

## Protest Halts a Nursing-Home Directory

By JOHN L. HESS

The distribution of an official-looking directory of nursing homes was suspended yesterday after State Senator Karen S. Burstein, Democrat of Woodmere, L.I., whose name appears in it as an adviser, threatened to file a complaint against it as a consumer fraud.

The booklet is called "1975 New York City Guide to Selected Residential Care Facilities." Bound in the city's orange, blue and white colors and adorned by an austere cross-and-loop symbol of life, the booklet is addressed, with a companion Long Island edition, to hospitals, physicians and social workers.

An introduction advises that all facilities listed have been inspected by "trained representatives" and are approved by the New York State Department of Health or Board of Social Welfare. But at least 10 have been cited recently by the authorities for poor care or safety violations.

The Consumer Commission on the Accreditation of Health Services, a watchdog group, reported to The New York Times on Monday that the guide was in fact an advertising brochure. Helen Schwartz of Mount Sinai, L.I., its publisher, confirmed that the only qualifi-

cation for listing was payment of \$584 a page.

"We cannot discriminate between facilities," she said. "If

a facility is licensed, we can't judge its quality."

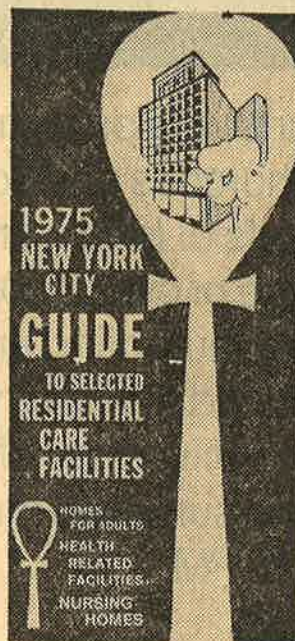
Miss Schwartz, who is listed in the booklet as a gerontologist and who teaches social work at the state university at Stony Brook, said she had not checked the status of the homes with the health authorities, but expected that "any professional is alert enough" to do so.

Dr. Frank T. Cicero, Deputy State Health Commissioner, commented that to say that a licensed home approved by the state "may be correct in a strict legal sense, but may be seriously misleading."

"I would take issue with any publication that leads the public to believe we endorse any home," he said.

Nicholas Demisay, operator of the well-regarded Clove Lakes Nursing Home on Staten Island, said he bought two pages from Miss Schwartz last year as a solicitation for private patients. "She said it was reimbursable under Medicare and Medicaid," he added. "I told her this was nonsense. No way."

State officials confirmed that Miss Schwartz had applied for a ruling that the booklet should be considered a reimbursable cost as educational material, but said they had advised her recently that it could not be.



Cover of advertising brochure whose distribution was suspended yesterday. It is printed in city's official orange, blue and white colors.