About Burke

The Burke Rehabilitation Hospital was founded in April 1915 and is the only provider of dedicated rehabilitation services in Westchester County. The hospital’s goal is to help patients regain a maximum level of mobility and independence following a disabling illness or injury.

The hospital specializes in treating physical disabilities resulting from stroke, brain injuries, spinal cord injuries, Parkinson’s disease and other neurological disorders, cardiac disease, chronic pulmonary disease, arthritis, orthopedic surgery and amputation.

Burke has three divisions: an inpatient rehabilitation hospital, the Winifred Masterson Burke Medical Research Institute and an outpatient rehabilitation division. Along with the main Outpatient site on the Burke campus, we have three more satellite outpatient rehabilitation clinics in our service area. They are located in Purchase, Mamaroneck and the Bronx.

Mission Statement

The Burke Rehabilitation Hospital mission is:

• To provide the most effective rehabilitative care for patients of any race, religion, age, sex, sexual orientation, marital status, creed, national origin, color and/or veteran status, regardless of ability to pay.

• To lessen disability and dependence resulting from diseases of the musculoskeletal system, cardiovascular system, the nervous system and pulmonary system, as well as other diseases or conditions where rehabilitation efforts may be useful.

• To engage in research, development and teaching programs to improve medical care, reduce disability and dependency, and to further knowledge and understanding of disease mechanisms and causes.

• To offer the highest quality rehabilitation health care services appropriate to the needs of the community.

Our Values

We are committed to the following:

• As community citizens we believe:
  1. We are an integral part of the community.
  2. We function as responsible, concerned and sensitive citizens.
  3. We are a source of education and support for the community.
  4. We provide care without regard to race, color, religion, creed, gender, national origin, age, physical or mental disability, marital or veteran status, sexual orientation, gender expression or identity, or any other legally-protected status.

• As an employer we believe:
  1. The effectiveness of the hospital depends on fostering an environment based on mutual respect, trust, understanding and cooperation.
  2. We must provide education, staff development, and equal opportunity to enable all employees to reach their full potential.
  3. All employees are important and should be fairly compensated.

• As a specialty hospital we believe:
  1. A team approach, consisting of employees and volunteers, will provide the best opportunity for compassionate, efficient care to our patients.
2. Trained team members must be empowered to deliver such care.
3. We must continually evaluate, plan and improve our care consistent with our commitment to the most effective rehabilitative care.

- As a not-for-profit organization we believe:
  1. The hospital should endeavor to provide services to those who cannot afford to pay.
  2. Our primary goal is to deliver high quality, economically efficient patient services.

Our Vision

To be the premier healthcare organization committed to providing science-based rehabilitation, education and preventive health services for lifetime wellness.

Changes to the Mission Statement

The mission statement is reviewed by the board of directors at its annual meeting each May. The last change to the mission statement was made in May 2010. There were no new changes made for the reporting year.

Service Area

Burke Rehabilitation Hospital defines the county of Westchester as our primary service area for community/local health planning. The service area was developed using historical data including referral patterns, census information and zip codes. According to the most recent figures from the U.S. Census Bureau, Westchester County’s population is 955,899 (2011). Westchester’s population has stayed relatively stable between the 2000 and 2010 census (-63). Approximately 15% of the county’s residents are over the age of 65; population projections for the year 2030 show that the 65 and over population will increase by 45% from 2000. Westchester County is one of the nation’s most affluent counties with per capita income well above state and national levels. However, there is a wide income gap in the county with approximately 8.2% of the population living at or below the poverty level in 2010.

Burke Rehabilitation Hospital is not an acute care community hospital but a specialty, free-standing medical rehabilitation hospital. Burke treats approximately 3,400 inpatients each year that are referred to us from acute care/community hospitals in Westchester, Putnam and Rockland counties, New York City, and the tri-state area. These relationships with other hospitals allow Burke to collaborate on patient and community education programs.

Through the outpatient division main site in White Plains and the rehabilitation clinics in Purchase, Mamaroneck and the Bronx, Burke had an additional 69,158 outpatient visits in 2011.

In 2011, Burke treated 8,203 inpatients and outpatients. Of these, 7,626 patients were from New York. There were 5,666 from Westchester County, 176 from Putnam County, 102 from Dutchess County, 65 from Rockland County and 145 from Long Island.

