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Interview: Ed Geisler, executive director of Health Care Payers Coalition of New Jersey, and Marlie Wasserman, director of Rutgers University Press

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STEVE ADUBATO, host:

Welcome to a very special edition of CAUCUS: UP-CLOSE, I'm Steve Adubato. Today you're going to meet two fascinating people who live in the state of New Jersey, but have a national impact in their work.

A little bit later on we'll be joined by Marlie Wasserman, who is the director of Rutgers University Press. We'll be talking about the world of publishing.

But first, meet Ed Geisler, who is the executive director Health Care Payers Coalition of New Jersey.

Good to see you, Ed.

Mr. ED GEISLER (Executive Director): Good to see you, Steve.

ADUBATO: So...

Mr. GEISLER: Thanks for having me here.

ADUBATO: You know, I don't want to assume that anyone knows what this organization is. What is the Health Care Payers Coalition of New Jersey, and why does it need to exist?

Mr. GEISLER: Well, it's an alliance of business and labor organizations that were brought together back about 14 years ago in order to combine our purchasing power to get, you know, the health care at the right costs, and also to force some provider accountability, and get quality into the equation as well.

ADUBATO: That sounds good, but I want to break it down, all right? Who would be your customer?

Mr. GEISLER: Our customer would be employer groups, mostly self-insured employer groups, union health and welfare funds. They make up the--the base of the Health Care Payers Coalition right now.

ADUBATO: Why, because health care costs are too high and they can't get it on their own at the rates that make sense for them economically?

Mr. GEISLER: That's correct. You know, there are some value in numbers, and we're able to use our numbers to negotiate actually directly with hospitals,

and bypass the middle man, which are the insurance companies.

ADUBATO: So wait, wait, the insurance company's the middle man.

Mr. GEISLER: That's correct.

ADUBATO: What's wrong with the middle man?

Mr. GEISLER: Well, there's nothing wrong with the middle man as long as there's enough value added into the system. But if the middle man is not fulfilling what their role should be...

ADUBATO: Take a step back. Value added means different things to different people. What does it mean to you?

Mr. GEISLER: To me it means that you're performing a service, OK, that benefits either the member or the health-care beneficiary, not just taking money from one hand and giving it to somebody else.

ADUBATO: All right. Well, let's play this out a little bit. Health-care costs are out of control, everyone agrees.

Mr. GEISLER: Sure.

ADUBATO: Let's deal with hospital bills. You had I had a conversation the other day about this subject off air, and I--I was blown away by the description of this. You said, look, the average person, you get--you get your hospital bill--in my business, folks, you get your hospital bill, and as you get it you can't make sense of it. There's a lot of fine print, you can't even read half the writing on there. You're trying to find out what are the costs for anesthesia, what are the costs for the nurses to be here, what are the costs for this equipment. What is the biggest problem, from your perspective, Ed, with respect to making sense of a typical hospital bill, and how can we change that?

Mr. GEISLER: Well, the problem is there's no incentive for the hospitals to make a bill very straightforward and easily--to understand. They...

ADUBATO: Wait a minute, why not? Wouldn't it be better for me to understand what they're charging me for? Isn't that good communication, good customer service?

Mr. GEISLER: Yes, it is good customer service, but you know, you're talking about the hospital industry. It's not like the automotive industry. You know, in the automotive industry, when you buy a car you see the sticker price, you know--when you negotiate something a little less the sticker price, you know you probably can do that. But you know, if the sticker price is \$30,000, you may pay \$27,000 for that automobile.

ADUBATO: Right.

Mr. GEISLER: But when you go into a hospital, the sticker price on that hospital bill could be \$150,000, and you walk away--or somebody walks away only paying \$20,000.

ADUBATO: Why?

Mr. GEISLER: Because hospitals are trying to maximize their reimbursement by artificially inflating the charges. They drive up Medicare reimbursement and they also cost-shift to other payers in the field.

ADUBATO: OK, let's be fair to hospitals here too, though. Devil's advocate question here: You've got a lot of folks in the hospital industry who say, 'Wait a minute, we're not getting the proper--the appropriate or fair reimbursement from the federal government,' right? 'And the government entities for the...

Mr. GEISLER: Correct.

ADUBATO: ...services we provide.' Some might say, 'Wait a minute, they've got to recoup the money somewhere,' if in fact that's taking place. Isn't that a reasonable argument?

