

## OUR MISSION:

*To assist voluntary health care trustees through education, communication, and advocacy to promote the delivery of quality health care to all communities in a cost-effective manner.*



Healthcare Trustees  
of New York State

### HTNYS' GOVERNING BOARD OFFICERS

January 2008 - December 2008

*Richard H. Hawks, Jr.*, Chairman  
*Neboysha R. Brashich*, Vice Chairman  
*Sarah J. Schermerhorn*, Secretary/  
Treasurer  
*Stephen Albertalli*, Past Chairman

HTNYS Web Site: [www.htnys.org](http://www.htnys.org)

### HTNYS STAFF:

*Sue Ellen Wagner*, Executive Director  
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*Jennifer Carter*, Director  
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TRUSTEES

## THE IMPORTANCE OF TRUSTEE ADVOCACY

April 21, 2008

A core function of Healthcare Trustees of New York State (HTNYS) is engaging trustees in advocacy. As stewards of communities, trustees are a powerful and effective resource for informing local lawmakers about how proposed Medicaid and Medicare cuts and policy changes affect local health care providers.

A few years ago, HTNYS implemented its Trustee Ambassador Program (TAP) to help governing boards and individual trustees learn more about advocacy so they can become actively involved. As the health care environment becomes more challenging every year, it is important to develop a growing "army" of trustee health care advocates to assist health care providers in continuing to deliver high-quality care to their communities.

Advocacy is an integral focus of the HTNYS Governing Board. At its upcoming June meeting, the HTNYS Board of Governors will participate in a special advocacy training session sponsored by the American Hospital Association. This training session will also be offered as a concurrent educational session to trustees at HTNYS' Annual Conference in September.

### State Advocacy

This year's proposed state budget was challenging because it not only contained health care cuts, but it included health care system reform that would have long-term financial implications on hospitals. In March, HTNYS jointly held a leadership advocacy day with the Healthcare Association of New York State (HANYS) to convey messages to the State Legislature about the serious impact the Governor's budget would have on hospitals, nursing homes, and home care agencies. After much grassroots advocacy by the HANYS and HTNYS membership, we were able to achieve many of our advocacy objectives as part of this year's final state budget.

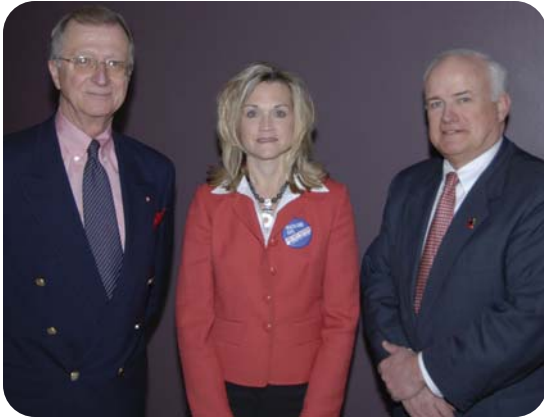
### Federal Advocacy

We continue to need trustee advocacy on the federal level. This year, President Bush proposed a budget with detrimental cuts to health care providers. It has been critical to gain the support of the New York Congressional Delegation to oppose the President's health care cuts. On April 8 - 9, trustees attended the HANYS/HTNYS federal briefings in Washington to thank their congressional representatives for opposing the President's proposed Medicare and Medicaid cuts and to encourage them to continue their work to protect New York hospitals and health systems through the budget process.

Over the coming months, I strongly encourage governing boards across the state to become trustee ambassadors in advocacy so that our hospitals and continuing care providers can continue to provide needed services to their communities. Trustee advocacy was essential to the success of this year's state budget, and I am hopeful that it will be a strong presence on the federal level. I would like to thank all of you for your involvement and continued support.

Sue Ellen Wagner  
Executive Director





As part of this year's state advocacy efforts, HTNYS had a very successful Chair's Council dinner program, with attendance of more than 100 trustee board chairs and chief executive officers.

**ABOVE LEFT:** At the Chair's Council dinner (from left): Neboysha R. Brashich, Vice Chairman; Sue Ellen Wagner, Executive Director; and Richard H. Hawks, Jr., Chairman, HTNYS.

**ABOVE RIGHT, TOP:** HTNYS' Chair, Richard H. Hawks, Jr., addresses attendees of the 2008 Leadership Advocacy Day, sponsored by HANYS and HTNYS.

**ABOVE RIGHT, BOTTOM:** HANYS' President, Daniel Sisto, shares his concerns regarding the 2008-2009 State Budget during Leadership Advocacy Day on March 5 at the Empire State Plaza Convention Center.

## 2008 TRUSTEE LEADERSHIP AND ADVOCACY AWARDS

HTNYS is accepting nominations for two awards that recognize trustees for their exemplary leadership and advocacy efforts. Nominations are due May 21. The awards will be presented at the HTNYS' Annual Conference in September. For additional details about the criteria for the awards, please go to [www.htnys.org](http://www.htnys.org).

## COMMUNICATION

It is important for HTNYS to communicate key information to trustees regarding advocacy, policy, and/or educational opportunities. Our primary communication vehicle is through our Trustees Online e-mail. Watch your in-box for these updates from me at [swagner@hanys.org](mailto:swagner@hanys.org). If you are not receiving this information and would like to, please provide your contact information, including your e-mail address, to Roz Hurley at [rhurley@hanys.org](mailto:rhurley@hanys.org).

## TRUSTEE EDUCATION

HTNYS is a premier leader for providing timely and pertinent education on governance topics to trustees on important issues effecting hospitals, health care systems, and communities.

### HTNYS' ANNUAL CONFERENCE

HTNYS' Annual Conference will be held September 5-7 at The Sagamore in Bolton Landing. This year, we have secured national governance expert James E. Orlikoff; New York State Commissioner of Health Richard F. Daines, M.D.; Stuart Rothenberg, renowned political analyst; and Stuart Levine, best-selling author and leadership consultant, to provide timely and thought-provoking information. The conference brochure and registration information will be mailed in early July.

### AUDIOCONNECT EDUCATION SESSIONS

These convenient briefings are held throughout the year via conference call and Webcast on key governance and health care issues. All programs are recorded and available free of charge on [www.htnys.org](http://www.htnys.org). Remaining programs for the year include:

**May 7, 10 - 11 a.m.**

**Demystifying Hospital Financing—  
Reimbursement and Finance Payment  
Systems Trustees Need to Know About**

**July 15, Noon - 1 p.m.**

**Practical Prescriptions for Improving  
Governance Health and Wellness**

**October 28, Noon - 1 p.m.**

**Fiduciary Fundamentals**

### CUSTOMIZED CONSULTING OPPORTUNITIES

HTNYS' staff are available upon request to make presentations to hospital governing boards on a variety of policy and governance issues.

**FOR ADDITIONAL INFORMATION, GO TO [WWW.HTNYS.ORG](http://WWW.HTNYS.ORG)**