**Northwell Health®**

We're made for *igniting* your *interest* in STEM health care careers

2019-2020

Spark**!**
Challenge

Dear Spark! Challenge Student,

Do you have an interest in pursuing a career where you can make an impact?  Health care provides a unique opportunity to combine meaningful work with the ability to make a difference. Northwell Health invites you to be a part of the Spark! Challenge, an experience which allows you to explore different parts of the health care industry and discover potential career interests and options.

**Become empowered!**

We're very excited to announce our sixth annual Spark! Challenge. Established in 2014, this program exposes students to a diverse set of career opportunities available within the health care industry. Come see what a typical day in the life of our professionals is like! Our Northwell Health teams are busy preparing for your visit and are eager to share their expertise with you, as you explore career possibilities. Throughout your experience, you'll encounter invaluable opportunities to learn from hands-on activities, make meaningful connections with our dedicated staff, and explore a wide scope of careers in health care. You'll also learn about how our core values influence the way we deliver care every day.

At the completion of this program, you'll create a career advertisement and a brief presentation to compete for prizes at the Spark! Challenge Awards Celebration on April 2, 2020.

We hope that this experience is engaging, eye-opening, and helps provide direction in your future career path. Additionally, we hope you can begin to see just how much each member of the team embodies innovation in both clinical and non-clinical roles. You are our future! Be curious, ask questions, challenge yourself, and have fun!

Sincerely,

**Workforce Readiness Team**
Northwell Health

## About Northwell Health

Northwell Health is New York State's largest health care provider and private employer, with 23 hospitals, nearly 700 outpatient facilities and more than 13,600 affiliated physicians. We care for over two million people annually in the New York metro area and beyond, thanks to philanthropic support from our communities. Our 68,000 employees — 16,000-plus nurses and 4,000 employed doctors, including members of Northwell Health Physician Partners — are working to change health care for the better. We're making breakthroughs in medicine at the Feinstein Institute for Medical Research. We're training the next generation of medical professionals at the visionary Donald and Barbara Zucker School of Medicine at Hofstra/Northwell and the Hofstra Northwell School of Graduate Nursing and Physician Assistant Studies. For information on our more than 100 medical specialties, visit **Northwell.edu**.

## What is the Spark! Challenge?

The Northwell Health Spark! Challenge is an exciting competition that will enable teams of students from local high schools to participate in onsite "Career Days." These Career Days will be hosted at multiple Northwell Health sites to introduce students to a variety of careers within health care. Your team will be hosted by dedicated Northwell Health staff who will introduce you and your classmates to various clinical and non-clinical careers at their facility. After your Career Day visit, you will be required to collaborate with your team members to create a career advertisement and a three minute career presentation (see Student Group Projects for more information). Prizes will be awarded to the most creative presentations and impactful advertisements, as determined by a team of judges.

## Pre-Assignments

In order to ensure the best possible experience, we ask that you complete a brief assignment to prepare for your visit. Please make sure these assignments are completed prior to your Spark! Challenge visit.

**Watch a brief video introducing you to Northwell Health and how we value innovation**
Please log onto our Spark! Challenge page and under Student Resources follow the link to the Innovation Video. **NorthwellCareers.com/SparkChallenge**

1. **Review the Health Insurance Portability and Accountability Act (HIPAA) guidelines below.**
   It is very important that you are familiar with, and understand the importance of this information.

   *Please note that the use of photos/videos containing patients/visitors, and/or any protected health information are prohibited.*

## What is HIPAA?

In health care we are governed by rules and regulations in order to protect patient's private health records/information. HIPAA, which stands for the Health Insurance Portability and Accountability Act, establishes standards that ALL health care providers must comply with. These rules apply to when, how and what kind of patient information can be shared.

It is **everyone's responsibility** to take confidentiality of patient information seriously.

- HIPAA covers **ALL** forms of protected health information: verbal, written, and electronic
- HIPAA gives patients control over the use of their health information and how it's shared

## What is protected health information (PHI)?

Any health information that identifies someone or can be used to identify someone **MUST BE PROTECTED**. According to HIPAA all of the following information can be used to identify a patient:

- Addresses
- Dates
- Telephone or fax numbers
- Social Security Numbers
- Medical Record Numbers
- Insurance Plan Numbers
- Vehicle Information
- License Numbers
- Medical Equipment Numbers
- Photographs/videos
- Fingerprints
- Email addresses
- Internet addresses

## Before visit:

☐ Submit your signed photo release form. **If you are under 18 years of age, the form must be signed by a parent or guardian.**

☐ Submit your completed medical clearance form (if you are attending a clinical setting).

☐ Visit **Northwell.edu** to learn about our organization and your designated site.

☐ Ensure pre-assignments have been completed: Review HIPAA Awareness and watch video.

☐ If you have any special dietary needs/restrictions, make sure to bring your lunch on the day of the trip.

☐ Communicate with your teacher/advisor about dress code: you might need sneakers if you are in a clinical environment or dress to impress if you are in a business setting, know before you go!

## During visit:

☐ Get social! Follow our tips below and examples to make posts of your own.

☐ Use the hashtag: #NorthwellLife.

## After visit:

☐ Meet with your group to create an advertisement of one career you learned during your Spark! Challenge visit.

☐ Share advertisement draft with your Northwell host team for feedback.

☐ Meet with your group to create a presentation for the Spark! Challenge Awards Celebration (see Student Group Packet).

## Instagram tips

- Every photo post should have accompanying text; text can be as short as a single word or hashtag.
- Ideally choose one to three hashtags.
- If you'd like to share your post, tag **@NorthwellLife** in your posts.
- If your profile is private, only your followers will be able to view the content. It will not be visible to the public.

**Who to Follow:** NorthwellLife

**Sample Posts:**

- Can't believe I'm getting to spend the day at the orthopedics department! #NorthwellLife
- Day in the life of #NorthwellHealth transport team!  #NorthwellLife
- Have you ever wondered what a day in the life of a #NorthwellHealth flight nurse looks like? #NorthwellLife