



# EMU Health

## Employee Newsletter

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*Editor: Eriny Youssef*

Stay up-to-date with our facility and mission.



**Daniel J. Lowy**  
*CEO*

### **The NEW EMU Health!**

The new EMU health will feature a state of the art ambulatory surgical center, management services organization, women's health center, urgent care and diagnostic treatment center.

### **Staff Spotlight**

#### **Meet Carl Friedrich – Chief of Operations**



**Carl Friedrich**  
*Chief Operating Officer*

As EMU's Chief Operating Officer (COO), my responsibilities include a variety of key duties on a daily basis. Today I am using this space to communicate two of my core responsibilities to our organization.

My first responsibility is to provide support to Daniel Lowy, our CEO, in the day-to-day running of EMU Health. EMU has three entities, our ASC, a diagnostic treatment center (D&T) and Management Services Organization (MSO). This responsibility includes the development and execution of our corporate strategy- to improve the healthcare of Queens residents through EMU's Ambulatory Services.

My second responsibility is to grow and manage our MSO. Our MSO focuses on creating business partnerships with doctors in the community, to help them better manage and grow their practices. The MSO contracts with the full range of doctors- primary care physicians, specialists, and surgeons. Some of the MSO's surgeon partners may also be users of the ASC. Our MSO's mission is to assist doctors in creating a sustainable business model so they can continue to be successful today, and into the future.

My background is in physician practice management. Prior to joining EMU Health, I owned a consulting business, and also worked in three of the finest hospitals in the world- Memorial Sloan Kettering, Hospital for Special surgery, and New York Eye and Ear Infirmary. One of the great things I have taken away from my twenty-plus years in the health care industry is that great medical practices and hospitals share the same traits: a focus on the patient experience as it relates to safety, customer service, and medical quality.

I am excited to be working with all of you to achieve these things at EMU Health.



## Customer Service Corner with Anthony Belli

Why is customer service such an important competency at EMU Health? The research is clear on this subject. Creating an exceptional customer experience creates customer loyalty and powerful word of mouth “buzz”. That is, happy customers will tell 10 other people about their special experience. Conversely, dissatisfied customers will tell 20 other people about their less than satisfactory experience.

Furthermore, in companies that are known for customer experiences such as Nordstrom’s, Ritz Carlton, and Starbucks, employee satisfaction is high and job retention is higher than national averages. We don’t know what comes first here, the chicken or the egg, but we know that happy customers equal happy employees.

The health care industry requires even higher standards for customer care. Our patients come to us when they are most vulnerable. Therefore, the simplest of courtesies can have an incredible impact on the people we treat and their families.

The Swedish Fish Theory validates this point. Swedish fish are those inexpensive soft chewy candies. A few years ago a computer hardware repair company started to include a bag of these candies with their shipments. They noticed that customers could not stop talking about the candy and were no longer agitated by the repairs. The Theory has come to mean that a personal touch in an impersonal world can have a positive impact. How many opportunities do we get each day to make a positive impact?

### **The Ritz Carlton refers to this as the “Three Steps of Service”**

- 1. A warm and sincere greeting using the person’s name**
- 2. Anticipate and satisfy the individual’s needs**
- 3. A warm goodbye using the individual’s name**

Together we will establish EMU Health as the gold standard -- each day with every interaction.

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*From our Director of Nursing...*

On behalf of EMU Health, I would like to extend a cordial welcome to the staff and physicians, and take this moment to thank all of you for your assistance and support during my orientation to center processes. I am looking forward to working with such a compassionate group of individuals!

This center has strong team, where conscientiousness and commitment to your work set you apart. You have been part of building a great history here, and together we will have more opportunity than ever to do what you do best...enhancing the lives of the patients entrusted in our care.

I have worked in the both the hospital and ambulatory surgery fields for over twenty years, in the capacity of nursing, consulting and operational management. I am looking forward to working with the staff to achieve center goals. These goals will be set on individual and team levels. Our first priority will be revising operational processes to achieve full state, federal and accreditation compliance. There are many roads to compliance, and I am looking forward to working with the contributions of all to achieve this objective. Please know that my door is always open.

A dominating trait I noticed among the staff is the positive attitude brought by all to work each day. It is this trait that will make projects easier to execute, changes easier to implement and problems easier to solve. I hope that you will find this work to be rewarding, challenging and meaningful.

Center success depends on the commitment and dedication of passionate employees, as demonstrated by all. Thank you for all your hard work, and together we will continue to grow and develop a center that exhibits a high level of care, concern and compassion for our patients.

**Sandee Wells**

## Quote Corner *Albert Einstein*

*“In the middle of difficulty lies opportunity.”*

*“Once we accept our limits, we go beyond them.”*

*“We cannot solve our problems with the same thinking we used when we created them.”*

*“The only source of knowledge is experience.”*

*“You never fail until you stop trying.”*

## EMPLOYEE OF THE MONTH

It is a major priority for EMU Health to become the “gold standard” in customer service. In keeping with this objective, we are pleased to announce that each month an EMU employee will be selected and recognized as the “Employee of the Month”. This individual will be selected based on displaying competency in his/her service area while providing an exceptional customer service experience to all who cross his/her path.

The “Employee of the Month” will be recognized in our monthly newsletter, be invited to lunch with the Executive Management Team, and as a token of our appreciation, be given a \$250 gift certificate and an individual parking spot for one month (or additional \$100 voucher). This is an exciting time at EMU Health and we recognize that our employees are our most valuable assets who will play an essential role in creating an extraordinary work environment.



Thank you for  
welcoming us to the  
team!

Congratulations to our FIRST employees of the month, Rosemarie and Frank!





## From our CEO:

I founded EMU Health with a specific goal- to make a positive difference in the lives of our Queens neighbors. This means the entire family of EMU providers as well as the patients we serve. However, these words alone will not distinguish us. Our behavior, attitude, and dedication each and every day, with patients, doctors, and each other-will.

I am often asked about EMU 's vision. Stated differently why do we exist? The blueprint of “why” is found in our 5 core values

1. Producing world class health care
2. Developing potential through learning and mentorship
3. Trusting each other and encouraging open communication
4. Continues commitment to quality, efficiency and innovation
5. Respect and friendship to each other and to all who cross our paths

Today, the EMU team begins the journey to create one of the best health care delivery systems in NYC. It is an ambitious goal that will be exciting, challenging and at times frustrating. I am confident that the team will deliver on this vision and together we will make a difference.

A handwritten signature in black ink, appearing to read 'Daniel J. Lowy', with a stylized, cursive script.

Daniel J. Lowy