

Social Responsibility Strategy



Nightingale Community Hospital

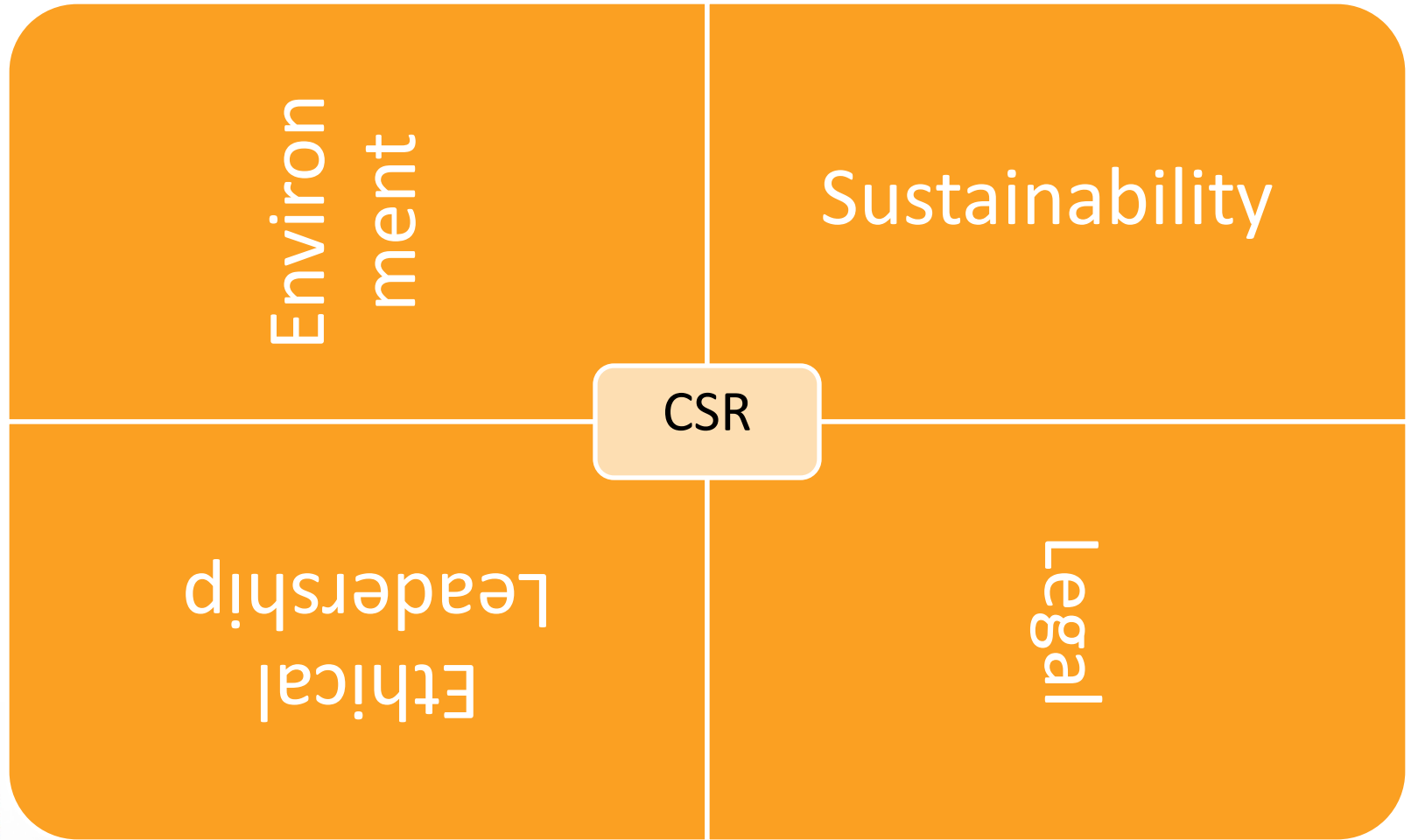
It's how we treat you.

Introduction

- Social Responsibility:
 - the inclusion of the public interest into corporate decision-making
 - not something that is legally required
- Public expects us to:
 - be environment-friendly
 - act in ways that are sustainable
 - have ethical decisions
 - act within the law



Dimensions of Corporate Social Responsibility (CSR)



A1. Environmental Impact of Healthcare

- Generating approximately 7,000 tons per day of waste
- Using mercury
- Using materials that may have toxic effects
- Consuming large amounts of energy, and generating significant greenhouse gas emissions
- Consuming large amounts of water- average of 139, 214 gallons of water per day



Environmental Goals and Recommendations

- Proper waste management
 - Source reduction, reuse, and recycle programs
 - Partnership with Stericycle Inc., for the Single-Stream Recycling Program
- Energy conservation
 - Use and promote environmentally-safe, cost-effective and sustainable energy sources
 - E.g.: Purchasing Energy Star products, conducting energy audits and purchase of green power
- Materials management
 - Manage, minimize and eliminate, whenever possible, the use of hazardous materials
- Use of environmentally preferred purchase practices (EPP)



