

NORTH SHORE-LIJ MOVES TO INCREASE ITS AMBULANCE BUSINESS ON LONG ISLAND

A direct dial number to NS-LIJ's Center for EMS dispatch center in Syosset is being promoted. An article in Huntington Hospital's newsletter entitled *In Case of Emergency There's a New Number to Remember* advises that 719-5000 dialed from either 516 in Nassau County or 631 in Suffolk County offers patients an ambulance service that will take them to their choice of hospitals "as long as it is safe, appropriate and within local protocol to do so". If a NS-LIJ ambulance cannot reach the patient within an acceptable amount of time [whatever that is], the dispatcher will automatically contact the closest volunteer ambulance company. The newsletter article in turn prompted an editorial in a local newspaper, a letter to the editor from NS-LIJ Health System, a letter from LN-LIJ Center for EMS to EMS agencies in the Town of Huntington and an ongoing dialogue between Suffolk County EMS officials and NS-LIJ Center for EMS about cohesive integration into the county's 911 system.

In a second initiative, Crain's Health Pulse newsletter reports NS-LIJ to be talking with several Long Island municipalities over proposed partnerships to provide daytime 911 ambulance service. NS-LIJ's latest move is with the Villages of Lake Success and Hempstead to provide primary 911 ambulance service in place of Nassau County Police Department's Emergency Ambulance Bureau. Police ambulances in Nassau are staffed with one Ambulance Medical Technician, usually an AEMT at the Critical Care level. If a patient needs to be transported, a police officer will drive the ambulance, leaving their cruiser at the scene to be picked up later. Lake Success has their own municipal police and wanted to keep their officers available to respond to issues needing police. NS-LIJ's other recent move to supplement volunteer fire and independent VACs has been a "partnering" begun in 2009 with the village of Rockville Centre, Nassau County whereby the hospital system is paid to provide ambulance service from 6:30 AM to 6:30 PM. Even though only 1% of 1,936 patients transported were taken to an NS-LIJ facility, with 61% heading to South Nassau Communities Hospital, and 37% to Mercy Medical Center, NS-LIJ is deriving revenue. The savings for Rockville Centre are about \$100,000 a year. Payment is based on a formula that pays NS-LIJ less per 911 response when the volume of calls rises.

In other news, on 1/12/12 North Shore-LIJ Health System and Cablevision System Corp. announced the launch of North Shore-LIJ Health TV, an interactive health television channel, which can be found on iO TV channel 616. The new video-on-demand channel offers health and wellness information to Cablevision's nearly three million digital cable customers on Long Island and in the Bronx, Brooklyn, Westchester, Lower Hudson Valley, New Jersey and Connecticut.