



Corporate COVID-19 Services

**Great healthcare doesn't just happen.
Let's create your plan for better healthcare, together.**

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JOHN M. SAMUELS, MPH

For over 20 years, John Samuels has served as a senior healthcare leader in New York City. He has worked at top hospitals including Northwell Health and Mount Sinai Beth Israel, with responsibilities including the operation of 16 emergency departments and a rapidly expanding network of urgent care centers. John sat at the helm of a system that touched nearly 700,000 lives per year.

John also trained with FEMA in emergency preparedness at the Center for Domestic Preparedness in Alabama and headed up the emergency preparedness program at Mount Sinai Beth Israel during Hurricane Sandy and other disasters.

John earned his Masters of Public Health from the University of Massachusetts, Amherst, and graduated from the Academy of Healthcare Leadership Advancement at Cornell University. He is also a licensed nursing home administrator in New York and New Jersey.

John's philanthropic work includes serving as Board Chair at the New York



Zen Center for Contemplative Care, Trustee at the Ali Forney Center and Trustee at the Mary McDowell Friends School, is Board of Directors, Sepsis Alliance.

In April 2016, John launched Better Health Advisors ("BHA") to help people navigate the complexities of the healthcare system. BHA provides patients with personalized attention and advice, including finding top doctors, getting second opinions, and Emergency Room and hospital support.



BEVERLY SHENKMAN, M.A., M.ED

Beverly Shenkman comes to the Better Health Advisory team after 35 years of experience in healthcare. She specialized in focusing on the mental health of her patients and the impact of medical issues. She has worked closely with treatment teams in major hospitals throughout New York City, including Mt Sinai, New York Presbyterian, New York University and Beth Israel. Beverly received a double Masters degree from Columbia University in Psychology and Rehabilitation Counseling.

ANNE HERLICK MSN, FNP-BC

Anne Herlick is an experienced Family Nurse Practitioner with more than 20 years of clinical experience. She has worked in both primary care and at well-known hospital centers. Prior to her current job at Barnard College in Primary Care Health Service, she was the Women's Health Division Supervisor at the William F Ryan Community Health Center in New York City. Anne has also worked at the Columbia University Medical Center, located in New York City, in Gynecology Oncology, as well as at the former Center for Women's Health. Anne has experience working in Health Education through her tenure at the Mt. Sinai Hospital in New York City. Anne completed her training in Colposcopy from the University of Pennsylvania, located in Philadelphia.

*Medical Advisory board overseas and supports the care navigation and planning activities

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1. INITIAL ASSESSMENT:

Collaborate with company leaders and HR to determine the company's current state of preparedness and activities to limit the spread of COVID-19. Review and ensure compliance with all federal, state, and local regulations and incorporate best practices.

2. COVID-19 POLICY DEVELOPMENT:

Using a methodology grounded in improvement science and up-to-date evidence based knowledge of COVID-19, BHA will create policies that align with the company's existing workflows to ensure sustainable success.

3. PROTOCOL PLANNING:

BHA will review existing COVID-19 protocols and adapt or develop new protocols accordingly to ensure the safety of the workspace. Additionally, escalation protocols will be developed to manage active cases.

4. RESOURCE DEVELOPMENT:

Craft educational materials to ensure employees have the latest information from trusted sources. BHA can also assist with employee and visitor communication strategies.

5. IMPLEMENTATION SUPPORT:

As the custom COVID-19 policies and protocols are implemented, BHA will provide support to company leadership to amend and its policies to meet the needs of the company.

6. ONGOING SUPPORT:

BHA will continue to monitor the latest developments with COVID-19 and be available to provide additional support.

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