A total of 1,409 were from New York City. There were 874 from the Bronx, 299 from Manhattan, 139 from Queens, 82 from Brooklyn and 15 from Staten Island. There were 340 from Connecticut and 87 from New Jersey.
Participants and Hospital Role in the Prevention Agenda Towards the Healthiest State

In collaboration with the Westchester County Department of Health and 15 other Westchester hospitals, Burke Rehabilitation Hospital joined the partnership to “help people live healthier lives” in accordance with the New York State Department of Health’s Prevention Agenda toward the Healthiest State. Burke focused on its areas of expertise to avoid duplication of services with the 13 acute care hospitals in Westchester County.

From late 2009 to September 2010, Burke worked with the Westchester County Department of Health (WDOH); White Plains Hospital Center (WPHC); WPHC’s Division of Geriatric Services; the City of White Plains Senior Center; Westchester County Department of Senior Programs and Services; Westchester Independent Living Center; the Brain Injury Association of New York State (BIANYS); Helen Hayes Hospital; the Alzheimer’s Disease Assistance Center of Hudson Valley (ADAC); Willow Towers Assisted Living; Westchester County Office of the Disabled; and the National Injury Prevention Foundation’s White Plains Chapter of the ThinkFirst program on the targeted Prevention Agenda initiatives as well as providing and/or developing other community service programs and projects. The community partners continue to meet on an “as needed” basis.

Burke Rehabilitation Hospital established the Community Benefit Committee to monitor and quantify Burke’s community programs. Employees providing services through a Burke sponsored event are asked to complete a Burke Community Benefit Occurrence Form to capture this information. These forms are readily available on the Burke employee intranet. The committee also makes recommendations regarding current and future community benefit programs and has been instrumental in bringing new programs to the community. All Burke departments are represented. Meetings are held quarterly.

Identification of Public Health Priorities

Burke Rehabilitation Hospital, in cooperation with the WDOH and 14 hospitals in the county, chose three public health priorities: increase physical activity, decrease sodium intake, and reduce unintentional injuries. These three priorities are important strategies in reducing strokes and brain and spinal cord injuries, three of the conditions Burke’s therapy programs address. The health priorities are also relevant to the hospital’s mission.

Burke has existing prevention programs that we will maintain, with input and support from our health initiative collaborators; and Burke will continue to support the prevention agenda of our partners.

By 2013, the New York State Department of Health aims to reduce heart disease, which, according to WDOH, is the leading cause of death in the county; to reduce congestive heart failure, stroke and obesity; to improve nutrition and diet by reducing sodium intake and increasing physical activity; and to reduce injury, hospitalizations and mortality by decreasing unintentional injury.

The scope of the selected prevention agenda priorities has not changed.

Update on the Plan of Action

Barriers to Implementation

Despite budget cutbacks throughout the state, and personnel changes in the Westchester County Department of Health, Burke and its partners continued to implement the three-year Prevention Agenda Toward the Healthiest State.

A fitness needs survey of employees was completed and brought about changes in scheduling events for Wellness Day to insure participation by staff members who work either first, second or third shifts.

An employee noon walking club was not successful due to time limitations during the work day. However, one that takes place on Saturday mornings has been introduced and has had great success.

A community fitness needs assessment survey, scheduled for 2011, was not completed due to staff and time limitations.
Prevention Agenda Priority: Decrease Sodium Intake

According to the WDOH March 2012 report, 500 deaths a year in Westchester can be attributed to the excessive intake of salt. Based on the direction of the WDOH prevention agenda group, Burke implemented the following programs to address this priority, which are geared toward patients, staff and the public.

Changes to the Burke Cafeteria
Focusing on patients, employees and the public, Burke offers healthy, low-sodium choices in its cafeteria daily through the “Wellness and You” program. These include:

- A low-sodium soup and entrée; nutritious deli items; fresh fruits and vegetables; a “healthy salad choice of the week” from the salad bar; fat-free and low-fat yogurt, frozen yogurt, mayonnaise and milk.
- Low-salt crackers; whole grain breads; fish, veggie, egg white and low-fat meat alternatives; and clearly posted nutrition information regarding sodium, calories, calories from fat, cholesterol, etc. Additionally, no trans-fats are used in meal preparation.

