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# Exploring the Intersection: Patient Centered Care and Sustainability

CleanMed Conference - May 19, 2009

*Make no mistake, the next generation will ask us one of two questions...*

*Either they will ask:*

*"What were you thinking;  
why didn't you act?"*

*Or they will ask instead:*

*"How did you find the moral courage to rise and successfully resolve a crisis that so many said was impossible to solve?"*



*-Vice President Al Gore,*

Nobel Peace Prize Acceptance Speech

December 10, 2007

# NewYork-Presbyterian Hospital

- Of the country's largest academic medical center with 5 campuses spanning 10 million square feet.
- Affiliated with Weill Cornell Medical College and Columbia University's College of Physician and Surgeons.
- #1 Ranked, New York City by New York Magazine & US News & World Report
- #6 Ranked Nationally, US News & World Report
  - Ranked in 17 specialty areas
  - Quaternary (four levels) care organization
- 2,300 beds
- 113,000 inpatient admissions
- 200,000 ED visits, 1,000,000 outpatient visits and surgeries, 18,000 employees

# Key Challenges to Consider

- Consistent communication: large and complex organization.
- Urban environment: limited space, aging buildings
- Differing campus cultures: all programs need to be tailored to meet varying needs to ensure success

# In Hospitals, Why Go Green?

- **Provide a safer environment for our patients.**
- **Positive community relations.**
- **Protect our future.**
- **Meet patients and staff concerns.**
- **Improve marketability.**
- **Financial impact.**

# How Do We Get There - and *Stay There*?

## Our Approach

- Partner with Practice Greenhealth
- ‘Hardware vs. Software’: hardwire behaviors into the organizational culture to drive shifts that support engineered solutions
- Education, Awareness => Employee Buy-In, Strengthen Community Partnerships
- Long-term vision: Five-year strategic plan with measurable goals



# NYP: Sustainability Mission

- **Create the safest and healthiest environment for our patients, staff and community.**
- **Expand the use of environmentally friendly, “green” practices to conserve resources for the future.**
- **Encourage and support multidisciplinary efforts in education, research, service, and operations.**
- **Raise awareness and engage participation in these efforts.**

# NYPgreen Sustainability Council

Co-Chairs: Director of Operations, Support Services  
& Vice President of Corporate Engineering

Sustainability Officer

## Mission:

To create the safest and healthiest environment for our patients, staff, and community while conserving resources for the future, raising awareness and encouraging participation in these efforts.

## Task Forces:

Chair + Staff Level Membership

Communications

Events and Awareness

Facilities

Food & Nutrition

Fundraising & Development

Procurement

Waste Management and Reduction

Wellness / Blood Drive Program

# Intersection of Mission and Techniques: Planetree and *NYPgreen*

- Planetree at NYP = microcosm of the success that *NYPgreen* aims to achieve on a broader scale across the organization.
  
- Drawing Similarities:
  - Philosophy: both underscore relationship between healthy environment and healing process.
  - Behavior Shift: both require a strategic approach to communicate, hardwire, and drive shifts in behavior.

# Planetree at NYP: Experiencing Meaningful Alignment to Mission

- Planetree introduced at NYP/Westchester in 2003, and NYP/Cornell in 2006.
- Moral treatment-use of psychosocial, occupational, and recreational therapies – important elements of moral treatment and patient centered care.

## Result:

- Employee Buy-in
- Early success in Westchester paved way for introduction to Weill Cornell campus



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# Planetree Sites – Staff Empowered to Embrace Sustainability

- Result of the training, implementation and awareness around Planetree philosophy and approach:
  - staff witness first-hand, and benefit from, the positive impacts of a healthier environment
  - staff empowered to further the mission of sustainability by implementing new programs in their areas:
    - Grassroots recycling initiatives *prior* to Hospital’s formal program rollout.
    - Participation in ‘unpower hours’, raffles, pledges
    - Form ‘green teams’ with regular communications in Planestreet Journal
    - Secured a horticulture program grant

# NYPgreen Champions – Key to Success

- *Our local approach:* Green Champions concept
- *Barriers:* Planetree v. Non-Planetree Areas of the Hospital
- *Question:* Can we use lessons from Planetree at one campus to create an environment where Green Champions can be successful at all campuses?
- *Question:* How can we support our Green Champions to ensure their success, regardless of their environment, Planetree or Non-Planetree?

# Planetree...a primer for *NYPgreen*?

- **Leveraged Healing Environment**
  - Planetree early adopters of sustainability efforts via awareness of environment
- **Build on Best Practice Communications Already in Place**
  - Planetree teams & newsletters to spread the word about sustainability initiative
- **Expand the Focus on Wellness**
  - Providing healthy food options
  - “Care for the care giver”-massages, fun events
- **Senior Leadership Support**
  - Ensure staff buy-in

# Next Steps: Further this 'Intersection' to Affect Change

- Explore further the elements of Planetree philosophy that primed staff to openly receive sustainability concepts ----- find ways to funnel them through other Patient Centered Care models at NYP.
- Grassroots comparative: What hurdles are present for a non-Planetree 'green champion' in other areas of the Hospital that are eliminated in a Planetree area?
- How can we use Planetree success as a springboard to more formally link sustainability efforts to "We Put Patients First"?
- Forward movement:
  - Sustainability Officer attend Planetree Committee meetings and retreats
  - Explore pilot programs / focus groups to brainstorm further overlap
  - Planetree participants on Sustainability Council and in focus groups

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\*Planetree participants on  
Sustainability Council

\*Planetree participants as  
'NYPgreen Champions'

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Events and Awareness

Facilities

Food & Nutrition

Fundraising & Development

Procurement

Waste Management and Reduction

Wellness / Blood Drive Program

**"The scarcest resource is not oil, metals, clean air, capital, labor, or technology.**

**It is our willingness to listen to each other, and learn from each other, and to seek the truth rather than seek to be right."**

**-Donella Meadows**

# Thank You



Merci

The word "Merci" is written in a blue cursive font.



Köszönettel

The word "Köszönettel" is written in a red cursive font.

