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Crain's

NYC Care Rolls into Brooklyn and Staten Island

By: Jennifer Henderson

NYC Care, Mayor Bill de Blasio's \$100 million plan to increase access to health care services for all New Yorkers, has launched in Brooklyn and Staten Island.

The program is seeking to enroll 15,000 members in the two boroughs during the next six months, the mayor's office said Thursday. It is the latest step in a phased rollout across the city.

To date more than 13,000 New Yorkers have enrolled in the program, which launched in the Bronx in August—surpassing an initial sign-up goal of 10,000.

That has equated to 27,000 provider visits and more than 20,000 prescriptions during extended pharmacy hours.

NYC Care's executive director, Marielle Kress, said in a statement that the launch of the program in Brooklyn and Staten Island "invites members—regardless of their immigration status or ability to pay—to use our system in a different way."

"All New Yorkers are entitled to receive primary and preventive and specialty care before it is too late and they must use the emergency department," Kress said.

In an effort to reach more people in Brooklyn and Staten Island who are eligible for NYC Care, nine community-based organizations will receive seven-month contracts through a partnership with New York City Health + Hospitals, as well as the Mayor's Office of Immigrant Affairs and Fund to Advance New York City.

The community-based organizations—including African Refuge, the Arab-American Family Support Center, the Jewish Community Council of Greater Coney Island and the Mixteca Organization—are to conduct culturally appropriate outreach to prospective NYC Care members. —J.H.