Environmental Goals and Recommendations

cont'd

- Education
 - Green awareness programs
- Conservation of natural resources through cost-efficient and careful planning
- Certification and Green building technology
 - Use of LEED
- Monitor and evaluate practices as they relate to these environmental principles



A2. Ethical Leadership Strategy

- Our environmental footprint may be large
- Committed to going “green”
- Need to create a “Green Council”
- Success on environmental programs hints on few steps:
 - Top Management Support
 - Strategic Planning
 - Scorecard/ Metrics
 - Communication
 - Engagement



1. Top Management Support and Engagement

- Includes financial support
- Must lead by example in promoting a culture of social responsibility in the hospital
- New policies must have environmental and employee health considerations
- Our leaders must mention our Green initiatives or success stories in their talks or blogs



2. Strategic Planning

- Green Council
- Appoint leaders and build teams (empowerment)
 - Director of the Green Council is the VP of External Affairs
 - Assistant Director is the CSSD Manager
- Develop Guidelines
- Establish Goals
 - Mutually agreed upon projects



3. Scorecard/ Metrics

- Assessment of Current Operations
 - Infrastructure, Initiatives
- Energy, Water, Air Quality and Waste Stream
 - Utilization and Improvement
- Chemical Utilization
- Recycling Initiatives



4. Communication

- Newsletters
 - Green tips
 - Success stories or projects
 - Green education
- Website
 - Air quality alerts and information
 - Green initiatives or success stories in blogs
- Public Relations



5. Engagement

- Create a Multi-disciplinary Effort
 - Look for Champions
- Upstream and Downstream Communications
- Recognize and Celebrate
 - Large and small successes, gains and efforts
- Be open to ideas, thoughts, and concerns
- Embrace Innovation
- Be prepared for barriers, opportunities, and apathy



A3. Sustainability Strategy

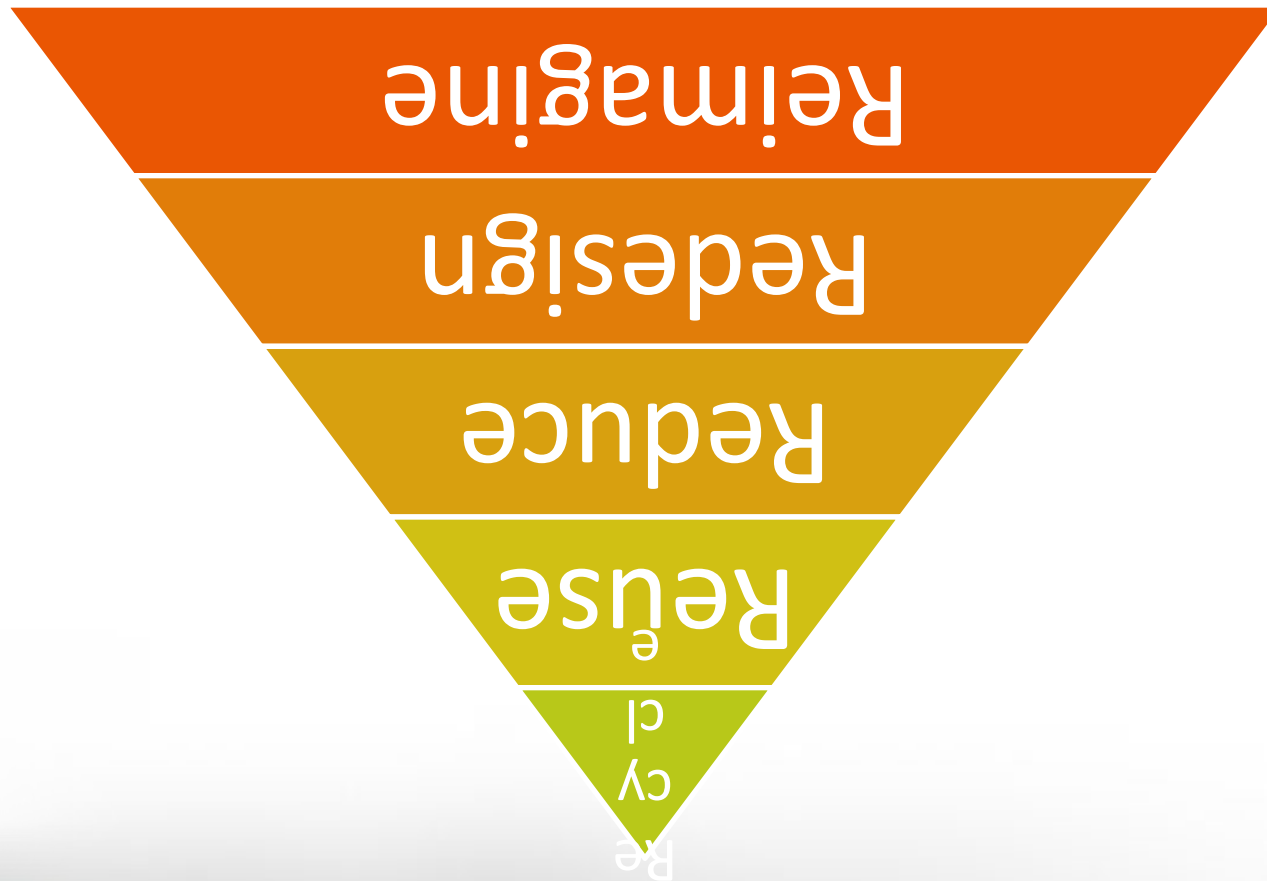
Sustainability in healthcare:

