Greater New York Hospital Association (GNYHA)

Expand brand awareness

GNYHA represents over 300 hospital and healthcare providers in the greater New York area, but found members were unaware of the vast range of services that they provided.

"Langton Creative Group listened very thoughtfully to who we are as an organization and what our brand needed to convey, designing a consistent identity for GNYHA Ventures that raised awareness of the breadth of services we offer."

LESLIE ISENEGGER
SVP, CORPORATE COMMUNICATIONS
GNYHA VENTURES

SERVICES

Logo Design
Logo System
Identity Guidebook
Capabilities Brochure
Stationery
Collateral

A Logo System for Interrelated Services. GNYHA had individual logos and identities and they needed to communicate how these services fit together.

GNYHA Management Corp.

GNYHA Services

GNYHA Ventures

GNYHA Foundation

GNYHA Alternate Care Purchasing

GNYHA Quality Advance
Center for the Advancement of Quality Patient-Centered Care

GNYHA Services

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GNYHA Services

GNYHA Services, Inc. is a subsidiary of Greater New York Hospital Association.

Langton Creative Group connected the services of GNYHA to the hospitals and pinpointed exactly where they happened in the ER. Members can now see real examples of how their dues are successfully put to work on their behalf.

A one-of-a-kind trade association.

Metropolitan New York area and throughout the State, as well as New Jersey, Connecticut, and Rhode Island.

Comprising nearly 250 hospitals and continuing care facilities.

Redefining what a trade association is and should be.

GNYHA continually educates on infection control and prevention, developing "best practices" training programs for health care workers and collaborating with the New York City Fire Department to enable hospitals to install alcohol-based hand sanitizers in patient rooms and hallways.

Under the **Recovery Audit Contractor (RAC)** program, hospitals are subject to post-payment reviews to identify Medicare fee-for-service overpayments. To help New York hospitals track medical record requests and appeals, GNYHA created a free **RAC Database** and **Tracking Tool** and has advocated for significant change to the RAC program, including recognizing underpayments to hospitals, not just recouping overpayments.

To support its members' comprehensive compliance efforts, GNYHA created its **Compliance Workgroup** to provide members with a forum to discuss compliance challenges presented by Medicare and Medicaid regulations, as well as the Stark Law, anti-kickback issues, and antitrust and not-for-profit concerns.

A longtime advocate of meaningful access to care, GNYHA has worked at the Federal and State levels to enact coverage expansions through Medicaid, Family Health Plus, and Child Health Plus, and, through the GNYHA Foundation, created the **Health Information Tool for Empowerment (HITE)**, a Web-based clearinghouse used to link low-income individuals with health insurance programs and services available throughout New York State.

HITE

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