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Milton Cruz moves Hospital San Francisco forward with new services

By : IVA YATES
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As president of Hospital San Francisco, Milton Cruz feels it is his duty to establish the hospital at the forefront of its industry. "We are focused on taking the hospital to the entrepreneurial, pediatric, surgical, and internal medicine vanguards," he said. The president is directing his efforts on enhancing the hospital's array of services.

For instance, Cruz is developing an assisted-living company that will operate using companions, personal assistants, and nurses. "We created a separate company called Interim Homestyle Services Inc., for people who need help in their daily living activities," stated Cruz. He explained that Homestyle will begin operating Dec. 2, offering its services through employees trained in the field. "We perform a background check to make sure that the people [we hire] are adequate for this type of service," he added.

Another project that Cruz is developing through the hospital is a residential assisted living facility. "We want to establish it on the hospital's campus, where residents can receive all the care they need," he said. "We hope to finish this project within the next two years."

Cruz has come a long way from his career beginnings as a lawyer. After five years working in the corporate real-estate business, he left that world for health management services, working at San Pablo Hospital as president. "I gave 100% working as San Pablo Hospital's president for 10 years," he said, adding that during his presidency, the San Pablo Health System was established. In 1991, he became the president of Hospital San Francisco.

Possessing a Juris Doctor from Boston University, Cruz believes his success stems from his passion, self-discipline, fairness, and work ethic. "Providing service to the community is extremely important," he said. His way of helping the community as well as the local economy is by improving hospital services to create more jobs. "Our initiatives in Hospital San Francisco will create 200 additional employment opportunities," explained the president. The hospital currently employs 80 doctors and 350 employees in three different areas.

Aside from his professional responsibilities, Cruz still has time to devote to his wife and two children. Furthermore, he participates in several nonprofit organizations like the American Hospital Association and governmental associations such as the Health Insurance Administration (ASES by its Spanish acronym), through which he lobbies for better health services. Currently, he is president of the American College of Healthcare Executives. "My mission is to educate and maintain [the standards] of the health services profession and to



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Hospital San Francisco broadens its offerings

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Since being taken over by its new owner on July 1, Hospital San Francisco has announced a slew of new developments aimed at meeting the island's evolving healthcare needs. CEO Henry Ruberte told CARIBBEAN BUSINESS the Rio Piedras hospital, recently purchased by Milton Cruz through MedHoldings Hospital Management, will focus not only on pediatrics and surgery as it has in the past, but also on a third area of specialization, internal medicine. In addition, the respected healthcare facility is in the process of establishing two centers of excellence, remodeling its existing structure, and adding assisted-living quarters.

"We will continue to offer high-quality care through our center for pediatric and surgical specialties, as well as in our new focus on adult internal medicine," said Ruberte. "We have completely remodeled this area of the hospital and will provide emergency room services, 27 in-patient beds, and a number of subspecialties including gastroenterology, pneumology, nephrology, infectology, and rheumatology, among others."

Both the adult and pediatric hospitalization units are staffed by hospitalists, who are doctors whose practices are dedicated solely to those patients in the hospital. "Hospitalists are available on site, 24 hours a day, and share information between themselves about patients' conditions, all of which allows for more consistent care," said Ruberte, adding that the hospital's Pediatric Intensive Care Unit always has a pediatrician on duty.

Besides the Caribbean Pediatric & Surgery Institute, Ruberte said the hospital is in the process of establishing the San Francisco Orthopedic Institute, which will be staffed by orthopedic doctors of various subspecialties, and will allow the center to meet the diverse orthopedic needs of the population. The hospital is also embracing technology through the use of the latest Navigator equipment, which assists doctors in image guidance and allows for more precise surgery that reduces the risks of complications. The latest in laparoscopic techniques are also performed at the Rio Piedras hospital, and the CEO said the hospital recently acquired state-of-the-art telemetry equipment that allows for the monitoring of a patient's cardiac rhythms from the nurse's station and alerts the staff to any changes in the rhythm through an alarm.

Other improvements in the pipeline include executive hospital suites that will resemble hotel rooms rather than traditional hospital rooms. Beside more attractive furnishings and amenities, patients in the suites will enjoy other perks such as specially prepared meals, fresh flowers, and daily newspaper delivery. The upscale wing is expected to be operational by the end of October, according to Ruberte. The CEO also said the hospital would begin construction on an assisted-living facility by early next year. The facility will have 100 rooms



for people who are mostly capable of taking care of themselves but require medical assistance with conditions or medications.

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