

New York Methodist Hospital - Community Health Needs Assessment 2013

1. Description of community being assessed

a. Demographics

Although New York Methodist Hospital is located in Park Slope and is an important healthcare, community service and economic anchor in the Park Slope neighborhood, it serves the entire borough of Brooklyn (Kings County).

The late 1990s saw the largest influx of immigration to New York City since the beginning of the 20th century. This dramatically changed the demography of Brooklyn, greatly increasing the number of foreign-born inhabitants of the borough. This wave of immigration was especially unique in that the patterns of immigration were extremely diverse; of the various countries represented by Brooklyn residents, no single one accounts for more than 10 percent of all first-generation immigrants (*Exhibits 1-7*).

According to 2010 US census data¹, 37 percent of Brooklyn's 2.5 million residents were born outside of the United States and 46 percent of the borough's residents speak a language other than English in the home. The number of men and women is fairly equal, at 47 percent and 53 percent respectively. Nearly 30 percent of Brooklynites have earned a Bachelor's degree or higher, and 78 percent hold a high school diploma. Twenty-two percent of the Brooklyn population live below the poverty line.

b. Health Status of Population Served

BY DISEASE

Diabetes

According to data compiled by New York City Department of Health/Mental Hygiene (DOHMH) and New York State Department of Health (NYS DOH), diabetes presents itself disproportionately in Brooklyn, and is especially pervasive in the Brooklyn neighborhoods that New York Methodist Hospital services. Brooklyn's diabetes diagnosis rate is greater than both the city and state averages; the figure for Brooklyn is 10.5%, whereas the city average is 9.7% and the state average is 9.0%. The borough's diabetes hospitalization and diabetes mortality rates are also higher than the respective City and State averages. Brooklyn's diabetes hospitalization rate is 30.3%, while the state rate is 19.0% and the city rate is 26.2%. Similarly, Brooklyn's diabetes mortality rate is 21.5%, while the state rate is 16.6% and the city rate is 19.4%.

Bedford-Stuyvesant/Crown Heights, Sheepshead Bay/Coney Island, Williamsburg/Bushwick, East New York/New Lots, and Sunset Park rank are among the city's neighborhoods with the highest rates of diagnosed adult diabetes cases; in these neighborhoods, the rate of adult diabetes cases hovers between 12.3% and 19.8%.

¹ http://www.nyc.gov/html/dcp/html/census/census_2010.shtml

Obesity

At 25%, Brooklyn's adult obesity rate is higher than both the city and state averages, which are 22.6% and 23.1%, respectively. The Brooklyn neighborhoods most affected by the obesity epidemic are Bedford Stuyvesant/Crown Heights, Borough Park, Williamsburg/Bushwick, and East New York/New Lots, where adult obesity rates are between 27.2% and 37.7%.

Lack of exercise is a related health issue that is especially pervasive in Brooklyn, where the most severely affected areas are Bedford Stuyvesant/Crown Heights, Williamsburg/Bushwick, Park Slope/Brooklyn Heights/Downtown Brooklyn, Flatbush, Canarsie/Flatlands, and East New York/New Lots. Between 80.8% and 90.4% of respondents in these areas reported that they had not exercised in the previous 30 days.

Fruit and vegetable consumption is also particularly low in Bedford-Stuyvesant/Crown Heights, Flatbush, and Borough Park, with 13.4-22.6% of respondents in these areas reporting that they had not eaten any fruits or vegetables the previous day. Consumption of sugar-sweetened beverages is, conversely, particularly high in these neighborhoods, with 27.8% - 45.2% of respondents in these areas claiming that they drink one or more sugary beverages a day.

Heart Health

Coronary heart disease is another health problem that disproportionately affects Brooklyn. Brooklyn's age-adjusted coronary heart disease mortality rate per 100,000 is 231.8 and its age-adjusted coronary heart disease hospitalization rate per 100,000 is 62.3. The corresponding NYS mortality rate per 100,000 is 169.4, the corresponding NYS hospitalization rate per 100,000 is 46.9, the corresponding NYC mortality rate per 100,000 is 208.1, and the corresponding NYS hospitalization rate per 100,000 is 51.8.

The DOHMH has recorded high rates of coronary disease risk factors (e.g. high blood pressure and high cholesterol) in certain Brooklyn neighborhoods.

High blood pressure is a particularly insidious health problem in Brooklyn, most severely affecting the neighborhoods of Bedford Stuyvesant/Crown Heights, Flatbush, Sheepshead Bay/Coney Island, Williamsburg/Bushwick, and Canarsie/Flatlands. In these neighborhoods, 32.7%-42.3% reported being diagnosed with high blood pressure by a health professional.

According to the DOHMH community health survey, of the five boroughs, Brooklyn has the lowest rate of high cholesterol among adult men and the third-lowest rate of high cholesterol among adult women. That said, one of the city's worst-affected areas is Sheepshead Bay/Coney Island, which accounts for about 10% of New York Methodist Hospital's patient population.

Lung Cancer, Smoking

In Brooklyn, the age-adjusted incidence of lung cancer per 100,000 is 47.5, and the age-adjusted mortality due to lung cancer per 100,000 is 31.2. Both of these figures are significantly higher than the corresponding New York State averages. Brooklyn's rate of lip, oral cavity, and pharynx cancer is also significantly higher than the corresponding New York State average.