Mr. GEISLER: Well, it's a reasonable argument, except that--especially for hospital costs, Medicare, which is the biggest payer...

ADUBATO: Feds pay that?

Mr. GEISLER: The federal, federal.

ADUBATO: Right.

Mr. GEISLER: Medicare. And they--they have a method of figuring out the value of the services that are delivered, and they do a very credible job, probably better than anybody else in the industry. So if you have a well-run organization or a well-run hospital, you can actually cover your costs and make some profit on Medicare reimbursements. The big problem is the other big players in the system, like the big insurance companies, like the Blue Cross and Blue Shields of the world...

ADUBATO: Right.

Mr. GEISLER: ...they go in and they arm-twist the hospitals' negotiations to get reimbursements rates that are actually less than Medicare.

ADUBATO: What do you mean they aren't--what does that really mean?

Mr. GEISLER: Well, it means if they represent 20 percent of the hospital's admissions and they decide to say to the hospital, 'You're no longer a network provider,' they could lose 20 percent of their volume of business, potentially.

ADUBATO: But if they were doing that, they or anyone else were doing that, wouldn't there be a hue and cry and wouldn't there be pressure on the part of government officials to do something about that?

Mr. GEISLER: Well, that has happened several times in the past and eventually, the parties come to the table and they work out some sort of a compromise. But--but again, you know, the problem is if the insurance companies are making the hospitals provide services at or below cost, then there's a big problem for the hospitals.

ADUBATO: And your role is to do what, is to be an advocate for whom?

Mr. GEISLER: Well, my role is to be an advocate for the people that are outside of that system. You know, 10 percent of--of the payers are--are--are really not hooked up with large insurance companies and not hooked up with the federal government so they're payers on their own, like the union health and welfare funds that I represent and the small and medium employer groups. And they're the ones that are getting cost-shifted, where...

ADUBATO: Cost-shifted?

Mr. GEISLER: Cost-shifted means if Blue Cross and Blue Shield has an agreement with a hospital for a certain procedure...

ADUBATO: Right.

Mr. GEISLER: ...they may pay \$5,000.

ADUBATO: Right.

Mr. GEISLER: But somebody that doesn't have that Blue Cross and Blue Shield contract might have to pay \$10,000 for the same procedure. So that's the cost shift. Somebody's paying twice as much as somebody else.

ADUBATO: By the way, you're mentioning them because they're the biggest and most significant.

Mr. GEISLER: Yes, most definitely. Right. I'm not singling them out for any other reason.

ADUBATO: Because it's an industry issue, from your perspective.

Mr. GEISLER: Exactly.

ADUBATO: So--so walk us through this. What does the Health Care Payers Coalition in New Jersey, who do you sit down with? Do you sit down with people from the hospital? What do you actually negotiate?

Mr. GEISLER: Yes. We do--we do sit down with people from the hospital and--and again, we try to negotiate rates that we feel are fair. And--and--and what's fair? Well, I understand that there's some value to being the biggest payer in the Blues are the biggest payer.

ADUBATO: Yeah.

Mr. GEISLER: And I don't expect to get the same kind of discounts than the Blues. But...

ADUBATO: They have great economies to scale, etc.

Mr. GEISLER: Absolutely, absolutely. You know, and probably administratively, they're a little more efficient with the hospitals as well. But I don't expect to pay two or three times, you know, what Blue Cross and Blue Shield pays. And members that I represent can't afford that because...

ADUBATO: You're trying to negotiate with the hospitals what you perceive to be a fair price?

Mr. GEISLER: Correct. Correct.

ADUBATO: How successful have you been in doing this?

Mr. GEISLER: For the most part, very successful. We've been--we've been around doing this for 12 years and thank God, we're still successful today.

ADUBATO: By the way, can we put up, folks--I know we're going to have the Health Care Payers Coalition connected to our Web site. You are a nonprofit, I just want to clarify that.

Mr. GEISLER: Yes, we are a not-for-profit organization.

ADUBATO: OK. Nobody's making money off of this?

Mr. GEISLER: No.

(Graphic on screen)

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for more information

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for more information

ADUBATO: OK. Clarify that. Second thing is if we can put up the direct Web site for the Health Care Payers Coalition for people to go to directly, that's useful as well.

