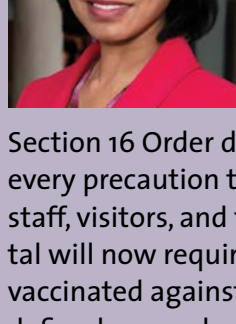


A Message from Dr. Kondamudi



– Vasantha Kondamudi, MD, Chief Medical Officer

I have two important things to share with you all in this issue:

You MUST be vaccinated!

As per the New York State Department of Health - Public Health Law

Section 16 Order dated August 18, 2021, and to take every precaution to make our hospital safe for patients, staff, visitors, and the community at large, the hospital will now require its workforce members to be fully vaccinated against COVID-19. Workforce members are defined as employees, physicians, students, volunteers, vendors, agency staff and contractors who work on site at any TBHC location.

- All TBHC workforce members must have received one dose of the vaccine or have been fully vaccinated by September 27, 2021, with either the Pfizer, Moderna, or Johnson and Johnson COVID-19 vaccine. New employees will be vaccinated upon hire.
- Workforce members who are not vaccinated (having received at least one dose) and who do not qualify for an approved exemption were removed from active duty effective September 28, 2021. Remaining workforce members, such as employees currently on an approved leave scheduled to return after September 27, 2021, will not be cleared to be on site until they provide proof of vaccination through a New York State-approved website.
- Employees seeking to schedule a vaccination can do so via www.tbh.org/covid-19/covid-vaccine by clicking on the red "MAKE AN APPOINTMENT" button. Employees will be prompted to select a date and time. The hospital has designated Mondays and Fridays as "employees only" preferred vaccination dates. However, employees can also schedule their vaccination appointments on other days of the week as per website schedule availability.
- Employees seeking assistance in scheduling a vaccination appointment should work through their department head or supervisor.
- If you were not vaccinated at TBHC, please forward proof of vaccination to Human Resources.
- Employee Health Services will continue to provide COVID testing services to any TBHC workforce member demonstrating COVID symptoms. Employee Health can be reached at x8774.

Please be advised that all safety COVID-19 protocols and the use of masks will remain in effect regardless of any individual's vaccination status until further notice.

Employees not adhering to these protocols may be disciplined, up to and including termination.

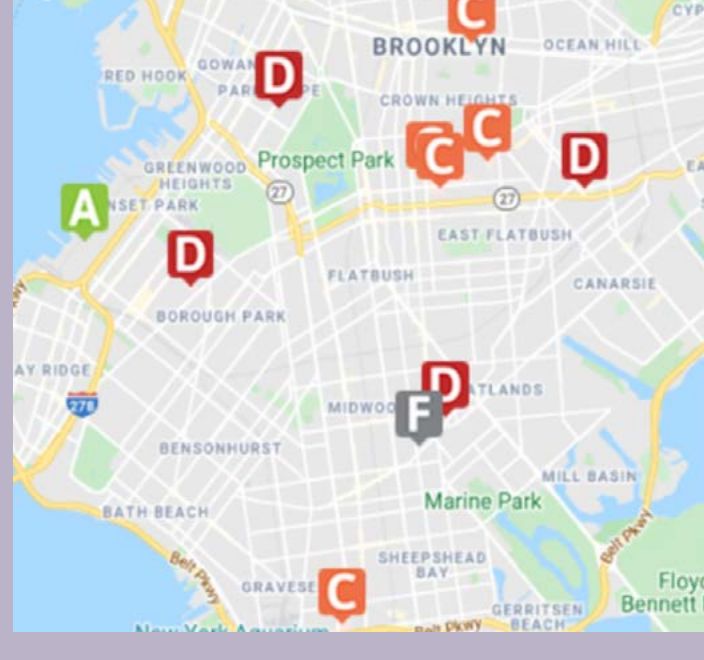
Should you have any questions regarding this mandate and condition of employment, please contact me or Human Resources.