The DOHMH Community Survey found that 15.9% of Brooklynites currently smoke—a rate that puts Brooklyn between Bronx and Richmond Counties, which have the highest smoking rates in the city, and Queens and Manhattan, which have the lowest smoking rates. Bedford Stuyvesant/Crown Heights, East New York, Sunset Park, and Coney Island all have smoking rates that are significantly higher than the city average, with rates in these areas in the 15.8% to 29% range.

2. Main Health Challenges

In addition to examining Brooklyn health data provided by the DOHMH, New York Methodist Hospital conducted its own Community Health Needs Survey (*Exhibit 7*) in neighborhoods throughout Brooklyn and at various satellite locations of the Hospital. To date, 393 responses have been collected (*Exhibit 8*). A link to complete the survey also appeared on the Hospital's website (*Exhibit 9*) and on its social media platforms (*Exhibits 10 & 11*). The assessment of the data collected from NYM's Community Health Needs Survey showed an overwhelming response indicating that diabetes and obesity were Brooklynites' chief concerns; (*Exhibits 13 & 14*).

BY NEIGHBORHOOD (according to NYC DOHMH 2011 Community Health Survey)

NYC DOHMH separated all its data into three levels, each of which received its own color; orange represented percentages in line with the city average, green represented particularly low percentages, and red represented high percentages. In order to keep the data in perspective, that system is continued below. In addition, asterisks are placed next to data points that the DOHMH has flagged as potentially unreliable figures.

Bedford Stuyvesant/Crown Heights

36.6% obese

81% reported that they had exercised in the past 30 days

76.7% reported that they had not ridden a bicycle at all in the past year

92% reported that, on the average weekday, they walk up at least one flight of stairs

15.3% reported that they had not eaten any fruits or vegetables in the previous day

44% reported that they had consumed one or more sugar-sweetened beverages in the previous day.

33.5% reported that a health professional had ever diagnosed them with high blood pressure

25.4% reported that a health professional had ever diagnosed them with high cholesterol

14.3% reported that a health professional had ever diagnosed them with diabetes

17.1% reported that they are current smokers

Flatbush

25.2% obese

86.1% reported that they had exercised in the past 30 days

73.1% reported that they had not ridden a bicycle at all in the past year

92.7% reported that, on the average weekday, they walk up at least one flight of stairs
20.3% reported that they had not eaten any fruits or vegetables in the previous day
32.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
32.8% reported that a health professional had ever diagnosed them with high blood pressure
22.9% reported that a health professional had ever diagnosed them with high cholesterol
9% reported that a health professional had ever diagnosed them with diabetes
15.4% reported that they are current smokers

Sheepshead Bay/Coney Island

24.8% obese
76.7% reported that they had exercised in the past 30 days
71.6% reported that they had not ridden a bicycle at all in the past year
74% reported that, on the average weekday, they walk up at least one flight of stairs
11.1% reported that they had not eaten any fruits or vegetables in the previous day
17.6% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
34.5% reported that a health professional had ever diagnosed them with high blood pressure
38.8% reported that a health professional had ever diagnosed them with high cholesterol
13.8% reported that a health professional had ever diagnosed them with diabetes
19.9% reported that they are current smokers

Williamsburg/Bushwick

33.6%* obese
73.5% reported that they had exercised in the past 30 days
84.2% reported that they had not ridden a bicycle at all in the past year
91.6% reported that, on the average weekday, they walk up at least one flight of stairs
10.8%* reported that they had not eaten any fruits or vegetables in the previous day
31.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
37.7% reported that a health professional had ever diagnosed them with high blood pressure
25.4% reported that a health professional had ever diagnosed them with high cholesterol
14.2% reported that a health professional had ever diagnosed them with diabetes
11.9% reported that they are current smokers

Downtown Brooklyn/Brooklyn Heights/Park Slope

12.5% obese
85.6% reported that they had exercised in the past 30 days
60% reported that they had not ridden a bicycle at all in the past year
87.3% reported that, on the average weekday, they walk up at least one flight of stairs
5.8%* reported that they had not eaten any fruits or vegetables in the previous day
15.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
28.9% reported that a health professional had ever diagnosed them with high blood pressure
28.3% reported that a health professional had ever diagnosed them with high cholesterol
7.1%* reported that a health professional had ever diagnosed them with diabetes
10.7%* reported that they are current smokers

Sunset Park

- 17.2%* obese
- 72.7% reported that they had exercised in the past 30 days
- 71.2%* reported that they had not ridden a bicycle at all in the past year
- 89.9%* reported that, on the average weekday, they walk up at least one flight of stairs
- 10%* reported that they had not eaten any fruits or vegetables in the previous day
- 38.3%* reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 29.2% reported that a health professional had ever diagnosed them with high blood pressure
- 20%* reported that a health professional had ever diagnosed them with high cholesterol
- 12.3%* reported that a health professional had ever diagnosed them with diabetes
- 29%* reported that they are current smokers

