

The Community Benefit Report of Heywood Hospital Fiscal Year 2001 October 1, 2000 – September 30, 2001

I. The Mission Statement

COMMUNITY BENEFIT MISSION STATEMENT

Heywood Hospital has a long tradition of providing needed healthcare services that improve the health and quality of life in our community. This tradition is the cornerstone of our mission. Heywood Hospital dedicates our organization to the community benefit goals of:

- Improving the health status of our community
 - Addressing the special health problems of minorities, the poor, uninsured and other underserved populations
 - Containing the growth of community healthcare costs
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Such goals will be undertaken within the framework of a Community Benefit Plan which shall include such elements as:

- Evidence of commitment on the part of the Board of Trustees and the President/CEO
- Specific goals & objectives
- Annual evaluation process
- Commitment of hospital resources through normal budgeting process
- Consideration of community served in all operational and policy decisions
- Defined community
- Health status and needs assessment

- Opportunity for public input and comment
- The promotion of cooperative and collaborative relationships with other providers and agencies in order to carry out a broad health agenda in our community.

Such community benefit goals and elements are hereby adopted and endorsed by the Board of Trustees of Heywood Hospital .

Chairman of the Board, Edward Blanchard

Date: 5/1/2001

II. Internal Oversight and Management of Community Benefits Program

Management Structure: The responsible manager of the Community Benefit Program for Heywood Hospital is the Vice President of Community Relations and Development, Lorie C. Martiska. Other Vice-Presidents and the President/CEO of the Hospital provide input and decision-making support concerning community benefits activities.

Information Sharing – Information concerning Community Benefit activities is shared with all hospital staff through the publication, “IN Brief”, through special state-of the hospital newsletters and through internal email. The Board receives monthly reports on some parts of the plan and receives annual updates of the entire community benefit program.

III. Community Health Needs Assessment

Process: Every 2-4 years, the Joint Coalition on Health, which is the community group which develops the community benefit programs, conducts a comprehensive health assessment. This is done collaboratively with area agencies and two area hospitals – Heywood and Health Alliance. The study consists of data analysis for various healthcare status indicators and demographics for our region, and interviews, surveys and focus groups/discussion groups. The information is assembled and reviewed by a sub-committee of the Coalition, with the assistance of outside consultants. The Coalition as a whole reviews the results and makes recommendations concerning future areas of emphasis and strategies to respond to needs identified in the report.

Information Sources:

- DPH health status indicators
- Telephone surveys
- Community Leader interviews
- Grassroots surveys

Multi-lingual focus groups
CHIP data on demographics

Summary of Findings:

In 1998 the key issues identified included: Teen pregnancy, substance abuse, domestic violence, access to care for the uninsured and transportation. Dental Health and access to dental care, as well as the high cost of prescription medicine were later added as priority issues based on feedback from the community and social service providers. In 2001, the Joint Coalition conducted a dental health needs assessment for the region, with the assistance of a \$81,000 planning grant from the Health Foundation of Central Mass.

IV. Community Participation

- A. Process and Mechanism – The community is invited to participate in Joint Coalition activities at any time and all times. Notices concerning upcoming meetings are distributed to an audience of greater than 100 people and agencies. The press occasionally attends Joint Coalition meetings. The public is also included in focus groups and phone and written surveys concerning priority issues.
- B. Identification of Community Participants
Members of the public are invited to participate in any and all activities. For some programs, such as the GHAP program and the School-based health center, there is an Advisory Committee which includes members of the community. For focus groups and surveys, agencies are asked to identify those who could best speak to the issue at hand or who have demonstrated need in the area under discussion
- C. Community Review of Community Benefit Plans
The community is invited to receive copies of reports and information concerning the community benefits activities of the Hospital. This information is posted on the Hospital's web site – www.heywood.org

V. Community Benefits Plan

- development of the plan (previously described)
- target populations: (chosen by the Joint Coalition on Health)
 - +uninsured who are at 400% or less the poverty level
 - +MassHealth recipients with no access to dental care
 - +high school and middle school-aged children in Winchendon
 - +second-graders in need of dental sealants in Winchendon, Gardner and Fitchburg
 - +parents of young children in need of info on oral health

GOALS

1. Improve access to dental health care by
 - a. Opening a dental clinic
 - b. Developing a GHAP dental program

- c. Screening and applying sealants to second graders in need
 - d. Educating parents of young children about oral health issues
 - e. Assisting with the establishment of a dental residency in Fitchburg
 - f. Assisting with the establishment of a dental hygiene program at MWCC
 - g. Developing a legislative advocacy agenda to improve funding and support for oral health in Massachusetts
2. Improve the health of students in the Murdock Middle/High School
 - a. Establish a school-based health center to offer medical care, mental health services and substance abuse services on site
 3. Increase access to care for the uninsured.
 - a. Continue efforts to expand the GHAP program. To date the program has served over 5,000 people in four years, by connecting them to health resources such as MassHealth, or by providing reduced fee care through a network of providers who donate a portion of their services.
 - b. Offer a case management model so that clients who apply to GHAP or MassHealth can receive comprehensive assistance and follow-up.

D. Measurement of effectiveness

The dental health initiatives will be funded by the Health Foundation of Central Mass, which requires that we have a strong program of evaluation and measurement in place. A consultant has been selected to conduct this evaluation. Key measures for dental health will include the numbers of people served in the various components of the program, the number of people reached in the educational campaign, and the simple measure of whether a residency was opened, or a hygiene program started. The budget for these initiatives has been developed for a period of three years.

- E. The plan will be reviewed and updated in the next six months, as the new Needs Assessment data becomes available.

VI. Progress Report

See the summary document for expenditures.

Major Programs and Initiatives

GHAP – the Gateway Health Access Program. In 2001, the Hospital spent \$38,000 on this program. It provides assistance to uninsured by helping them apply for Masshealth or by providing reduced-fee care and services through a network of participating providers. Since its inception in 1998, the program has screened nearly 5000 people and has connected over 1800 with Masshealth.

SBHC – The Hospital leveraged a planning grant from the Department of PublicHealth to plan for a school based health center at the Murdock Middle/High School. The Hospital is now in the early implementation phase of this project. The school based health center will include medical care and mental health services for students on site.

DENTAL INITIATIVES

The Joint Coalition and Heywood Hospital completed a planning grant in 2001 to assess the needs and explore the possible strategies to improve access to dental care for people without insurance or who have Masshealth. The planning grant clearly showed the intensity of the need, with nearly 40,000 people in this area not having access to a dentist because of their inability to pay. The group submitted a full proposal early in 2002 and the proposal has been funded by the Health Foundation of Central Mass.

The planning grant was for \$81,000 and was given to the Joint Coalition fiduciary agent by the Health Foundation, and the full proposal is being funded in 2002 at the level of \$691,000.

VII. Next Reporting Year

The major accomplishments which we expect to report on next year are the completion of the new health needs assessment, the opening of the school-based health center, the establishment of the dental clinic in Fitchburg, the formation of the GHAP dental program, the parent education campaign on oral health, and the new dental sealant program, jointly funded by the Health Foundation of Central Mass and the Delta Dental Foundation

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