TBHC Gets Its Spring Leapfrog Grade

After a challenging 2020, TBHC received a "B" hospital safety grade for spring 2021. To put this into context, please note:

- In Brooklyn:**
- Only 1 hospital received an "A"
 - 6 hospitals received a "C"
 - 5 received a "D" including, Maimonides, NewYork Presbyterian Methodist and Mount Sinai Brooklyn
 - 1 hospital received an "F"
- In all of New York City**
- Only 1 hospital received an "A"

Keep up the good work and let's regain our "A" status next time!



Online Reputation COUNTS!

If you haven't thought much about online reputation, you are missing out on an important tool to drive volume and improve the standing of your practice, service and TBHC in the eyes of our community.

TBHC's current online reputation is quite poor, and is undercutting referrals, word-of-mouth recommendations and TBHC's efforts at positive, targeted digital advertising. The reviews that exist about us do not inspire confidence in our ability to provide quality care, and they deter new patients from coming to TBHC.

In driving positive review volume, via physician involvement and direct interaction with their patients, it is Marketing's strongly held belief that TBHC's online reputation will improve, our patient payer mix will diversify, and our hospital services will evolve to be widely known as the reliable, safe and convenient option that we know them to be.

You can help us by encouraging happy patients to leave an online review. We'll walk you through how to do that, but first some statistics.

- In one healthcare consumer survey:**
- 82% read online reviews to evaluate a healthcare provider.
 - 80% said ratings and reviews influenced their choice of provider.
 - 68% selected one provider over another based on ratings and reviews.
 - 66% will wait longer for an appointment with a doctor with better online reviews.

- In another survey:**
- 83.3% said they trusted online ratings and reviews more than personal recommendations from friends and family. Even in the event that patients were referred via such a recommendation, one in five used online reviews to verify what their contact had told them.

Perhaps more stunningly:

- 47.5% of patients said they trusted ratings and reviews as much as recommendations from their own doctor.

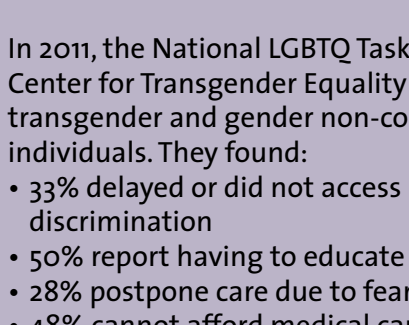
To remedy this, TBHC has launched a Marketing-driven initiative centered on online reputation management. Clinicians are the key stakeholders and drivers of this initiative. As such, here's what you need to do:

- Familiarize yourself with the two most consequential reviews platforms: Yelp and Google/Google Maps.
- Take a moment to google TBHC and yourself (sort the reviews by "most recent" and then work backwards) and read what currently exists. This is where your potential patients are first being introduced to you and you must have your eyes wide open to that landscape.
- Understand that while lovely, thank you notes, personal emails, and other one-on-one communication has little big-picture effect without that patient also writing a review online.
- The provider-patient relationship is paramount. Marketing has seen online reputation improve dramatically for services that follow this protocol:
 - Provider uses context clues to identify happy or satisfied patient, only.
 - Provider or admin asks happy patient to "share their experience online."
 - Provider or admin specifies that a Yelp or Google review would be the best way for the patient to thank the provider and staff for their care, and gives them a review postcard that outlines easy how-to steps.

Marketing has distributed these review postcards widely. If you have not received some or need more, please contact marketing@tbh.org.



Transgender and Gender-Non-Conforming Care



Anthony Gerber, PharmD, Ambulatory Care Resident, and PATH (Program for AIDS Staff and Health) teamed up to create these guidelines for TBHC staff to provide

sensitive and appropriate care to our transgender and gender-non-conforming care. PATH is a New York State Designated AIDS Center and provides comprehensive ambulatory and primary care services to people with HIV/AIDS, both adolescents and adults.