Borough Park

- 32% obese
- 75.5% reported that they had exercised in the past 30 days
- 74.5% reported that they had not ridden a bicycle at all in the past year
- 89.1%* reported that, on the average weekday, they walk up at least one flight of stairs
- 13.4%* reported that they had not eaten any fruits or vegetables in the previous day
- 30.7% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 21.9% reported that a health professional had ever diagnosed them with high blood pressure
- 31.5% reported that a health professional had ever diagnosed them with high cholesterol
- 11.4% reported that a health professional had ever diagnosed them with diabetes
- 15.4% reported that they are current smokers

East New York/New Lots

- 30.7% obese
- 80.8% reported that they had exercised in the past 30 days
- 76% reported that they had not ridden a bicycle at all in the past year
- 90.4% reported that, on the average weekday, they walk up at least one flight of stairs
- 13.3% reported that they had not eaten any fruits or vegetables in the previous day
- 39.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 37.2% reported that a health professional had ever diagnosed them with high blood pressure
- 30.1% reported that a health professional had ever diagnosed them with high cholesterol
- 16.4% reported that a health professional had ever diagnosed them with diabetes
- 18.3% reported that they are current smokers

Greenpoint

- 24.8%* obese
- 75.1%* reported that they had exercised in the past 30 days
- 71.1%* reported that they had not ridden a bicycle at all in the past year
- 83.6% reported that, on the average weekday, they walk up at least one flight of stairs
- 17.9% reported that they had not eaten any fruits or vegetables in the previous day
- 26.1%* reported that they had consumed one or more sugar-sweetened beverages in the previous day.

- 21.9% reported that a health professional had ever diagnosed them with high blood pressure
- 32.4% reported that a health professional had ever diagnosed them with high cholesterol
- 7.3%* reported that a health professional had ever diagnosed them with diabetes
- 15.2%* reported that they are current smokers

Canarsie + Flatlands

- 27.2% obese
- 83.2% reported that they had exercised in the past 30 days
- 73.7%* reported that they had not ridden a bicycle at all in the past year
- 88.2%* reported that, on the average weekday, they walk up at least one flight of stairs
- 12.6% reported that they had not eaten any fruits or vegetables in the previous day
- 38.1% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 33.4%* reported that a health professional had ever diagnosed them with high blood pressure
- 24.9% reported that a health professional had ever diagnosed them with high cholesterol
- 12.0%* reported that a health professional had ever diagnosed them with diabetes
- 15.1%* reported that they are current smokers

Bay Ridge/Bensonhurst

- 15.1% obese
- 76.2% reported that they had exercised in the past 30 days
- 75.7%* reported that they had not ridden a bicycle at all in the past year
- 90.3% reported that, on the average weekday, they walk up at least one flight of stairs
- 8.5%* reported that they had not eaten any fruits or vegetables in the previous day
- 27.8%* reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 26.5% reported that a health professional had ever diagnosed them with high blood pressure
- 30.3% reported that a health professional had ever diagnosed them with high cholesterol
- 10.8% reported that a health professional had ever diagnosed them with diabetes
- 13.5%* reported that they are current smokers

3. Summary of assets and resources that can be mobilized

New York Methodist Hospital has a community outreach program dedicated to improving the health of Brooklynites through health fairs, its Speakers Bureau, and SchoolTalks/SchoolTours programs.

In addition to the Hospital's resources, NYM has partnerships with community organizations including:

- local faith based organizations like Congregation Beth Elohim, Greenwood Baptist Church, Kingsboro SDA Temple, St. Saviour's RC Church, Church of the Virgin Mary, various United Methodist Churches
- national associations like American Diabetes Association and the American Cancer Society
- government organizations like the NYC Department of Parks and Recreation's Shape Up NYC program, the DOHMH's Take Care New York Program, the DOHMH's Tobacco Free Hospitals Campaign

- local academic institutions like Brooklyn College, Long Island University and St. Joseph's College.

The Hospital also has access to local farmers markets and Prospect Park just one block away from the Hospital.

Other resources include expert speakers drawn from physicians, nurses and other clinical professionals. In addition, volunteers for health fairs and screenings are drawn from the Department of Volunteer Services and from NYM clinical staff

New York Methodist Hospital has partnered with the Fred L. Mazzilli Foundation to continue to offer its Free Lung Cancer Screening Program for individuals who meet National Lung Screening Trial Criteria. The Fred L. Mazzilli Foundation has named NYM as one of its fundraising beneficiaries.

4. Assessment Process & Documentation

Community Meeting Dates and Outcomes

Several meetings with local organizations were held during which NYM discussed the community's needs.

- **Tues, 12.11.12:** Meeting with the Fred L. Mazzilli Foundation to discuss possible funding opportunities for NYM's Free Lung Cancer Screening Program. NYM's program was selected as one of the foundation's benefactors.
- **Wed, 01.09.13; 3:30pm:** Meeting with American Diabetes Association (ADA) and Hospital leadership, including NYM physicians, during which Brooklyn's high instances of diabetes and pre-diabetes were addressed. Official partnership as ADA's Brooklyn Hospital partner was established, and NYM has since hosted ADA interns and collaborates with ADA on new community projects. (*Exhibit 1 of Attachment 1; "Community Meeting Dates and Outcomes"*)
- **Thurs, 01.17.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss collaboration and partnership opportunities. An agreement to provide internship and employment opportunities was established.
- **Tues, 03.19.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Mon, 03.25.13; 3:30pm:** Conference call with representatives from the DOHMH to discuss the Tobacco Free Hospitals Campaign (TFHC) and DOHMH's resources available to NYM, and an overview of the CSP/NYM's chronic disease prevention activities. Consideration for NYM as one of DOHMH's TFHC partners and discussion of health bucks as an incentive for community program attendance retention. (*Exhibit 2 of Attachment 1*)
- **Tues, 04.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.

