

*Greater St. Louis Chapter & Show Me Chapters  
Healthcare Financial Management Association*

**Present**

## **Disaster Planning Conference**

**April 22<sup>nd</sup>, 2009**

**Please join us as we are privileged to have Mark Ackermann  
who was involved firsthand on the attack on 09/11/2001.**

**Following the Mark's presentation we will be having a  
Panel Discussion with your peers**

### **Event Description**

#### **Saint Vincent Catholic Medical Centers of New York The Response to the attack on the World Trade Center and Report on Preparedness for Future Events from a Financial Perspective**

In 2001, Saint Vincent Catholic Medical Centers of New York (SVCMC) was a seven hospital \$1.5 billion health care system in New York City. The system's flagship hospital, St. Vincent's Manhattan housed the Level 1 Trauma Center closest to the World Trade Center.

Having experienced several significant disasters including the bombing of the World Trade Center in 1993, St. Vincent's was well prepared with its comprehensive disaster plan, to provide care for the victims of the attack on the World Trade Center on September 11, 2001.

At 8:46 a.m. the first plane hit the North Tower of the World Trade Center. By 8:50 a.m. St. Vincent's had initiated its highest level disaster plan and began preparing six auxiliary emergency rooms in various areas of the medical center as well as two triage stations on Seventh Avenue. Within two hours more than 400 patients had been registered at St. Vincent's.

In all, St. Vincent's Manhattan cared for 844 individuals with physical injuries in its emergency rooms and trauma centers; provided counseling to more than 6,700 families

looking for information about their loved ones; and answered more than 16,000 telephone inquiries about victims. Through the power of the media, SVCMC officials kept the city, the nation and indeed the world informed of the healthcare aspects of this international news story.

SVCMC lost or expended more than \$25 million caring for the victims of the World Trade Center Attacks. It took more than a year of aggressive lobbying in both the state capital and Washington to convince government officials to reimburse the system and to begin providing funds to prepare for the next attack on our country.

Currently SVCMC is providing behavioral health care services to more than 20,000 school children, fire fighters, office workers and community residents in need of mental health counseling and the work in this area has only just begun. In addition to this, the system is concentrating its efforts on preparing for the next attack on our country. Working closely with federal, state and local officials, SVCMC is preparing its facilities and employees for nuclear, biological and chemical incidents. New equipment and stockpiles of appropriate pharmaceuticals and other supplies are being carefully stored. The system is also rebuilding three of its trauma centers including a total reconstruction of the St. Vincent's Manhattan emergency department that is being renamed, "The Rudolph Giuliani Trauma Center at St. Vincent's". At the same time, system officials are working to assure that the lessons they have learned are being used to help other healthcare and government agencies prepare for events that may unfold in their service area.

HFMA WTC Presentation Overview

## About the General Speaker

### **Mark G. Ackermann**

Mark Ackermann has thirty years of experience in non-profit management. He worked at Saint Vincent's Catholic Medical Center for twenty-five years, serving most recently as the system's Chief Administrative Officer and President of the System's Foundation. After leaving St. Vincent's in 2007, Mr. Ackermann worked with the Roman Catholic Archdiocese of New York and became Executive Director of the Visit of Pope Benedict XVI to New York in April 2008. Mr. Ackermann had full responsibility for all aspects of the trip with special emphasis on Disaster Preparedness at all venues in New York including the United Nations, St. Patrick's Cathedral and Yankee Stadium where 56,000 people gathered for a Solemn Pontifical Mass.

Mr. Ackermann currently serves as an Executive Management and Disaster Preparedness Consultant to various not-for-profit corporations including the Greater New York Hospital Association, The Elizabeth Seton Pediatric Center, St. George University, and the Roman Catholic Archdiocese of New York.

While at St. Vincent's, Mr. Ackermann coordinated all corporate matters of the \$1.6 billion health care system, which included eight acute care hospitals, one specialty hospital, four nursing homes, one assisted living facility, a hospice, and the largest hospital-based home health care

agency in New York State. He had direct responsibility for the Board of Directors and all board committees as well as matters relating to the system's membership corporation and subsidiary corporations. His responsibilities also included oversight of the day-to-day operations of the Office of the President and actively leading the system's Government Affairs efforts in New York, Albany and Washington, DC. He also served as President of the system's Foundation, which rose philanthropic and government grant support for various programs of the system through special events, annual appeals, foundation and corporate grants, planned giving, major gifts and a \$100 million capital campaign.

