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BETH ISRAEL HIRES PATIENT NAVIGATORS TO SUPPORT JEWISH COMMUNITY
New Personnel Designed To Easily Guide Patients Through the Healthcare & Hospital System

NEW YORK, July 31, 2007 –Beth Israel Medical Center has announced the hiring of two individuals as patient navigators as part of its Heritage Initiative, the program created last year to better serve the Jewish communities of Manhattan and Brooklyn. The patient navigators' key functions are to serve as a single contact throughout a hospital stay; to act as a liaison with physicians and other medical staff; and to provide patients with information about resources and support services available to the patient and their loved ones. The navigators are concentrating on Beth Israel's Manhattan campus sites only, which are the Petrie Division on 16th Street and 1st Avenue and Phillips Ambulatory Care Center on Union Square East.

The Heritage Initiative was founded and is managed by Richard Friedman, MD, director, and Alex Sino, vice president for Physician Services, Patient Access and Business Development. Its goals are to increase the overall cultural sensitivity to the Jewish community at all Beth Israel inpatient and outpatient sites; provide services that will better assist Bikur Cholim and Hatzolah ambulance volunteers in their ongoing efforts to save lives and provide special care for ill individuals; and increase Beth Israel's presence in these communities to ensure that everyone is aware of the culturally sensitive Jewish services and accommodations that Beth Israel provides.

The two new patient navigators are Joseph Deutsch and Dov Jacob. Their responsibilities include guiding patients from the community through their hospital stay and interact with their health care providers. Mr. Deutsch is a fifteen-year paramedic with Hatzolah Volunteer Ambulance Corporation and is from the Williamsburg section of Brooklyn. Mr. Jacob is an EMT also with Hatzolah for ten years and is from the lower east side of Manhattan .

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Serving New York's Jewish population has been central to Beth Israel's mission since its founding in 1889 by Eastern European Jewish immigrants. The founders' mission was to serve both their own community and the community at large, with an emphasis on Jewish values and tradition. These brave newcomers to America established the hospital with three main objectives in mind. The first was to have a hospital convenient to the crowded tenements on the Lower East Side. The second was to have a hospital that would observe strictly orthodox principles in its kitchen as well as in other respects. Finally, the founders of Beth Israel wanted a hospital that would admit new immigrants, as other city hospitals required a year of residency before they would care for immigrants. For over a century now, the Jewish communities of Manhattan and Brooklyn have looked to Beth Israel as their "neighborhood hospital."

"The Jewish people should always feel at home at Beth Israel," says David J. Shulkin, MD, President of Beth Israel Medical Center. "Our new patient navigators are here to help people every step of the way through what can sometimes be a confusing system, especially for people who are ill. The navigators will work closely with patients and their family members to make their hospital stay as comfortable as possible, with special sensitivity to their cultural needs."

For more information on the new Patient Navigator Program at Beth Israel Medical Center, contact Richard Friedman, MD, at (917) 710-4896 or Patient Navigators Joseph Deutsch (917) 509-4441 or Dov Jacob (917) 886-3865.

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