- **Thurs, 05.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 05.28.13:** Phone call follow-up with ADA to discuss intern placement at NYM offsite facilities in Central Brooklyn. (*Exhibit 3 of Attachment 1*)
- **Thurs, 05.30.13; 3:15pm:** Meeting with representatives from Park Slope's Church of the Virgin Mary to discuss the needs of their parishioners and how NYM might address them. NYM agreed to host a community health fair at the church during which several screenings such as blood pressure, blood sugar, podiatry and dental screenings were offered on Sunday, September 29, 2013.
- **Thurs, 06.06.13; 9:30am:** Meeting with the Program Director at Congregation Beth Elohim to discuss the needs of their congregation members and how NYM might address them. (*Exhibit 4 of Attachment 1*)
- **Thurs, 06.20.13; 12:30pm:** Meeting with Director of Public Affairs from St. Joseph's College to discuss community service plan and possible outreach/collaboration opportunities. (*Exhibit 5 of Attachment 1*)
- **Fri, 07.12.13; 10:00am:** Meeting with Greater Brooklyn Health Coalition (GBHC) board members to discuss Brooklyn's overall health needs. NYM's CSP was discussed and continued partnership and collaborative efforts were agreed upon.
- **Fri, 07.12.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 07.23.13; 1:00pm:** Meeting with NYM physicians, residents and endocrinology team to discuss the pervasive occurrence of diabetes and obesity among Brooklynites and how we might use our resources to address these issues. (*Exhibit 6 of Attachment 1*)
- **Fri, 08.02.13; 1:00pm:** Meeting with DOHMH Community Relations Specialist to discuss Take Care New York (TCNY) goals and how they align with NYM's CSP goals. As a result, NYM submitted their TCNY partner activities in the prevention area priorities. (*Exhibit 7 of Attachment 1*)
- **Wed, 08.21.13; afternoon:** Phone call with Director of Student Services at Long Island University to discuss the needs of their student body and NYM's commitment to community outreach, and CSP development. (*Exhibit 8 of Attachment 1*)
- **Thurs, 09.10.13; afternoon:** Phone call with representative from NYC Department of Parks & Recreation's Shape Up NYC program. A location for free classes at one of NYM's satellite facilities was established. (*Exhibit 9 of Attachment 1*)

- **Thurs, 09.26.13; 11:00am:** Follow up meeting with Fred L. Mazzilli Foundation to discuss the Fred L. Mazzilli Lung Cancer Screening Awareness Day slated for Saturday, November 16, 2013 at NYM (*Exhibit 10 of Attachment 1*).
- **Wed, 10.02.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.

5. Public Notification

Input was sought from the public in a number of ways. A Community Health Needs Survey was created and made available on Survey Monkey (*Exhibit 7*). To date we've collected 393 individual responses (*Exhibit 8*). Calls for submission and survey completion appeared on the homepage of New York Methodist Hospital's public website, www.nym.org (*Exhibit 9*), and via social media platforms like Facebook and Twitter (*Exhibits 10 & 11*). A "community forum" was established to collect responses to our community health magazine Thrive (circulation 250K Brooklyn residents) and seek input on Brooklyn's health needs (*Exhibit 12*).

Exhibit 1: Brooklyn Population By Race: 1980-2012

RACE	1990	2000	2010	2012	2012 Percentag e (rounded) of Total	Change 1990- 2012	Percent Change (rounded) 1990- 2012
White	922,290	892,060	907,550	919,290	36%	-3,000	0%
Black	801,830	875,930	822,560	822,790	32%	20,960	3%
Asian/Other	113,390	207,370	278,730	298,180	12%	184,790	163%
Latino*	466,170	491,960	499,670	512,350	20%	46,180	10%
Total Population	2,303,680	2,467,010	2,508,520	2,552,620	100%	248,940	11%

SOURCE: Woods and Poole Kings County, New York 2013 Data Pamphlet

Exhibit 2: New York Methodist Hospital Admissions by Race (Including Newborns) 1990-2012 Comparison

RACE	1990	1995	2000	2005	2010	2012**
White		55%	51%	41%	38.2%	51%
Black		19%	29%	39%	37.8%	42%
Asian/Other		NA	NA	4%	8.5%	7%
Latino*		18%	17%	16%	15.5%	20%

SOURCE: Finance Department, February 2013

*Latino refers to persons of Spanish origin who may be of any race.