Mr. Ackermann holds a Bachelor of Arts Degree from the Catholic University of America and a Master of Science Degree in Healthcare Management from New York University. He has served as an Adjunct Professor in the Graduate School of Management and Urban Professions of the New School University, as well as, a Clinical Instructor in the Robert F. Wagner Graduate School of New York University, New York. He is a member of the Government Affairs Committees of the Greater New York Hospital Association, the Hospital Association of New York State, the Catholic Healthcare Association (CHA) and the American Hospital Association (AHA). He has been active in the Association for Healthcare Philanthropy (AHP) where he has served on the national Board of Directors and as Chairman of the Board of Trustees of the AHP Foundation. He has spoken on healthcare management issues at conferences sponsored by the AHP, the CHA, the AHA, the United Hospital Fund, the Association of American Medical Colleges, the National Science Foundation, the U.S. Department of Health and Human Services, the Healthcare Financial Management Association and the National Managed Health Care Congress.

On September 11, 2001, Mr. Ackermann served as the chief spokesperson for St. Vincent's Hospital in Manhattan, which was the closest level-one trauma center to the World Trade Center. As a result of receiving the most patients from the disaster (844 patients), St. Vincent's became the healthcare epicenter of the disaster. Media outlets from around the world carried Mr. Ackermann's briefings live for days after the event. As a result of this and St. Vincent's role as a national leader in Bioterrorism Preparedness, Mr. Ackermann has been invited to speak at numerous conferences on Healthcare Bioterrorism Preparedness. In addition to this, Mr. Ackermann has been appointed to numerous regional and national preparedness committees including:

- The Federal Emergency Management Agency (FEMA) Health Care Task Force
- The Healthcare Task Force of the New York City Weapons of Mass Destruction Committee;
- The New York State Governor's Council on Bioterrorism;
- The U.S. Department of Health and Human Services - HRSA National Trauma-EMS National Disaster Preparedness Committee;
- The Joint Commission for Accreditation of Health Organization's Bioterrorism Preparedness Task Force
- The Joint Commission for Accreditation of Health Organization's Linkages in Bioterrorism Preparedness Technical Expert Panel; and
- The U.S. Department of Health and Human Services, Agency for Healthcare Research, Bioterrorism Panel of Experts Grant Review Committee.

Mark and his wife, June, live in Howell, New Jersey with their six children.

## Panel Members:

The panel will be members of Audrain Medical Center, Relay Health and other local Hospital Colleagues.

### Who Should Attend

Healthcare CEOs, CFOs, Financial Directors and Leaders, Patient Financial Service Directors and Managers, HIM Directors, Compliance Officers and Consultants that work within Healthcare Finance and the Revenue Cycle.

### Learning Objectives

Learn from your peers in the St. Louis and Central Missouri area as to how they cope with the challenges and changes of healthcare finance.

### Registration

*Registration Fee:*  
*\$30.00 for Members*  
*\$40.00 for Non-Members*  
*\$10.00 for Students*

*Mail to:*  
*HFMA, Tracy Packingham*  
*2333 Grissom Drive, Ste 103*  
*St. Louis, MO 63146*  
*FAX: 314-994-0928*

*Make a check payable to: HFMA Greater St. Louis*

### Location

**St. Luke's Hospital**  
232 South Woodsmill Road  
Chesterfield, MO 63017  
314-434-1500

For Directions, please visit: <http://www.stlukes-stl.com/>

### Time

**11:30 a.m. – 4:00 p.m.**

#### **Agenda:**

11:30 a.m. – 12:00 p.m.	Registration
12:00 p.m. – 12:30 p.m.	Lunch
12:30 p.m. - 2:15 p.m.	General Session – Mark Ackermann
2:15 p.m. - 2:30 p.m.	Break
2:30 p.m. - 4:00 p.m.	Panel Discussion