In 2011, the National LGBTQ Task Force and the National Center for Transgender Equality surveyed 6,450 transgender and gender non-conforming (TGNC) individuals. They found:

- 33% delayed or did not access healthcare due to discrimination
- 50% report having to educate their medical providers
- 28% postpone care due to fear of discrimination
- 48% cannot afford medical care
- 19% report being refused medical care
- 30% report having a disability or mental health condition

The TGNC also community has a 2.5 to 4 times higher rate of substance use compared to the general population, as well as higher rates of depression, suicidality, self-harm and eating disorders compare to other sexual minority groups or cisgender individuals.

It is, therefore, important that as providers we:

- Be aware of issues TGNC individuals face
- Provide a gender-affirming experience
- Promote trans safety
- Educate ourselves

A Refresher Course on TGNC Terms

Transgender is an "umbrella" term for anyone who doesn't identify with the sex and/or gender that were

assigned at birth. The acronym TGNC stands for transgender, non-conforming and includes the following examples of trans-identities:

- **Transgender male:** Assigned female at birth, but identifies as a male
- **Transgender female:** Assigned male at birth, but identifies as a female
- **Non-binary:** Individuals who do not experience gender within traditional societal limitations
- **Agender:** Individuals who do not have a gender or have a gender identity that is neutral

There is no one way to be transgender. Individuals can go through different types and phases of these two transitions:

- **Social Transition:** Changing gender behavior to reflect their gender identity
- **Physical Transition:** Interventions to change sex traits to reflect gender identity (hormones, surgery, voice training, electrolysis)

Gender Pronouns

Using someone's pronouns is an important part of respecting their identity and it can be a matter of physical and emotional safety. It's important for healthcare providers to understand that patients may identify as one gender, but are not ready to use that gender's pronoun. Gender identity varies at different stages of transition.

Ask and check at **each visit** to normalize interaction. For example:

- "Hi, my name is Dr. Brown. I'm your physician and I use he/his pronouns. Can you tell me about yourself?"
- "Last time we spoke you were using she/her pronouns. What pronouns are you using currently?"

Slip-ups occur; best thing to do is apologize, correct yourself and move on with the conversation.

For more information, visit World Professional Association for Transgender Health (WPATH.org) and GLAAD.org.

UPDATED VISITOR POLICY

We have revised policies about entering the premises in order to keep everyone safe and in accordance with New York State Department of Health's COVID-related directives.

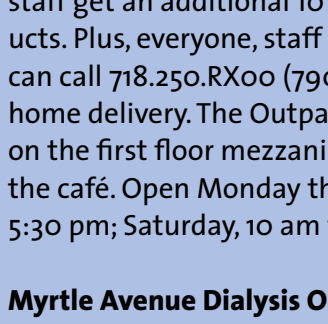
- EVERYONE, no matter their reason for entry, must:**
- Wear a mask and keep it on during your entire stay (nose and mouth covered).
 - Perform hand hygiene with an alcohol-based hand sanitizer.
 - Undergo symptom and temperature checks.
 - Present identification (ID) and state your name, address, cell phone number.
 - Maintain social distancing.

- VISITING A PATIENT IN THE HOSPITAL?**
- State the name of patient(s) you are visiting when you present your ID.
 - Limit visits to two visitors over the age of 18.
 - Limit your visit to no more than 4 hours each day.
 - Visit only during 12 pm to 6 pm.
- You will NOT be able to visit if:**
- Your temperature is equal to or greater than 100°F.
 - You report any significant COVID-19 exposure during the prior 14 days.
 - You report recent travel from a state that has a significant rate of COVID-19 transmission or if you are currently under a 14-day quarantine.

- HAVE A DOCTOR'S APPOINTMENT?**
- Arrive only 15 minutes ahead of your scheduled appointment.
 - Come alone unless you are in need of assistance, a care or an expectant parent. In those cases, you can have one person accompany you.
- GOING TO THE EMERGENCY ROOM?**
- Understand that ER patients can have no visitors.
 - Due to ongoing construction in the Emergency Department, TBHC will maintain a "No Visitor" policy inside the ER's treatment areas.
- ARE YOU A PATIENT IN LABOR?**
- You are permitted to give birth with both a partner and a certified doula by your side.