**Calculation method differs from previous years. Latino ethnicity is separately from race.

Exhibit 3: Brooklyn Neighborhoods of Settlement for the Top 20 Foreign-Born Groups in NYC: 2000

Flatbush/East Flatbush	207,249
Coney Island/Sheepshead Bay	133,552
East New York	104,261
Bedford Stuyvesant/Crown Heights	97,387
Bay Ridge/Bensonhurst	78,585
Borough Park	70,573
Canarsie/Flatlands	68,860
Sunset Park	59,209
Greenpoint/Williamsburg	58,814
Downtown/Heights/Slope	48,535
Other	4,739
TOTAL	931,764

SOURCE: NYC Department of Planning, The Newest New Yorkers, 2000

As of 2009, the top 20 foreign born groups in Brooklyn came from: China, Jamaica, Dominican Republic, Trinidad/Tobago, Mexico, Haiti, Russia, Ukraine, Guyana, Poland, Ecuador, Barbados, Italy, Grenada, Israel, Belarus, Bangladesh, Panama, Pakistan and Uzbekistan.

SOURCE: U.S. Census Bureau, 2009 American Community Survey-Public Use Microdata Sample Population Division-New York City Department of City Planning

Exhibit 4: Brooklyn Population By Age 1970-2012

Age	1970	1980	1990	2000	2010	2012	2012 Percentage (rounded)	Percent Change (rounded) 1990-2012
Under 5	225,510	176,540	187,390	181,700	177,150	186,860	7%	3%
5-14	460,750	336,410	327,170	371,650	315,760	319,050	13%	-2%
15-34	765,140	744,650	754,870	750,320	792,900	796,550	31%	5.5%
35-54	584,820	470,390	562,350	677,890	665,780	672,640	26%	20%
55-59	146,730	118,750	94,830	106,470	143,000	147,870	6%	56%
60-74	324,340	278,050	256,230	245,310	278,780	294,180	12%	18%
75+	95,930	107,220	120,850	133,680	135,150	135,460	5%	12%
Total	2,603,210	2,232,000	2,303,680	2,467,010	2,508,520	2,552,610	100%	11%
Median Age	30	30.75	32.02	33.16	34.15	34.36		

SOURCE: Woods and Poole Kings County, New York 2013 Data Pamphlet

Exhibit 5: NYM Population by Age: 2012

Age	2012-Number	2012-Percentage (rounded)
Under 5	6,611	17%
5-14	567	1%
15-34	7,394	19%
35-54	7,549	19%
55-59	2,212	5%
60-74	7,394	19%
75+	7,832	20%
Total	39,559	100%
Median Age	50	

SOURCE: Department of Finance: February 2013

Exhibit 6: New York Methodist Hospital Discharges by Financial Class: 1990-2012

PAYOR CLASS	1990	1995	2000	2005	2010	2011	2012
Blue Cross/ Managed Care	4,821	4,869	9,149	8,754	9,644	9,702	9,855
Compensation/ Commercial	2,131	3,860	1,319	879	882	827	767
Medicaid	4,131	5,549	5,851	7,663	8,962	9,543	9,802
Medicare	6,268	8,190	8,495	11,799	13,228	13,710	13,838
Self-Pay	459	669	507	192	167	285	264
SUBTOTAL	17,810	21,457	25,321	28,469	32,883	34,067	34,526
Newborn	2,886	3,060	3,520	4,275	4,593	4,803	5,033
TOTAL	20,696	24,517	28,841	32,744	37,476	38,870	39,559

SOURCE: Department of Finance, February 2013

Exhibit 7: Community Health Survey

SurveyMonkey, Inc (US) <https://www.surveymonkey.com/s/NYMSurvey> 781 washingtc

nym
NEW YORK METHODIST HOSPITAL

Community Health Survey

Your opinion is important to us!

The purpose of this survey is to get your opinion about health issues that are important in your community. New York Methodist Hospital will use the results of this survey and other information to help target health programs in your community. Please complete only one survey per adult 18 years or older. Your survey responses are anonymous. Thank you for your participation.

1. In what neighborhood, or ZIP code, do you live?

2. What are the biggest ongoing health concerns in your community? (Please check up to 3)

<input type="checkbox"/> Asthma/lung disease	<input type="checkbox"/> HIV/AIDS, sexually transmitted diseases (STDs)
<input type="checkbox"/> Cancer	<input type="checkbox"/> Mental health/depression/suicide
<input type="checkbox"/> Child health & wellness	<input type="checkbox"/> Obesity/weight loss issues
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Safety
<input type="checkbox"/> Drug & alcohol abuse	<input type="checkbox"/> Tobacco use/secondhand smoke
<input type="checkbox"/> Environmental hazards	<input type="checkbox"/> Vaccine preventable diseases
<input type="checkbox"/> Heart disease & stroke	<input type="checkbox"/> Women's health & wellness
<input type="checkbox"/> Other (please specify)	

3. What prevents people in your community from getting medical treatment? (Please check up to 3)

<input type="checkbox"/> Cultural/religious beliefs	<input type="checkbox"/> Language barriers
<input type="checkbox"/> Don't know how to find doctors	<input type="checkbox"/> No insurance

Source: <https://www.surveymonkey.com/s/NYMSurvey> (view complete survey)

Exhibit 8: Community Health Needs Survey Collected Responses

The screenshot shows the SurveyMonkey interface for a survey titled "Community Health Survey" in the "Healthcare" category. The "Collect Responses" tab is active. Below the survey title, there is a message: "Below is a list of the collectors you are currently using to collect responses. To view the details or change the properties of an existing collector, just click the name. To collect more responses for this survey from a different group of people, click 'Add New Collector'." A "+ Add Collector" button is visible. A promotional banner for "Buy a Targeted Audience" is present. Below the banner is a table with the following data:

Collector Name (Method)	Status	Responses	Date Modified	Actions
Web Link (Web Link: /s/NYMSurvey)	● OPEN	393 responses	October 1, 2013 5:02 PM	Edit Clear Delete

The "Responses" column value "393 responses" and the "Date Modified" value "October 1, 2013 5:02 PM" are circled in red in the original image.

