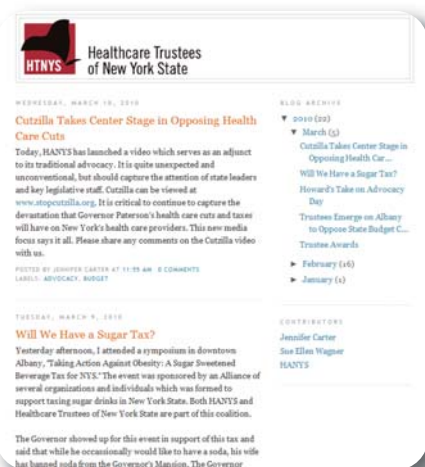




Healthcare Trustees  
of New York State

## HTNYS OFFERS BLOG FOR TRUSTEES



HTNYS has created a blog to keep trustees informed about key state, federal, and governance issues. To access the blog, go to [www.htnys.org](http://www.htnys.org) and click "Blog." HTNYS hopes that trustees will become frequent visitors of the blog and add comments on the topics that are raised.

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## TRUSTEES

# IT'S ADVOCACY SEASON—AGAIN AND ALWAYS!

March 2010

Advocacy is a critical part of Healthcare Trustees of New York State's (HTNYS) core mission and is a key responsibility for all governing boards. Trustees are in the traditional "grassroots advocacy season" as the state Legislature negotiates a budget and the President remains committed to passing federal health care reform. However, the reality is that in recent years we have been continuously involved in grassroots advocacy. The Governor's 2010-2011 budget proposes \$1 billion in health care taxes and cuts, which comes on top of nearly \$4 billion in cuts already enacted through six different budget actions over the last two years. In addition, federal reform efforts have spanned the calendar, requiring advocacy at each step of the process.



### STATE ADVOCACY

HTNYS drafted a resolution (available at [www.htnys.org/advocacy](http://www.htnys.org/advocacy)) for all hospital and health care boards across the state to approve and send to their state legislators. The resolution, which highlights our opposition to the proposed health care provider taxes and cuts, is a very useful grassroots advocacy tool for governing boards to communicate their message to state legislators. If you have not already done so, please send HTNYS a copy of your board-approved resolution.



On March 3, HTNYS joined HANYS in sponsoring our Leadership Advocacy Day in Albany. Addressing HANYS' and HTNYS' members, HTNYS' Chair Sarah Schermerhorn stated, "Hospitals, trustees, and legislators share a common goal: to protect and improve the quality of life for all New Yorkers. Now is the time to come together to focus on our common goals and do what is best for our communities, to protect our health care providers from additional taxes and cuts."

In addition to making advocacy part of every board meeting, and passing board resolutions to oppose health care provider taxes and cuts, she urged trustees to "advocate with everyone you come into contact with in your community . . . and share your message and stories with the local media."

### FEDERAL ADVOCACY

In Washington, D.C., since the loss of the U.S. Senate Democrats' filibuster-proof majority, the pathway to achieve passage of comprehensive health care reform has become even more challenging. However, President Obama is staying focused on getting a bill accomplished. At this writing, House and Senate Democrats are working toward an agreement on a package that would pass the Senate via the budget reconciliation process. This process would allow legislation to pass under a simple majority vote in the Senate,

MORE >

### HTNYS' 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.*



rather than the 60 votes needed to stop a Republican filibuster. While reconciliation remains a pathway to passing health reform, many hurdles to doing so remain. To make our voices heard on federal issues, join us in Washington on April 27 and 28 for HANYS' Federal Briefing and Advocacy Day. Additional details are available on HTNYS' Web site under "Advocacy."

With the ever-changing environment and political dynamics that we face at the state and federal level, it is critical for boards to discuss and plan for the future—and that means boards need to engage in strategic planning. As Governance Consultant Larry Walker, President of The Walker Company states, "Boards do not know everything there is to know in order to make good decisions. What boards know today is very different from what they will know tomorrow. And, boards will never know everything they would like to know to be fully confident in their decisions." To learn more about the importance and value of governing board strategic planning, visit HTNYS' Center of Excellence for Trustee Training (CETT) at [www.htnys.org](http://www.htnys.org) and click "Training Center." Mr. Walker's presentation, *The Board's Role in Strategic Planning*, is available in the AudioConnect section of the site along with other valuable educational tools.

Sue Ellen Wagner  
Executive Director

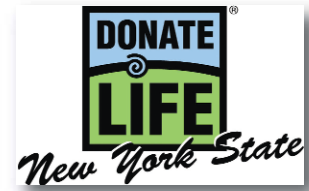
## CENTER OF EXCELLENCE FOR TRUSTEE TRAINING (CETT)

**SAVE THE DATE:** On May 12, HTNYS will collaborate with the Western New York Healthcare Association to offer a trustee educational program in Buffalo from 4 to 7 p.m. The May 12 program is part of a series of regional briefings that began in Northern New York and Rochester. Regional trustee programs are being planned for the Northern New York and the Long Island regions.



Through CETT, HTNYS offers regional programs designed to inform trustees about key state and federal issues. As part of its Education Library, CETT offers boards a variety of 20-minute governance and leadership programs designed for use during board meetings. HTNYS encourages you to preview the programs online.

As part of CETT, HTNYS is now offering members who participate in its programs a "Certificate of Attendance," as well as a year-end summary certificate to chief executives and board chairs recognizing all of the HTNYS educational programs their board members have completed each year.



## ORGAN DONATION AWARENESS

Every year, more than 1,500 people in New York State receive kidneys, livers, and hearts that have been donated for transplantation. However, with more than 8,000 New Yorkers still on waiting lists, the need for organ donations far exceeds the supply.

HTNYS is actively involved in promoting awareness of the importance of organ and tissue donation. Trustees have an important opportunity to help spread the word about organ donation and to help members of their boards and their communities enroll in the New York State Donate Life Registry. Consider passing out informational material at a board meeting, at a community event, and in your health care organization. For free materials, contact Ellen G. Hollander, Executive Director, New York Alliance for Donation, Inc., at (518) 533-7875.

April has been designated as National Donate Life Month. As a New York resident, you can enroll in the New York State Organ and Tissue Donor Registry online (go to [www.htnys.org](http://www.htnys.org) and click the Donate Life logo), or you can sign up through the Department of Motor Vehicles when you apply for, or renew, your license or non-driver ID.



**Save the Date –**  
**HTNYS Annual Conference**  
**September 24-26, 2010**  
 The Sagamore,  
 Bolton Landing