Connect this for us. The cost issue with the equality issue. A lot of confusion. I said to you, in anticipation to this issue, I said, 'Ed, wait a minute. You had a conversation with me off air where you were saying, got some problems with the quality of hospitals in the state of New Jersey, and again, we're seen along the entire East Coast, but our focus is New Jersey. But then a report comes out a few days right before we're taping in which a whole range of officials, including Dr. Fred Jacobs, who heads up the state health department, said, 'Wait a minute. New Jersey hospitals are doing extremely well. The quality is much better than anyone ever thought. I'm thinking, 'Wait a minute. What's Ed talking about?' What are you talking about and what is that quality level that we need to understand?

Mr. GEISLER: Well, when you talk about hospital quality, the real bottom line is outcomes. What is the outcome at the end of the day?

ADUBATO: Right.

Mr. GEISLER: And this quality study, you're really talking about some rudimentary process measures.

ADUBATO: For example?

Mr. GEISLER: For example, if you come into a hospital with chest pain, the first thing you're supposed to do is give the patient an aspirin.

ADUBATO: Standard policy.

Mr. GEISLER: Standard policy.

ADUBATO: So I get points for doing that?

Mr. GEISLER: Actually, that's just doing your job.

ADUBATO: Well, wait a minute. They had to get points in this new study that allowed New Jersey hospitals to rank higher.

Mr. GEISLER: Well, I think what happened here, Steve, is the fact that they did this study about two years ago, and the New Jersey hospitals didn't stack up very well nationally. So I believe that what happened is the hospitals, maybe under the guidance of the Hospital Association, I'm not sure, decided to enforce some of these protocols and be more serious...

ADUBATO: That's a good thing.

Mr. GEISLER: ...about making sure that these things were doing.

ADUBATO: But that's a good thing.

Mr. GEISLER: It's a great thing. It's a great thing.

ADUBATO: So for the average person watching or the extraordinary person watching on public television, in particular, what are they to think about the quality of New Jersey hospitals, or is it hospital to hospital? You know, emergency room to emergency room, case by case?

Mr. GEISLER: It's--it--it really is kind of all of those things. I mean, in order to--to rate hospital quality, you really, like I said, have to measure the outcome. You want to measure what the cost is. And for instance, if you go in to a hospital to have your appendix removed, OK? You should--sometimes they do it on a same-day basis, you know, but you know, you should recover in a week or so. There shouldn't be any...

ADUBATO: Right.

Mr. GEISLER: ...post-operative infections or things like that. But if you have them, then the hospital did not do a good job. But just giving an aspirin on the way in, you know, that doesn't mean that, you know, you really cured this person's cardiac condition. I mean...

ADUBATO: The bar's too low there?

Mr. GEISLER: Exactly, exactly.

ADUBATO: Let me try this. I want to go back to the issue we talked about, Ed, about this whole hospital bill thing. Clarify something. You were telling me that a patient has the ability to get their daily bill, a breakdown of the daily hospital bill. Do you think most people know that?

Mr. GEISLER: No. No. Most people don't know that, and again, you know, that's been one of the missions of the Health Care Payers Coalition, too, is try to educate the public, to empower the public, to ask for this information, because it is very important.

ADUBATO: When you ask, is the hospital required to give it to you, Ed?

Mr. GEISLER: They are not required to give it to you on discharge, but if

you request it, then they are required to give it to you.

ADUBATO: OK. Try this. Again, by the way, guys, are we putting up Ed's Web site? Help me understand that. OK. Put it up right now. People logon to your Web site. To what degree, Ed, can your Web site help people more effectively navigate the health-care system, be it through the hospitals or whatever? What is not there? What will they see? What will they find that will help them?

Mr. GEISLER: Well, there's several things on there which are very important. Number one: There's a How's Your Health program, which is kind of a wellness program, a self-diagnosis program, so to speak, which I think is very important because if you want to control health-care costs, stay healthy and stay out of the hospital. That helps. The other thing is finding out about a physician. Actually, you can logon to that Web site and--and find all the physicians, not only in the state of New Jersey, but in New York and Pennsylvania, and you can find out their board certifications, you know, whether they have admitting privileges, whether they speak Spanish and things like that.

ADUBATO: You can find all that out?

Mr. GEISLER: All that out. You can even get directions on how to drive to the office.

ADUBATO: Before I let you out of here, your greatest passion about what you do what you do is?