Community Garden
The community garden program invites employees and members of the community to participate in clearing the designated plot on Burke’s grounds, planting seeds and then harvesting the grown items. Coordinated by Burke’s staff nutritionist, the program also teaches participants about the importance of introducing vegetables into a healthy diet and keeping fats and sodium levels to a minimum. The community garden program was launched in 2011.

Nutrition Education
- Nutrition guidance, healthy cooking demonstrations are offered throughout the year.
- A six-week nutrition education program is offered to the public annually.
- A monthly festival is held for inpatients and their families, caregivers and guests, focusing on nutrition, specialty foods and food facts.
- A series of articles on the importance of decreasing sodium intake, tips on how to shop for low-salt foods when planning menus and how to read labels on processed foods, appeared in the Colonnade Page, Burke’s employee newsletter in 2011.

Stroke Awareness Day
Burke Rehabilitation Hospital hosts an annual Stroke Awareness Day each May. Service providers and healthcare professionals provide information on stroke prevention, treatment options, recovery, rehabilitation and the caregiver’s role. Free blood pressure and blood sugar screenings are available, along with information on smoking cessation, support groups, home care, medicine management and adaptive equipment for home use. Stroke Awareness Day is free and open to the public.

Prevention Agenda Priority: Increase Physical Activity

Burke Rehabilitation Hospital offers many programs that address the physical activity initiative for both the community and the nearly 1,000 people who work or visit the campus each day.

Employee Gym
Burke offers its 756 employees low-cost on-site gym memberships at $10 annually; discount memberships for the Fitness Center at Burke (for those over 40); and an annual employee wellness week that includes free blood pressure and blood sugar screenings. Additionally, Burke offers regular nutrition education; an annual family fun day; and free exercise classes.

Fitness Center at Burke
The Fitness Center at Burke is the only “gym” in Westchester offering programs specifically designed for adults 40 years of age and older. It also includes fitness classes for those who suffer from cardiac disease, have had a stroke, or are diagnosed with Parkinson’s disease,
multiple sclerosis, or other neurological diseases and injuries, and who require adaptive techniques. Specialty classes include yoga, adaptive yoga and therapeutic yoga; Tai Chi and Tai Chi for special populations; and Pilates. Scholarships are available for those experiencing financial hardship.

**First Swing Golf Clinics**

For the past 14 years, Burke’s Therapeutic Recreation Department has sponsored the Annual First Swing and Learn to Golf clinics. First Swing is presented by Burke Rehabilitation Hospital and the National Amputee Golf Association; the Eastern Amputee Golf Association; The Professional Golfers Association of America; the United States Golf Association; and Disabled American Veterans.

The First Swing Golf Clinic teaches physically challenged individuals the basics of golf using adaptive techniques.

The program teaches physically challenged individuals how to play golf, and therapists and golf professionals how to teach golf, using adaptive techniques.

The clinic is free for the disabled; there is a $25 fee for therapists and golf professionals. Continuing education credits are available for therapists.

**Grounds and Track**

Burke’s grounds and track are open to the public and employees for running, jogging, power walking and wheelchair exercise at no charge. With hundreds of species of trees, shrubs and flowers, the Burke campus is an oasis for the public to enjoy within the bustling city of White Plains, the county seat.

**Hosting Other Non-Profit Organizations**

Burke opens its campus to not-for-profit organizations that sponsor physical fitness-oriented events.

**Outpatient Cardiac Rehabilitation Program**

Located in the Fitness Center at Burke, the Outpatient Cardiac Rehabilitation Program is designed to help patients with heart disease recover faster and regain full, productive lifestyles through exercise, education and counseling. It offers two programs: a series of 36 supervised, physician-monitored exercise sessions; and an unmonitored program offered through the Fitness Center that includes an exercise regimen under the supervision of Burke’s certified fitness instructors. State-of-the-art cardio and strength equipment and personalized services are integral parts of both programs.

**Senior Health and Fitness Day**

Working with White Plains Hospital Center (WPHC), Burke co-sponsored, for the third consecutive year, a senior health day that was free and open to the public. Held on Burke’s main campus, more than 100 members of the community attended the 2011 event. Activities included information about nutrition and healthy eating from Burke’s registered dietician; assessment of medications and their interactions by Burke’s pharmacists; and exercise options, including Yoga, music programs, Chi Kung, and Stretch and Walk led by Burke’s certified personal trainers and independent instructors. A free, nutritious lunch was served and the Fitness Center at Burke also offered discounted memberships for those who attended the event.