At the bottom of the page, there is a footer with the following links:

- Community:** [Developers](#) • [Facebook](#) • [Twitter](#) • [LinkedIn](#) • [Our Blog](#) • [Google+](#) • [YouTube](#)
- About Us:** [Management Team](#) • [Board of Directors](#) • [Partners](#) • [Newsroom](#) • [Contact Us](#) • [Jobs](#) • [Sitemap](#) • [Help](#)
- Policies:** [Terms of Use](#) • [Privacy Policy](#) • [Anti-Spam Policy](#) • [Security Statement](#)

Source: NYM account on surveymonkey.com

Exhibit 9: Community Health Needs Survey on NYM's homepage

www.nym.org

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As part of our commitment to providing the best care for a wide array of stroke situations, NYM offers advanced "stroke reversal" alternatives to tPA. [MORE](#)

Free Lung Screening
NYM's Fred L. Mezzilli Lung Cancer Screening Program is currently being offered at no cost. Call 718.780.LUNG for more information, or to arrange a screening. [MORE](#)

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In your opinion, what health issues are important in your community? Let us know here. Results are anonymous. Thank... [MORE](#)

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September Calendar Items
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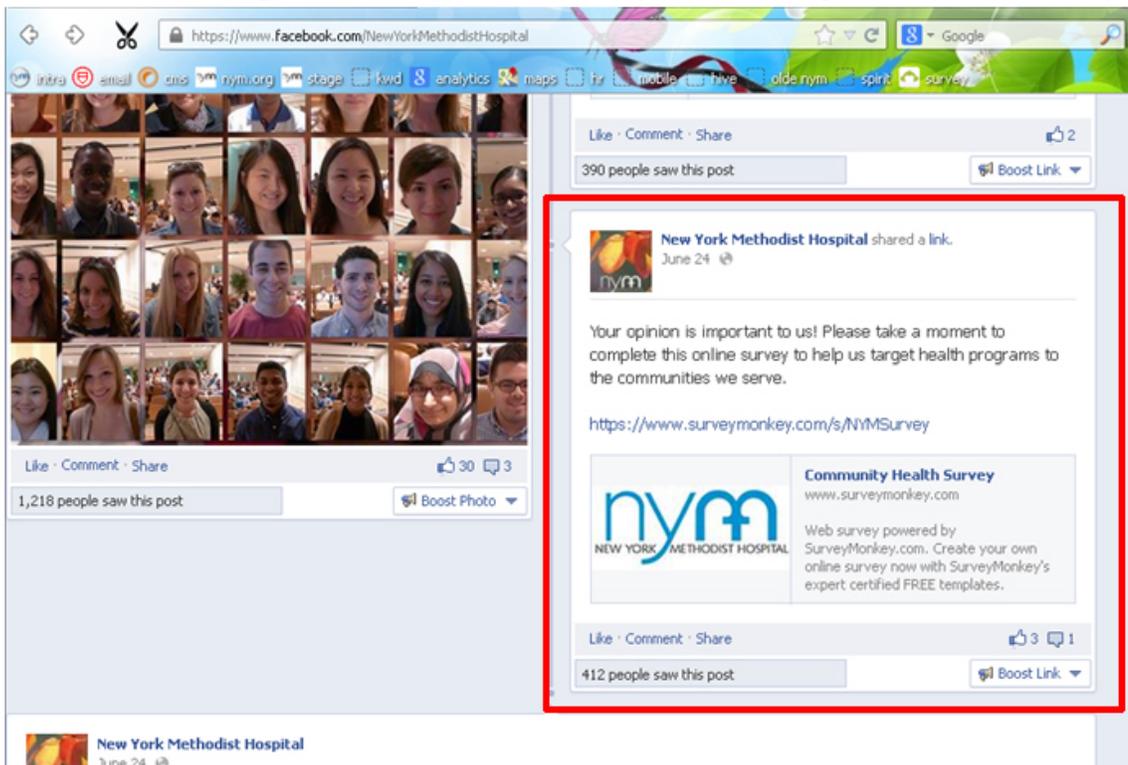
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LANGUAGES WE HEAR YOU