- Commitment to social and environmental responsibility
- Promote healthier communities both locally and globally
- Work to improve our buildings and operations that serve our patients, employees, and communities
- Meeting the needs of the present without compromising the ability of the future generations to meet their needs
- A part of everything that we do and integral to our mission, vision, values, and culture at Nightingale Hospital.



A3. Sustainability Strategy *cont'd*

- The 5 Rs of Sustainability



Recycle

- Recycling
 - process of reusing a given product (beyond its intended use) or producing a new product from a recyclable material
- One of our high volume recyclable materials is the cardboard
 - we can sell these to recycling companies



Reuse

- Reuse of single-use devices (SUDs)
 - Monetary savings
 - Reduction of waster materials
 - Allowed by FDA (Compliance Policy Guide)



Reduce

- Shifting to Stericyte for waste management
 - Reduction of the amount of waste we take to the landfill
 - More efficient disposal of medical waste
 - Implementation of a system-wide recycling program
- Continue what Central Laundry is doing of setting the standard for efficiency, finding ways to reduce the water we use, utilizing more efficient heating processes, and using more environmentally-friendly products.
- We will use natural gas-powered vehicles and taking other measures to reduce our transportation-related carbon emissions.



Redesign

- New units or expansions to be built are to be designed to be more energy efficient and reduce the impact on the environment
- Strive to have Leadership in Energy and Environmental Design (LEED) by using natural light, high-efficiency fixtures, and other environmentally friendly measures.



Reimagine

- We will be looking at ways to reprocess and reuse equipment and other materials, without compromising the quality of the product
- Our long-term product purchasing policies will consider the entire life of the product instead of just what is least expensive on the front end.
- Our units and departments will have energy use audits



A4. Legal Strategy

- Agencies in both federal and state levels that are involved in guiding social responsibility programs:
 - Food and Drug Administration (FDA)
 - Environmental Protection Agency (EPA)
 - Occupational Safety and Health Administration (OSHA)
 - Department of Transportation;



Food and Drug Administration (FDA)

- The FDA functions within the Public Health Service of the U.S. Department of Health and Human Services
- Regulates single-use devices (SUDs) through their Compliance Policy Guide that was revised in 1987
- Recommendations:
 - Reuse reusable single-use items
 - Appointment of CSSD manager as the Assistant Director in the Green Council



Environmental Protection Agency (EPA)

- Created in 1970 to create and enforce laws relating to cleaner water, air, and land
- FIFRA regulates pesticide safety and effectiveness
 - Recommendation: buy only EPA-approved products and for employees to carefully follow instructions in the proper disposal of these pesticide products
- The 1990 Clean Air Act Amendments created a regulatory program to protect the earth's ozone layer
 - Recommendation: the use of Ethylene Oxide (EtO) sterilizer in the CSSD be terminated and buy more safer sterilizers
- Greening EPA
 - Recommendation: to study the programs listed and follow what is applicable to our hospital



Occupational Safety and Health Administration (OSHA)

- OSHA
 - Under the US Department of Labor
 - Created in 1971
 - Primary role and responsibility is to protect workers from occupationally-caused illnesses and injuries
- Monitors Ethylene Oxide (EtO) and other chemicals like pesticides (described above)
- Monitors regulated medical waste
- Recommendation: strictly follows these OSHA guidelines pertaining to the above areas



Department of Transportation (DOT)

- DOT
 - A federal government agency dedicated to ensuring fast, safe, and efficient transportation system
 - Regulates the transportation of minimally-processed instrumentation for labeling or repair, and the transportation of hazardous and radioactive wastes
- Executive Order 13423 of 2007 : Strengthening Federal Environmental, Energy, and Transportation Management
- Recommendation: the Green Council must follow these guidelines by the DOT, and for the CSSD manager to review his department's policy on this matter and act accordingly



B. References

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