Any visitor who DOES NOT comply by these guidelines, will be asked to leave the hospital.

Rounds: What's New and Noteworthy

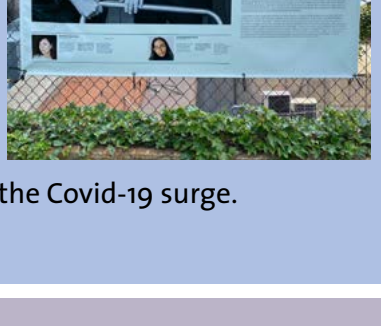


The Outpatient Pharmacy is for Everyone! Staff, patients and the community – everyone is welcome to use the services of the Outpatient Pharmacy. Everything – both over-the-counter and prescription – is offered at a low price, and staff get an additional 10% off over-the-counter products. Plus, everyone, staff and the community alike, can call 718.250.RX00 (7900) for convenient and free home delivery. The Outpatient Pharmacy is located on the first floor mezzanine, above the lobby, next to the café. Open Monday through Friday, 9:30 am to 5:30 pm; Saturday, 10 am to 3 pm.

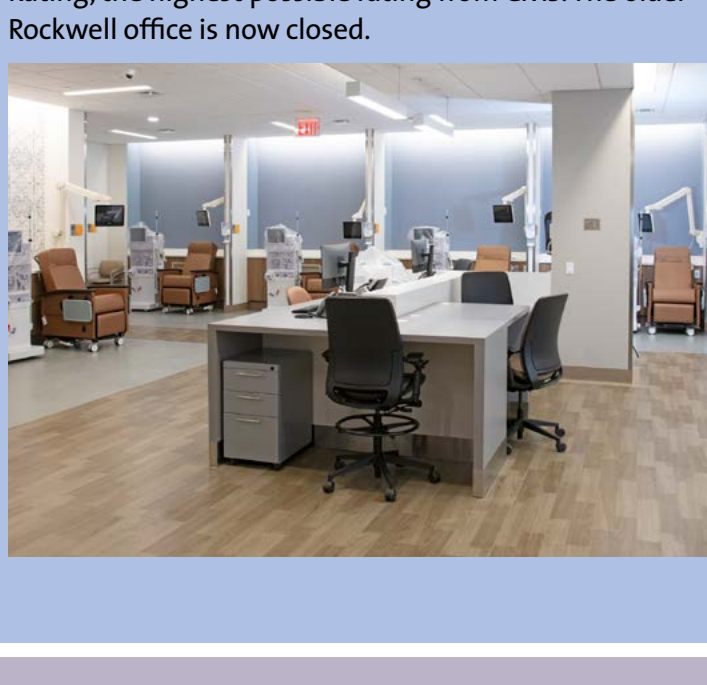
Help Community Affairs! Our Community Affairs department staffs health fairs, events and lectures throughout our catchment area. Many providers lend their expertise to these outreach efforts. For instance, on August 3, several doctors pitched in at the National Night Out event in Fort Greene Park. Interested in being part of TBHC's outreach effort? Contact Sakibeh Mustafa, Community Liaison, at x8391 or smustafa@tbh.org.

Accomplishments Congratulations go to the following staff members for being recognized by influential media outlets and personal organizations:

- President and CEO Gary G. Terrinoni, recognized in City & State's "Brooklyn Power100."
- James Gasperino, MD, Chair, Department of Medicine Chief, Critical Care; and George Noumi, MD, OB/GYN, recognized in Crain's "Notable in Healthcare."
- Taylor Brower, Child Life Specialist, and Alexa Kreisberg, Director of Child Life, recognized as Healthcare Heroes by enCourage Kids Foundation.
- Food & Nutrition's Lou Motola, Retail Manager, and Greg Vitale, Director, were honored by our friends at the Fort Greene Park Conservancy as part of the Fort Greene Community Heroes photo installation, due to their hard work during the Covid-19 surge.