Mr. GEISLER: There's a real need out there. There's got to be more accountability forced into the health-care delivery system. Health-care costs are out of control, they continue to skyrocket, we're never going to solve the uninsured problem unless we make costs affordable.

ADUBATO: That's the key.

Mr. GEISLER: And I think--I'm trying to be an instrument of change and try to make that happen.

ADUBATO: Well, we appreciate you coming on and sharing your perspective and also allowing people to have another source they can go for accurate and objective information. Thanks so much, Ed.

Mr. GEISLER: My pleasure.

ADUBATO: Folks, stay with us because Marlie Wasserman, who heads up Rutgers University Press, will be here. We're talking about the world of publishing. Stay with us as CAUCUS UP-CLOSE continues.

Great job.

Mr. GEISLER: OK. Thanks, Steve.

ADUBATO: Stay right there, stay right there.

Announcer: If you would like more information on this program or if you'd like to express and opinion, e-mail us at [info@caucusnj.org](mailto:info@caucusnj.org). And visit us on the Web at [www.caucusnj.org](http://www.caucusnj.org).

ADUBATO: There she is, Marlie Wasserman, who is director of Rutgers University Press. Good to see you, Marlie.

Ms. MARLIE WASSERMAN (Director, Rutgers University Press): Hi, Steve.

ADUBATO: I tell you what. I've been wanting to talk to you for awhile, for a variety of reasons. We should let everyone know that we're doing this program a few months after that little thing that happened with James Frey, "A Million Little Pieces." He was on that small "Oprah."

Ms. WASSERMAN: Exactly.

ADUBATO: Yes, yes. The other reason is that, full disclosure, Rutgers University Press, in fact, published my book called "Make the Connection: Improve Your Communication at Work and at Home." And the other part I want to disclose is that 100 percent of all the royalties go directly to the American Red Cross National Disaster Relief Fund. So every--everything's out there. OK.

How about this? Let's not start with my book. Let's start with the other big book who sold--it sold a few more copies, "A Million Little Pieces."

Ms. WASSERMAN: It sold a few more, although yours did well.

ADUBATO: Ours did well and continues to. But here's the more important issue. My wife buys "A Million Little Pieces," she's telling, 'It's the greatest book. Oh, my God, you have to read it,' right? And all of a sudden, I'm watching "Oprah." It's not true, made it up. Who is at fault and what is the fallout?

Ms. WASSERMAN: Well, I know the news media would want us to believe the publisher is at fault. We've read that again and again. I happen to believe the author's at fault. That's where the sin started and that's where I think the chief burden should rest. Now, I think publishers do have some obligation to make sure that a book seems logical, makes sense. But the notion that a publisher is going to fact-check every detail is unrealistic.

ADUBATO: Why?

Ms. WASSERMAN: It would add enormously to the cost of books. People are already complaining, you know, 'Why should I pay 25, \$30 for a book?' Fact-checking is laborious and also very difficult. I'm not actually even sure that in Frey's case, where medical records may have been one of the factors, that a fact-checker could ethically get into some of those records.

ADUBATO: But Marlie, here's the thing. I don't disagree that the--that the fault lies with Frey, but responsibility must ultimately then lie with the publisher.

Ms. WASSERMAN: Actually...

ADUBATO: Isn't there a distinction between fault and responsibility?

Ms. WASSERMAN: There is, but I will tell you, the legal responsibility rests with the author.

ADUBATO: Ethical?

Ms. WASSERMAN: If the publisher realized what they were doing then there's no question.

ADUBATO: That's different? Did it hurt--has it hurt the publishing industry?

Ms. WASSERMAN: Like most controversies in publishing, controversy sells books.

ADUBATO: Really? So wait a minute. You think I should create more controversy around me and my life? You think it would help "Make the Connection," you think?

Ms. WASSERMAN: Well, maybe we should fact-check your book, Steve.

ADUBATO: No, please don't. Don't fact-check it, please! Don't.

But you know what's interesting? There's another side of this, and move away from James Frey, because the fallout will fall out, we'll find out what it is. People still love books. The first book I did called "Straight From the Heart" was published by Simon & Schuster. Opted to go with an academic press, Rutgers University Press. In fact, an imprint of Rutgers University Press called?

Ms. WASSERMAN: Rivergate.

ADUBATO: All right. The biggest distinction between an academic press and a mainstream press, like Simon & Schuster or any of the other ones, is?