Burke also works with WPHC during its employee and community blood drives, held on Burke’s campus every September and April.

**Walk to Win at Work**

Burke holds an employee fitness challenge annually to encourage employees to exercise either during their break, lunch or after hours. Teams made up of employees from different hospital department or functions areas are given individual pedometers to calculate the amount of miles each team member walked, jogged or ran during the course of the week-long event. About 540 employees participated in the 2011 event. This number represented 79.5% of all Burke employees.
Dr. Jordan had numerous speaking engagements throughout 2011 about head trauma and the importance of proper medical diagnoses and treatment due to recent changes to New York law regarding student-athlete head injuries and concussion. He also was featured in a front page story in the August 2011 issue of the Journal News, the Hudson Valley’s most read daily newspaper.

**Burke’s Brain Injury Awareness Month**

According to the Centers for Disease Control and Prevention, approximately 1.7 million people sustain a traumatic brain injury (TBI) annually in the U.S., and "the majority of TBIs each year are concussions or other forms of mild TBI."

In an effort to raise awareness about brain injuries and how to prevent them, Burke hosts a month-long educational event annually to foster knowledge among visitors, patients and employees. Information on safety, brain injury prevention and statistics are posted around the hospital and e-mailed weekly to Burke’s staff, patients and volunteers during Brain Injury Awareness Month. Several lectures are held throughout the month for patients and staff as well.

**Burke’s ThinkFirst Program**

The ThinkFirst White Plains Satellite Program, offered by Burke Rehabilitation Hospital, is the sole ThinkFirst chapter in Westchester County and targets children, adolescents and young adults in Westchester and surrounding areas. ThinkFirst provides education on injury prevention and good safety practices, encouraging youth to reduce their risk-taking behaviors with the goal of preventing brain and spinal cord injuries.

Burke and the National Injury Prevention Foundation have been partners in this effort since 2004. The program has reached more than 20,000 of its target
audience members, providing injury prevention education and resources for injury prevention education to children in Westchester County, Putnam County and the five boroughs of New York City.

The ThinkFirst program was presented to children, educators and community leaders 290 times between 2005 and 2011, increasing awareness and knowledge of the risks and consequences of brain and spinal cord injury.

ThinkFirst has grown as a specialized injury prevention program for Westchester County and surrounding areas by networking with community programs such as the Girl Scouts of Westchester-Putnam Counties and local school systems. The White Plains, Rye and Rye Blind Brook school districts have made ThinkFirst part of their health education classes. The Girl Scouts Chapter of Westchester-Putnam Counties was so impressed with ThinkFirst that it created the Injury and Violence Prevention merit badge.

Non-Prevention Agenda Programs

Burke Rehabilitation Hospital provides a variety of other service offerings for the community and the patients we serve. These include educational lectures, screenings, demonstrations and support groups.

Other Important Educational Events & Resources

Burke Rehabilitation Hospital continually monitors and assesses the needs of our current and former patients as well as the community as a whole. As a result, Burke offers the following on-going educational and fitness programs for these constituents.

Events

Alzheimer’s Seminar
Burke sponsors an annual autumn educational seminar on Alzheimer’s care for family members, caregivers and professionals. It provides valuable information about the diagnoses, treatment and care of Alzheimer patients. The event is free and open to the public.

Equipment Drive
In recognition of National Physical Therapy month, Burke Rehabilitation Hospital sponsors an equipment drive at its main campus and satellite centers. During the drive, canes, crutches, walkers, braces and manual wheelchairs are collected, cleaned and processed. The equipment is then distributed through Burke’s free exchange program for patients in need and through AmeriCares, a nonprofit global health and disaster relief organization that delivers medical aid to people in need across the United States and around the world. The 2011 event held from Oct. 15 to 31, 2011 yielded 107 walkers, 218 crutches, 69 canes, 10 Quad canes and 13 wheelchairs.

Health Fairs
Burke participates in several community health fairs annually, offering information and demonstrations on exercise and nutrition for all ages. Burke also publishes a guide to the community called “Hospital to Home” that outlines and lists many resources available to patients and the community from eldercare attorneys to home health care agencies. This valuable publication is distributed free of charge to more than 2,500 patients each year upon their discharge from Burke.

