

# ADVOCACY COMMUNICATION EDUCATION



Healthcare Trustees  
of New York State



## ABOUT HTNYS

### We're here to support New York's hospital and health system trustees.

Healthcare Trustees of New York State supports trustees in their roles on the governing boards of hospitals and health systems across the state. As a division of the Healthcare Association of New York State, HTNYS is proud to serve all HANYS member institutions.

### HTNYS Mission

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



## EDUCATION

The healthcare landscape is changing rapidly and dramatically. Boards are barraged by the urgent demands of increasingly complex issues. Trustees are expected to lead with certainty in an era of uncertainty. They are held to an even higher standard of accountability in these times of greater transparency and heightened government, public, and media scrutiny.

Now more than ever, hospital and health system chief executive officers (CEOs) need strong, educated boards.

It is critical that trustees have the knowledge, skills, and confidence to effectively govern and guide their organizations along the path to transformation.

**HTNYS is here to help you.**

*"As healthcare transforms, HTNYS provides exceptional educational programs and resources to enable trustees to fulfill their roles and responsibilities while adapting to the changing environment. From webinars and breaking policy news to the annual Conference, HTNYS offers trustees current information to support our decision-making. Healthcare Trustees provides me and my fellow board members with continuous opportunities to grow in our governance and leadership roles—from the first year throughout our terms."*

Sharon Norton Remmer

*Incoming Chair, Healthcare Trustees of New York State  
Board of Governors*

*Trustee, Brookhaven Memorial Hospital Medical Center*

## **HTNYS' Center for Trustee Excellence (CTE)**

CTE offers new and experienced trustees and their CEOs a wide range of contemporary tools, resources, knowledge, and expertise to help you meet your governance and fiduciary responsibilities and effectively lead your hospital.

**ANYTIME, ANYWHERE:** CTE offers education in venues ranging from in-person conferences and regional briefings to webinars and other programs delivered to your laptop, desktop, tablet, or mobile device.

**WE'VE GOT YOU COVERED:** CTE covers what every healthcare trustee needs to know for governance, leadership, and policy. CTE is designed to supplement or advance your healthcare organization's own trustee orientation or board development program.

## **Annual Trustee Conference**

The centerpiece of HTNYS' educational opportunities, the Annual Trustee Conference has brought thought-provoking national experts and compelling topics to thousands of trustees and their CEOs since 1980. The Conference provides attendees with important perspectives and practical strategies for leading and governing their organizations. Trustees leave the Conference with tools and tactics they can take back to the boardroom to help them carry out their roles and responsibilities.

Recent topics include:

- *Moving from Volume to Value without Getting Mired in the Middle*
- *The New Frontier in Patient Safety—What's Next?*
- *Networking and Partnering—What's in it for My Hospital?*
- *From Good to Great Governance*

Mark Webster, President and CEO of Cortland Regional Hospital, encourages his board and medical staff leadership to attend the Conference with him every year:

“Achieving organizational excellence is impossible without governance excellence—especially as our organizations navigate the turbulence and myriad stresses in healthcare. The educational content and relationships that develop at HTNYS' Annual Trustee Conference, plus the caliber of the speakers, are hard to beat anywhere, for CEOs and their boards. It's a great investment that's close, affordable, and clearly adds value.”

Paul Milton, acting President and CEO of Ellis Medicine, says Ellis invites its entire board to the Conference every year and builds on the agenda:

“For years, Ellis Medicine has parlayed the Conference into a mini-board retreat for trustees. Dynamic speakers stimulate thoughtful discussion in a relaxed environment, and we’re all energized by experiencing the Conference together. We build in a special dinner for our contingent. It’s a real value-add for us to enjoy each other’s company outside of the hospital while getting some important work done as a board.”

### **Boardroom Basics**

As a new trustee, it is often hard to know what you don’t know. This award-winning publication orients new trustees in their fundamental board roles and responsibilities and provides a refresher for more seasoned trustees. As a “101” and “201” of healthcare governance, *Boardroom Basics* addresses setting strategic direction, the importance of clear communication and information, and creating a dynamic board culture.

### **Webinars**

HTNYS offers webinars on relevant topics such as board compliance oversight, governance roles and responsibilities, and the Medicaid waiver (DSRIP). Afterwards, we provide trustees with a link to the webinar recording in case they missed it.



**NEW!** Because of the demands on trustees’ time, and given tight board agendas, HTNYS presents webinars in manageable 30-minute learning blocks for use as a valuable learning tool in board meetings.

### **Regional Briefings**

HTNYS brings experts to regions across the state for answers and information on a variety of important topics in collaboration with our allied associations.

### **Web Resources**

HTNYS has curated an extensive collection of programs and materials that are available on our website at [www.htnys.org](http://www.htnys.org).



EDUCATION



## ADVOCACY

Trustees know their hospitals. They know their communities. HTNYS can help them channel that into strong advocacy.

HTNYS educates, guides, and empowers trustees to help influence healthcare policy and impact their communities. We help them better understand public policy and the forces shaping healthcare reform to become more effective advocates for their hospitals.

Whether it is educating community members or editorial boards about hospital contributions to the region's economic health and quality of life or participating in HTNYS' visits to legislators, healthcare trustees play a crucial role as advocates for their organizations.

Most CEOs would agree that trustees make the best healthcare ambassadors. Trustees are respected as committed and savvy volunteer business and community leaders who selflessly represent and serve the best interests of their hospitals and communities.

HTNYS helps governing boards and individual trustees learn more about advocacy so they can become more actively involved.



## COMMUNICATION

HTNYS understands that trustees need to be informed to make timely and sound decisions. We recognize that it is challenging to keep up with—and ahead of—the rapid pace of change in healthcare. That is why HTNYS distills and deciphers the breaking policy and budget-related information that is relevant to trustees and delivers it fast—concise and complete—through our email messages and updates.

## RECOGNITION

HTNYS proudly created the **Trustee Leadership and Advocacy Award** to recognize trustees who bring extraordinary leadership and dedication to their governance role. The award is presented annually to trustees whose skills, commitment, and effective decision-making have a profound impact in their boardroom. The award honors trustees for taking a lead role in positioning their organizations to meet the challenges of the evolving healthcare environment. And it recognizes trustees for their outstanding contributions to grassroots advocacy efforts for their hospital or health system. A panel of national governance and leadership experts reviews the nominations and determines the winner.

**FOR MORE INFORMATION:**

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