Ms. WASSERMAN: Well, for one thing, we don't make a profit. So that's a distinction.

ADUBATO: Yeah, I noticed that.

Ms. WASSERMAN: But also, I think the books, even in case--the case of the more general interest books such as yours, they're always intended to contribute to knowledge, knowledge broadly defined. Teach us something, show us something. And I don't think that's always the case with the larger commercial publishing houses.

ADUBATO: Time out. That the larger publishing houses aren't interested in teaching us?

Ms. WASSERMAN: Well, they're also interested in entertaining and they're interested in selling books. Now, sometimes they--these missions all overlap.

ADUBATO: Sure.

Ms. WASSERMAN: But in our case, the mission to teach, to inform, is preeminent. And there's really nothing that gets in the way of that.

ADUBATO: Is the primary--or was the primary--primary emphasis for academic presses, did it come from the fact that, look, a lot of academics, a lot of scholars, a lot of people who are pretty smart folks, just didn't have a place in the mainstream commercial press and there was a void in there for people like yourself and Rutgers University Press, said that's what we're going to

do. Is that it?

Ms. WASSERMAN: I think historically that's probably part of it. Also, the convenience, because originally, 100 years ago, publishers would be very close to their authors. This was an age before the telephone and the Internet. And the academic would walk across the street to the university press and publish his and usually it was his, book. Now, so much has changed. But I think that legacy of the convenience, of the association between the faculty and the publisher, remains.

ADUBATO: Where does the money come from, the economics of a place like Rutgers University Press? You get public funding?

Ms. WASSERMAN: We do get public funding but very, very, very little. About 10 percent of our funding is from the university. The rest we have to pay our costs through the sales--the sales of books. So it's much like an opera company or a regional theater where the cos--where the sales of tickets don't cover the full costs. I'm sure you're aware of that.

ADUBATO: Yeah, I know. But time out. If you're using the Rutgers University name and they're getting credit. Someone says, 'Oh, that's Rutgers, that's Rutgers, that's great,' there's more brand there, shouldn't you be getting more than 10 percent?

Ms. WASSERMAN: That's what I would argue, too. But in this current state crisis, and...

ADUBATO: Oh, is there a fiscal crisis? I hadn't heard about that. OK.

Ms. WASSERMAN: But even without the crisis, I think there has been a call for presses to be much more self-supporting than people realize.

ADUBATO: Time out. But doesn't that then mean that you're going to be tempted, in fact, maybe will, produce more commercially viable books which bring in more revenue, which take you away--takes you away from the original mission of the university press in the first place?

Ms. WASSERMAN: Steve, you've just, in one sentence explained the squeeze that all of us are in right now. It's very difficult.

ADUBATO: So--but that's the theoretical one. What are you really doing, though?

Ms. WASSERMAN: What we do is what we call a balancing act. And I've always believed, and your book is a great example of this, that you can find a book that will inform and will sell simultaneously. So actually, those books are very central to what we're doing. Just because a book informs does not mean that it needs to be at the bottom of the shelf in a library.

ADUBATO: OK. Let's move away from my book because I'm hard--I'm actually a little bit uncomfortable with talking about it any more. Let's talk about some really terrific books...

Ms. WASSERMAN: Yeah.

ADUBATO: ...that Rutgers University Press and Rivergate, the other imprint that, more mainstream, if I can call it that?

Ms. WASSERMAN: Yes.

ADUBATO: OK. Some of the books that you are most excited about that you want to let folks know about and go out there and get it. Because by the way, Rutgers University Press, they're not making more money from a profit-oriented point of view, so go out and do it. Name some books that you're excited about and that the rest of the folks should be excited about.

Ms. WASSERMAN: The one I'm most excited about right now is actually a biography of Tom Kaine, former governor of New Jersey.

ADUBATO: Tom Kaine Sr.

Ms. WASSERMAN: Senior, not Junior.

ADUBATO: Right.

Ms. WASSERMAN: It will be out in June. It is a wonderful, very long and very wonderful book.

(Graphic on screen)

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for more information

ADUBATO: Did Al write that?

Ms. WASSERMAN: Al Felzenberg.

ADUBATO: Al Felzenberg wrote that.

Ms. WASSERMAN: Absolutely.

ADUBATO: Who, by the way, real arcane stuff, goes back a long way with the Kaines, Kaine administrations, known them very well, the Kaine family. Why is that an important book, Marlie?

