

Baystate  Franklin Medical Center

COMMUNITY BENEFITS REPORT

FY 2008

Submitted
February 28, 2009

MISSION STATEMENT

The Mission of Baystate Franklin Medical Center is to improve the health of the people in our communities every day, with quality and compassion.

Vision for Community Health

Baystate Franklin Medical Center, a member hospital of Baystate Health (BH), is committed to meeting the identified health and wellness needs of constituencies and communities served, through the combined efforts of Baystate Franklin Medical Center, affiliated providers, and Community Partners.

To reach this goal Baystate Franklin Medical Center will:

- focus on prevention and increasing access to health and wellness care;
- provide technical support for related community planning;
- focus on amelioration of root causes of health disparities, including related job training and education;
- measure improvements in community health status that result from our efforts; and
- invest the time, talent, and resources necessary to accomplish these goals.

PROGRAM ORGANIZATION AND MANAGEMENT

The Community Benefits Advisory Council (CBAC) is convened by the senior hospital executive who serves on the committee as the chairperson or co-chairperson. This senior executive also provides support to and oversees the community benefit process. Membership on the CBAC consists of hospital leaders and key community partners who work jointly to identify community health needs and target community benefit initiatives.

A team comprised of hospital staff and representatives of area schools and colleges oversees the health and science education programming targeted toward children and adolescents in Franklin County. Other Community Benefit programs, including a broad range of screenings, prevention and wellness education efforts, and various partnership projects undertaken in association with area not-for-profit organizations, are tracked on a regular basis by the Community Relations department.

KEY COLLABORATIONS AND PARTNERSHIPS

Baystate Franklin Medical Center involves internal and external stakeholders in developing needs assessments, designing strategies to address these needs, and evaluating the effectiveness of the strategies and interventions that have been implemented. Participants in this process represent various Franklin County constituencies and communities the hospital serves, including residents, community-based organizations, public schools, and community-based health care providers.

COMMUNITY HEALTH NEEDS ASSESSMENT

Background: In FY 2005, Baystate Franklin Medical Center completed a thorough planning and community needs assessment process based on “A Planned Approach to

Community Health,” a five-phase model including the steps outlined below.¹ This planning framework was used to conduct locality-based planning activities and goal-setting for Baystate Franklin Medical Center’s CBAC initiatives, which were developed based on the following five planning steps:

1. Engage the community
2. Collect and organize data
3. Choose health priorities and target groups
4. Choose and conduct interventions
5. Evaluate the process and the community interventions

Sources of Information: Baystate Medical Center continues to utilize population based data from local, regional and state public health data sources augmented with person to person interviews of residents of Springfield. data sources include:

- Healthy People 2010 indicators collected by the Massachusetts Department of Public Health and the Centers for Disease Control and Prevention were major sources of data for community health needs assessment and planning information.
- Morbidity data based on hospital discharge data secured through internal Baystate Health sources and the Massachusetts Data Consortium were a major source of information.
- Expert testimony in areas of community health was provided to the Committee by internal and external professionals in the health care and public health field, including the Director of Public Health and Human Services for the City of Springfield.

COMMUNITY BENEFITS PLAN

Baystate Franklin Medical Center understands its responsibility to reach out and involve citizens in the provision of local health services. As part of its overall community benefits plan, in FY 2009 the hospital will continue to champion strategies and design specific activities to address child/adolescent health and long-term economic opportunity; and will work with identified partners to develop additional community health improvement strategies.

KEY ACCOMPLISHMENTS OF REPORTING YEAR

During the last fiscal year, the focus of the hospital’s community benefits planning shifted to school-and community-based programming for children and adolescents, designed to boost their learning in and curiosity about the life sciences, and to stimulate their interest in health care careers. This approach combines education about students’ developing physiology and various health risk behaviors (e.g. smoking, poor nutrition, lack of exercise, etc.), with opportunities for students to explore their economic

¹U.S. Department of Health and Human Services. *Planned Approach to Community Health: Guide for the Local Coordinator*. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion.

prospects for the future via information and mentoring opportunities related to careers in science and health care. This program has been evaluated for its effectiveness, and changes were made to extend its reach by involving more schools, libraries and community partners throughout the area.

Baystate Franklin Medical Center, via Baystate Health Community Health Planning, provides special program development services including grant development to leverage other resources needed to fund new community benefits initiatives. BFMC utilizes Community Benefits Inventory and Social Accountability (CBISA), community benefits software to track and manage all BFMC community benefits services and activities.

The balance of this report refers to the work and activities of the Baystate Franklin Medical Center community benefits program during FY 2007.

Chronic Illness

The goal of Baystate Franklin Medical Center's chronic illness programs is to make care available in the local community, close to home for area residents. Many services are provided to ensure high quality care is available for those coping with chronic illness, and to offer needed support to their families.

Baystate Franklin Medical Center also continued numerous educational programs, health screenings, and support groups to enable residents with chronic illnesses to manage their disease process proactively and to minimize complications. For example, Cardiopulmonary Services provided support activities through the "Better Breathers" program as well as other community education services. The hospital also continued its memory screening clinics in the community to identify seniors at risk for Alzheimer's disease. Other psycho-educational groups and community education seminars were provided to patients in both the Congestive Heart Failure and Cardiac Rehabilitation programs, as well as to the general public. Many of these programs were provided in collaboration with community agencies such as Franklin County Home Care and Greenfield YMCA, as well as by Baystate Franklin Medical Center's *Senior Class* and *Spirit of Women* programs.