Planning for Your Parents
As people live longer, it is likely that adult children will be planning for their parents’ later years and the possible need for rehabilitation following a medical event or trauma. With this in mind, Burke Rehabilitation Hospital designed an educational program to help provide community members with the tools that can help them be informed consumers when they or their loved one needs rehabilitation care. This 45-minute program is led by one physical therapist and one occupational therapist from Burke Rehabilitation Hospital. The program was presented two times in 2011 and was well received by attendees.
**Spinal Cord Connection**
Introduced in 2010, the Spinal Cord Connection targets individuals with spinal cord injury and provides them the opportunity to network and receive information regarding available services and products that assist and enhance daily life. Lectures, workshops, vendor exhibition and demonstrations of adaptive sports equipment are offered. The event is held on Burke’s main campus in White Plains and is free and open to the public. Lunch is also provided to attendees. Other groups/agencies who take part in the event include the Westchester Independent Living Center, Inc.; Helen Hayes Hospital Adapted Sports and Recreation Program; Restorative Therapies; Westchester County; and New York City Parks and Recreation. Burke’s spinal cord injury program held its second annual “Spinal Cord Connection” in September 2011.

**World COPD Day**
In recognition of World COPD day each November, Burke Rehabilitation Hospital hosts a day of education and life enhancement seminars for individuals living with Chronic Obstructive Pulmonary Disease (COPD) in New York, New Jersey and Connecticut, and their caregivers. Lectures cover various topics of importance to those living with COPD. They include methods for coping with COPD, nutrition, traveling with oxygen, exercise and lung disease, breathing techniques, relaxation practices and pulmonary rehabilitation. Free screenings, chair massages, support group information and inhaler and nebulizer demonstrations are featured. Free lunch is also provided.

Exhibitors often include community organizations such as the Westchester County Office of Aging, the American Lung Association, POW’R Against Tobacco & POW’R Cessation Center, and representatives from area community wellness programs and medical equipment companies. The event is free and open to the public.

**Resources**

**Speaker’s Bureau**
As a service to the communities we serve, Burke Rehabilitation Hospital provides speakers for various events on many important health related topics. These include:
- Alzheimer’s Update
- Aphasia: The Loss of Words After Stroke
- Appropriate Use of Medications
- Back Injury Education and Prevention
- Brain Injury and Rehabilitation
- Congestive Heart Failure
- COPD Rehabilitation
- Dementia and Alzheimer’s Disease
- Emphysema and Exercise
- Exercise as Prevention
- Hip and Knee Replacement Surgery
- Living With Osteoarthritis
- Parkinson’s Disease Research
- Planning for Your Parents: Children as Caregivers
- Pre-and-Post Prosthetic Training for Amputees
- Reducing Your Chance of Stroke
- Reducing your Risk of Falls
- Spinal Cord Injury and Rehabilitation

**Support Groups**
Burke provides monthly meeting/conference rooms free of charge to these community groups:
- ALS Support Group
- Amputee Support Group
- Aphasia Support Group
- Pulmonary/COPD Support Group
- Muscular Dystrophy Association
- Osteoporosis Support Group
- Traumatic Brain Injury Support Group for Survivors and Caregivers
- Well Spouse Support Group
- Young Onset Parkinson’s Group

**Other Burke Highlights for 2011**

**Re-Designed Hospital Website**
In 2011, Burke embarked on a year-long project of updating and redesigning our aging website, www.burke.org. After nearly 11 months of work by a cross functional team of hospital employees, the new website launched in November 2011. The new site is more user friendly and offers visitors access to more information than the previous one. It lists all of Burke’s community programs and activities, including monthly support groups and special events, as well as links to external resources that can be helpful to current and former patients, and the community at large.
Social Media
In 2011, Burke Rehabilitation Hospital entered the social media stage with the introduction of Facebook and LinkedIn pages. Followers of Burke can receive periodic important health information and/or Burke announcements. Examples of these postings include:

- Signs and symptoms of stroke,
- Brain injury awareness,
- Ways to reduce risk of spinal cord injury,
- Ways to stay cool in a heat wave,
- Information about free Burke sponsored events,
- Updates on important medical research being conducted at Burke,
- News about Burke sponsored clinical research.