Spirit of Women
spiritofwomen.com

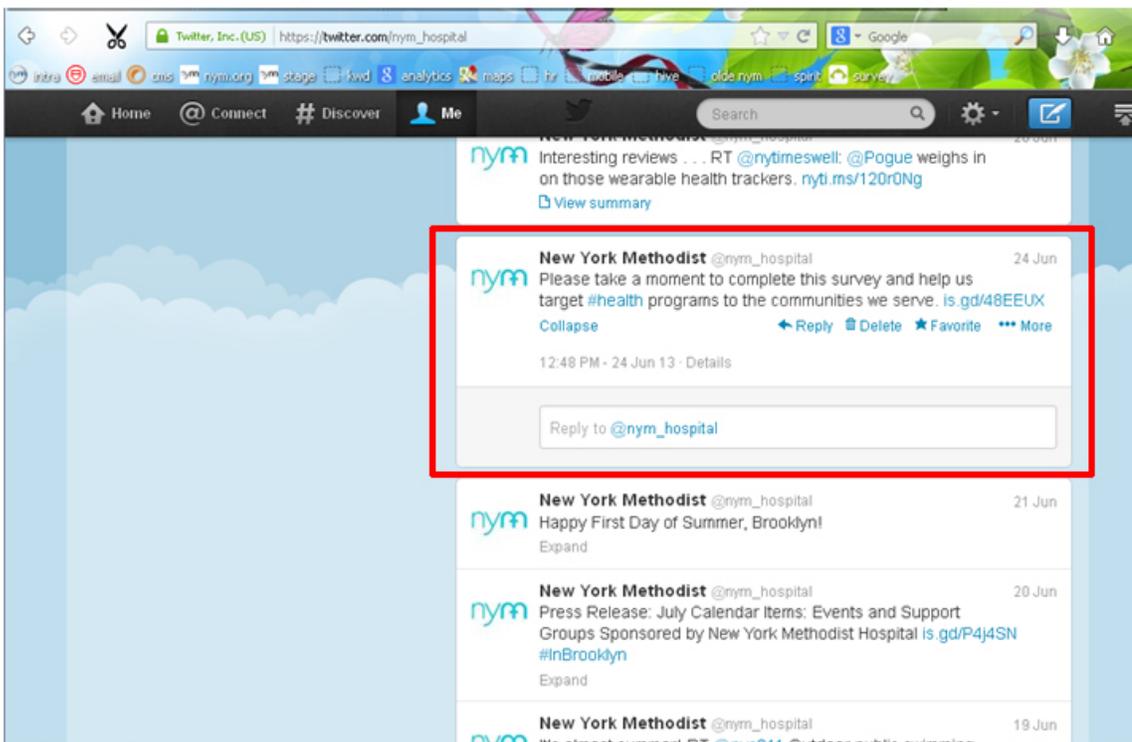
Source: www.nym.org, August 2013

Exhibit 10: Post asking fans to complete Community Health Survey on NYM's facebook page



Source: www.facebook.com/NewYorkMethodistHospital, June 2013

Exhibit 11: Tweet asking followers to complete Community Health Survey on Twitter



Source: www.twitter.com/nym_hospital, June 2013

Exhibit 12: Community callout for feedback, *Thrive magazine*

COMMUNITY FORUM

Do YOU wish to comment on an article you've read in *Thrive*? We welcome your input. Email AskThrive@nym.org and let us know if we have permission to print your submission.

READER LETTERS

THANK YOU FOR YOUR RECENT ATTENTION TO DIABETES IN 'THRIVE.' SO MUCH MORE INFORMATION NEEDS TO GIVEN TO THE PUBLIC ABOUT THIS DISEASE AND HOW IT CAN BE PREVENTED. PLEASE CONTINUE TO PROVIDE INSIGHT ABOUT THIS TOPIC.

DIABETES EDUCATION

We agree that diabetes education is vital. Approximately 79 million Americans have a prediabetic condition that puts them at risk of developing diabetes, but only 11 million of them realize it. In this issue, "Health Quiz" on page 29 provides an opportunity for readers to put their diabetes knowledge to the test.

I READ YOUR SPRING ISSUE WITH GREAT INTEREST, BUT I FOUND ONE THING LACKING: FOLKS FROM A VARIETY OF BROOKLYN NEIGHBORHOODS. "THE GRANDPARENT LEARNING CURVE" FEATURED TWO FAMILIES, BOTH FROM PARK SLOPE. IN THE "MESSAGE FROM THE CEO," MARK MUNDY NOTES, "OUR GOAL IS TO HELP ALL BROOKLYN RESIDENTS BE HEALTHIER, STRONGER AND HAPPIER." WITH THIS IN MIND, I WOULD BE HAPPY TO SEE 'THRIVE' INCLUDE OTHER BROOKLYN COMMUNITIES.

REPRESENTING BROOKLYN

Thank you for your interest in our publication. We are honored to serve Brooklyn in its entirety, and we take your request to heart. You'll find Flatbush represented in our "Kid Zone" article on page 16, and with each issue we plan to include as many community voices as possible.

SLEEP SUPPORT NEEDED

"Acute insomnia is short-term and often related to factors like a change in sleep schedule, stress over a new job or other major life event, physical illness, or environmental factors," says **Jeremy Weingarten, M.D.**, director of the Center for Sleep Disorders at NYM. "If the insomnia persists more than two to three nights a week for longer than a month—particularly if accompanied by a generalized anxiety or depression—you may have chronic insomnia and should consult a physician. Undergoing a sleep study is the best way to find out. Treatment—from medication to adoption of good sleep habits—is available for both acute and chronic insomnia."