Child and Adolescent Health

With overall child/adolescent health as a focus for Community Benefits programming, Baystate Franklin Medical Center engaged the local public schools in a variety of collaborative activities.

- Clinical staff from Radiology/Imaging, Laboratory, Food & Nutrition, Cardiopulmonary, Emergency Nursing, and Surgery extended the reach of the hospital's popular hands-on learning "Blood & Guts" program to high school age students, with greater emphasis on health care careers.
- Through its Student Ambassadors program, the hospital offered in-depth summer mentoring opportunities to high school juniors and seniors; a number of

these students chose to continue their mentoring relationships with physicians and other clinical staff throughout the year.

- The hospital is presently engaged with area technical-vocational schools, community colleges, nursing homes, the regional employment board, and other community partners in developing career pathways programs for area youth who are interested in the sciences, yet who – due to economic need and limited academic preparation – may not be ready to enroll in a standard college program.

Baystate Franklin Medical Center's programs address the youngest children in the community as well, including educational offerings by maternal/child nurses for prenatal mothers and post-partum parents, as well as infant assessment and monitoring. The focus of these efforts is families at risk, due to either health problems or family dynamics.

Access to Care

Baystate Franklin Medical Center continues to assist residents of the county to access insurance programs such as the Commonwealth Connector and Mass Health, as well as other social and health programs to improve their quality of life. The hospital's Community Health Information Center is the vehicle for a wide variety of education activities and free screenings, while its Health Sciences Library enhances access to health information.

Baystate Franklin Medical Center also assists indigent patients by providing temporary funding for prescription medications, transportation to medical appointments, and medical supplies or other items that pertain directly to their illness, helping them to make arrangements for continuing support as needed. In addition, the hospital provides in-kind supplies for community-based flu clinics.

Next Reporting Year

In the upcoming fiscal year (FY 2009), Baystate Franklin Medical Center will continue to deliver current community benefit programs and will actively work to expand its child/adolescent health and science education programs. BFMC is a valued resource to those living throughout its 725 square mile service area; in addition to providing direct care, its staff members offer information, insight and encouragement to children, their parents and families, and to the community as a whole.

Contact Information

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HIGHLIGHT COMMUNITY BENEFIT PROGRAMS

PROGRAM OR INITIATIVE	TARGET POPULATION/OBJECTIVE	PARTNER(S)	HOSPITAL/HMO CONTACT
Child/Adolescent Health & Science Education Programs	School aged children: To promote greater self-awareness re: health and health risk behaviors, and to encourage exploration of various health care careers.	Judi Singley, Associate Dean for Health Occupations, Greenfield Community College 1 College Drive Greenfield, MA 01301 (413)775-1801	Amy Swisher Director of Public & Community Relations, Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 413-773-2268
Community Health Information Center	General Public: To provide free community education resources and screenings for patients and the general public.	Pam Barber, Volunteer Coordinator Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 413-773-2318	Gina Campbell, RN, MSN Director of Quality and Risk Management, Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 413-773-2332
Indigent Prescriptions Program	Indigent and Uninsured: To provide free life sustaining medications for indigent patients.	Brian P. Joyce, Pharmacy Supervisor Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 413-773-2372	Deborah Palmeri, RN, MSN Chief Nursing Officer, Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 413-773-2332

COMMUNITY BENEFIT EXPENDITURES (related to the whole report)

TYPE	ESTIMATED TOTAL EXPENDITURES FOR FY 2008		APPROVED PROGRAM BUDGET FOR FY 2009
COMMUNITY BENEFITS PROGRAMS	Direct Expenses	\$927,680	\$3,045,064
	Associated Expenses	\$0	
	Determination of Need Expenditures	NA	
	Employee Volunteerism	\$13,384	
	Other Leveraged Resources	\$2,104,000	
	SUB-TOTAL:	\$3,045,064	
COMMUNITY SERVICE PROGRAMS	Direct Expenses	\$91,641	
	Associated Expenses	\$0	
	Determination of Need Expenditures	NA	
	Employee Volunteerism	\$0	
	Other Leveraged Resources	\$0	
	SUB-TOTAL:	\$91,641	
NET CHARITY CARE (Payment to the Health Safety Net)	\$702,977		
CORPORATE SPONSORSHIPS	\$4,658		
TOTAL (Including Community Service Programs)	\$3,844,340		
BFMC Total Patient Care Related Expenses for 2008			\$75,460,339

In addition to all of the services that your hospital provides to the community as either a community benefit or a community service program, BFMC also provides the following:

Charity Care (Payment to the Health Safety Net)	\$702,977
Unreimbursed Health Safety Net Services	\$451,893
Unreimbursed Medicare Services	\$7,092,667
Unreimbursed Medicaid Services	\$1,539,813
BH Supplemental Financial Assistance Program	\$549,918
Payment to the Division of Health Care Finance and Policy Assessment	\$55,319

Total Charity Care: \$10,392,587