Changes Impacting Community Health, Provision of Charity Care and Access to Services

More than 70% of the patients treated at Burke receive Medicare. Medicare payment rates have increased only 2% since September 2010 while the cost of living and Burke operating expenses each increased by 3% during the same period. Increasing financial constraints, small Medicare rate increases and a decline in the patient census earlier in the year, caused Burke to experience a $1.3 million loss in 2011.

Rather than deny access to rehabilitation care to patients who have had a single joint replacement, cardiac or pulmonary disease, or other diagnoses not included in the Centers for Medicare and Medicaid Services’ 60% Rule, Burke created, with the New York State Department of Health’s approval, a 30-bed unit to care for a specific group of post-operative patients. The unit opened in 2005. It is a challenge to consistently meet the rule requirements and not ration health care.

As economic challenges intensify, we anticipate an increase in the number of requests for financial assistance. The total effect of the federal government’s Affordable Care Act passed in 2011 have not yet been fully realized and potential changes to the law that would result significant changes to health care finances are still uncertain at this time.

Financial Aid Program: Successes and Challenges

Burke Rehabilitation Hospital is committed to providing quality rehabilitation to all who demonstrate a need and who can benefit from our services regardless of their ability to pay. Burke provides care to patients who meet certain criteria under our charity care policy without charge or at amounts less than established charges. Charity care provided from Jan. 1 through Dec. 31, 2011 was $55,206. The amount of charity care provided is anticipated to increase year over year. For example, from Jan. 1 through July 30, 2012, Burke has provided more than $250,000 in charity care. Burke estimates that this number will be substantially higher by year end.

We also assist patients who may not be eligible for charity care due to family composition or income level, and offer interest-free and sliding scale payment plans.

From January through December 2011, Burke admitted 25 uninsured patients for acute medical rehabilitation after a disabling injury or illness. These patients had no pay source but were admitted based on medical and financial need. This presents a challenge when planning for charity care patients’ discharge as few, if any, sub-acute facilities provide the same kind of charity care. We communicate with the referring hospitals through-out the rehabilitation process to share information and jointly plan for these patients’ discharge when they have reached a satisfactory level of functioning at Burke.

Burke also offers scholarships for individuals who participate in Community Wellness Programs, the Fitness Center at Burke, Fit-4-Life, the Aquatics Program and special events like the Wheelchair Games. Each year, 15 to 25 scholarships are given to athletes participating in the Burke Wheelchair Games who cannot afford the registration fee.
The Winifred Masterson Burke Rehabilitation Hospital is the parent organization of the Winifred Masterson Burke Medical Research Institute (WMBMRI) and the Winifred Masterson Burke Foundation. Via these two entities, the hospital supports clinical and non-clinical research in the areas of neurological and rehabilitation medicine.

The 64 full- and part-time staff members, including principal investigators, conduct studies on degenerative and inflammatory diseases; stroke, brain and spinal cord injury prevention and recovery; ophthalmic diseases; pain motor recovery; and stem cell research. In 2011, Burke's contribution to the research institute was estimated to be $5.6 million to a total budget of $12.9 million. In 2010 Burke's contribution to research was $5.4 million towards a budget of $13.3 million.

Data Sources
- Westchester County Department of Health, health.westchestergov.com
- Centers for Disease Control and Prevention, www.cdc.gov
- Westchester County Department of Planning, planning.westchestergov.com
- Think First Foundation, thinkfirst.org
- U.S. Census Bureau, www.census.gov

Burke’s community service report is a publication of the Burke Marketing and External Relations department. It is posted on the hospital’s website, www.burke.org, and the employees’ intranet site. It is printed and made available to the public in the hospital’s lobbies and at its satellite clinics’ lobbies.

Requests for copies of the report can be made by calling the Marketing and External Relations department at 914-597-2848. Notices of the report’s availability and how to obtain hard copies are posted on www.burke.org.

The report is e-mailed to the hospital’s senior administrators and department heads. It also is sent to local agencies including schools, government offices, service providers, and residents. Recipients are asked to comment on the report and offer suggestions via e-mail to externalrelations@burke.org.

For more information, call (914) 597-2848 or email externalrelations@burke.org.