Ms. WASSERMAN: Well, it's important because it shows the full span of Tom Kaine's career and how what we saw with the 9/11 Commission, the way he balanced opposing needs, really started very early in his career and actually was even part of the kind of family heritage that he had. I think we all know that he comes from a distinguished family. But the details of that and not just the kind of social register details, but the fact that the family, on both sides, was very committed to public service.

ADUBATO: Is it critical at all or is it a love story to Tom Kaine?

Ms. WASSERMAN: We were very careful about that because the author does know Tom Kaine.

ADUBATO: And is a huge fan of Tom Kaine's.

Ms. WASSERMAN: Is a huge fan, has worked with him. So you will see in the book, which I'm sure you will read.

ADUBATO: And we'll have Al on, I know.

Ms. WASSERMAN: But you will see that everyone acknowledges that Tom Kaine made an occasional misstep. So it's certainly not an, you know...

ADUBATO: An homage, if you will.

Ms. WASSERMAN: ...an homage, exactly. I think it's a fair and balanced account.

ADUBATO: All right. What else is hot? What do you like? What should we like?

Ms. WASSERMAN: Well, we're hard at work on a book that is sort of a follow-up to "The Encyclopedia of New Jersey" that we did last year. This book will be an atlas of New Jersey. But don't think street atlas, don't think boring. This is a way to look at New Jersey's spatially, to see the ethnic distribution, distribution of trees, urban sprawl, the changing shoreline.

ADUBATO: Why is that important?

Ms. WASSERMAN: Well, you know, you know about, more than anyone, that New Jersey is often at the forefront of changes that happen throughout the nation. So if you can spatially see what's happening, and many of us learn through vision rather than through reading, even, if you can see, it makes an impression and I think it tells us what's going to hit the rest of the country.

ADUBATO: Who's the author?

Ms. WASSERMAN: There are two editors, Maxine Lurie, who was involved with the encyclopedia. She's a historian at Seton Hall. And Peter Wacker, who's a geographer from Rutgers, two terrific people.

ADUBATO: Shift gears. Publishing that doesn't produce a product that I see and touch and feel, publishing on the Internet, a whole different electronic form of publishing, is going where, Marlie?

Ms. WASSERMAN: I don't think it's going anywhere fast.

ADUBATO: Why?

Ms. WASSERMAN: You've seen all sorts of companies with deep pockets try. They have failed. I think they've failed because at the same time that the technology makes it possible, the typical citizen has learned to expect that everything on the Internet will be free. And so if you're used to typing in, you know, use your favorite search engine, that name, and coming up with information from all over the world without spending a cent, how are you then going to decide, 'Oh, well, I'll get the Tom Kaine biography online and I'm going to pay \$30 for it'? As long as there's not commercial value to what we're seeing on the Internet, I don't think it's going to be a feasible business plan.

ADUBATO: It's interesting. People saying more and more, 'Oh, books. They're dead. No one wants to read books.' Not true.

Ms. WASSERMAN: Not true at all. the book is actually a fantastic

engineering feat. I think it's one of those great...

ADUBATO: An engineering feat?

Ms. WASSERMAN: And engineering feat.

ADUBATO: I heard you say that to our producers. I didn't know what you meant.

Ms. WASSERMAN: Well, I think when you're an engineer, you're probably taught to design things that are functional and then are as simple as can be to achieve a particular function. Again, think of the book. Everyone loves thumbing through, going up, going back. None of the scroll bars seem to have the same ability to us. Everyone loves the portability of a book that weighs a half a pound. Even the lightest laptops don't weigh a half a pound. So the book has endured for 500 years. I think it will continue alongside other electronic and digital forms of information.

ADUBATO: Not going anywhere?

Ms. WASSERMAN: It's here to stay and we love it and it's wonderful.

ADUBATO: Twenty seconds left. Your greatest satisfaction in doing this work is?

Ms. WASSERMAN: Making people feel good about their babies. Book are babies for people. They're children and there's a creativity that goes into it, there's a pride that goes into it. Seeing an author's face when that book comes out, they hold it, they put it on a coffee table, they give it to their mother. Nothing can surpass that.

ADUBATO: Well, let me answer this. You've been very helpful to a lot of authors and I'm proud to be a part of the work that is being done at Rutgers University Press. And great job. Thanks so much, Marlie.

Ms. WASSERMAN: Good. Thanks.

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