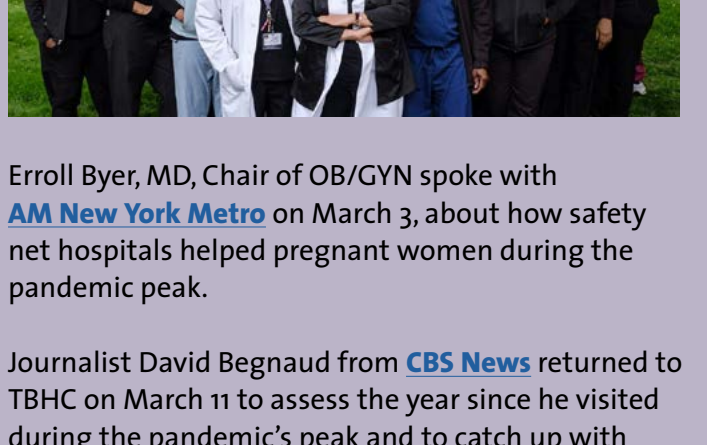


Myrtle Avenue Dialysis Opens! On May 3, TBHC moved our award-winning outpatient dialysis service from 19 Rockwell Place to the newly named Myrtle Avenue Dialysis, located at 218 Myrtle Avenue in Fort Greene, Brooklyn. Myrtle Avenue Dialysis has 25 brand-new dialysis stations. "We are proud to say that we are offering the same top-rated quality in a much improved environment," says Wootae Chang, MD, Division Chief of Nephrology. For nearly a decade, the outpatient service has been recognized by the Centers for Medicare and Medicaid Services (CMS) with a 5-Star Rating, the highest possible rating from CMS. The older Rockwell office is now closed.



TBHC in the News

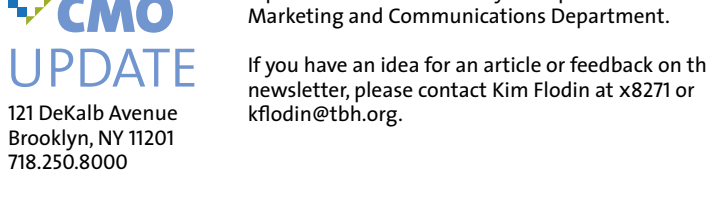
SGU News featured Sylvie DeSousa, MD, Chair of Emergency Medicine, on March 1, looking back on 2020 and the hospital's battle with COVID.



Erroll Byer, MD, Chair of OB/GYN spoke with **AM New York Metro** on March 3, about how safety net hospitals helped pregnant women during the pandemic peak.

Journalist David Begnaud from **CBS News** returned to TBHC on March 11 to assess the year since he visited during the pandemic's peak and to catch up with Nurse Kimberly Ellis.

On March 22, for **NBC News**, photographer Victor Blue, who shot the amazing coverage of our hospital for *The New York Times* during the pandemic, reflected back a year later. The piece featured photos that were previously unpublished.



On March 22, **New York Gritty**, a local podcast, examined the challenges that hospitals face post-Covid. John Ferrara, VP of Operation, was featured.

Throughout March, TBHC was mentioned in several other stories that looked back on the year since the first COVID cases. Press included from **LA Times** and **6SQFeet**.

Sam Amirfar, MD, Chief Information Officer, was featured in a **BizTech** story on hybrid work on March 31.

Crain's featured a story on TBHC's efforts to work with diverse business community on April 16.

On April 23, **CSO Online** explored how TBHC has bolstered its IT security.

Brooklyn Reader covered TBHC's outreach to the unhoused on May 4.



The Brooklyn Shulim Center's new Chief, Maxim Sulimovich, DO, was recognized in **Associated Press** and **Crain's** on May 10, and in the **Brooklyn Daily Eagle** on May 14.



Stacy Friedman, General Counsel, was featured in **Vanguard Law** on June 1.