I KEPT LATE HOURS WHILE IN GRADUATE SCHOOL AND WORKING PART-TIME, BUT I RECENTLY FINISHED MY DEGREE, STARTED A NEW JOB WITH A 9-TO-5 SCHEDULE AND HAVE TROUBLE FALLING ASLEEP AT NIGHT. I READ YOUR ARTICLE ABOUT SLEEP DISORDERS ["PUTTING SLEEP DISORDERS TO BED," FALL 2013], AND I'M WONDERING IF I HAVE INSOMNIA, AS MY LACK OF SLEEP IS AN ONGOING PROBLEM.

Call 718.780.3017 for more information about sleep studies or for an appointment.

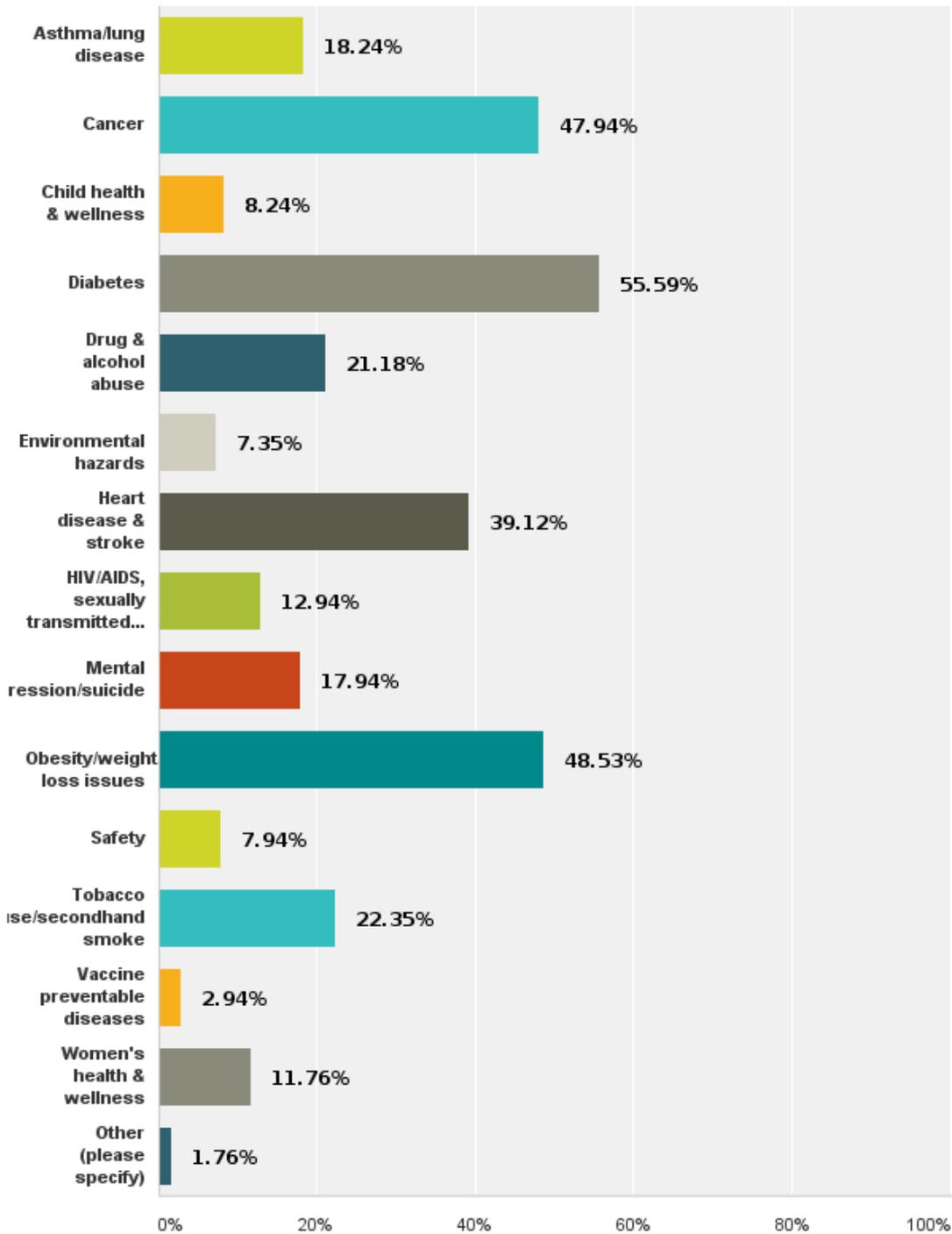
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Source: *Thrive magazine*, Fall 2013 issue

Exhibit 13: Responses collected from community health needs survey

Q2 What are the biggest ongoing health concerns in your community? (Please check up to 3)

Answered: 340 Skipped: 7



Source: NYM account on surveymonkey.com, September 2013

Q4 What health screenings or education/information services are most needed in your community? (Please check up to 3)

Answered: 340 Skipped: 7

Exhibit 14: Responses collected from community health needs survey

Source: NYM account on surveymonkey.com, September 2013

