

Community Benefits 2008

Milton Hospital is committed to improving the health of its community by providing high quality, personalized health care with compassion, dignity and respect in a cost effective and safe manner. The hospital strives to continuously improve its performance to better serve the community.

Each year, we seek to meet the needs of our community with an organized effort of outreach programs, health educational opportunities, screenings and other means of support. Over the years, we have developed strong connections with many organizations and individuals in our community that have provided Milton Hospital an avenue to share our services and skills. Our connections to seniors, families and students, links to professional health organizations and strong medical resources have resulted in the many successful programs detailed in this report.

We continually seek new ways to reach out to our service area. This year, we are busily planning our first community-wide health fair in many years, and we are formalizing new approaches that will enable us to gather updated information about the health concerns in our community.

As a valued member of that community, we look forward to continuing to serve your health needs!

Sincerely,

***Joseph V. Morrissey
President, Milton Hospital***

Program Overview

Milton Hospital's Community Benefits priorities from October 1, 2007 to September 30, 2008 were to:

- Host a comprehensive community health fair to promote community wellness and increase awareness of key health initiatives
- Help to facilitate or conduct its own community-wide health survey to help identify health needs, educational and outreach opportunities within our primary and secondary service areas
- Continue to seek new opportunities for community involvement
- Identify new clinical opportunities with Beth Israel Deaconess Medical Center that will meet needs identified by the community
- Continue outreach of geriatrics program to area seniors, as well as senior and assisted living facilities
- Expand the reach and depth of our community health and wellness programs
- Provide youth with learning and volunteer opportunities.

Components of the community benefits plan are managed and executed by the public relations staff. The public relations staff work collaboratively with community groups, schools, health, senior and civic organizations to plan programs that meet community needs.

A Community Benefits Committee was assembled prior to FY 2008, and encompassed representatives of Milton Hospital's service area. The committee met early in the year to gather information feedback used to help guide 2008 programming.

In addition, during the summer of 2008, Milton Hospital undertook a telephone market survey of approximately 600 individuals throughout its service area. A portion of the survey addressed questions related to community health needs. The survey asked: "What are the most important unmet community health needs in your area?"; "Identify three unmet needs that you consider to be the most important?" and; "What do you think are the two most important community services for a hospital to provide the residents that it serves?"

Results of the survey indicated a significant need for improved access to care, including affordable care, support groups and free or low cost screenings. Survey results also suggested a demand for specific programming focused on senior wellness, after-school programs, cancer education and substance abuse programming.

The data collected will be one of many resources used to guide future community benefits programming.

Key Collaborations

Our key collaborations and partnerships in 2008 included:

- American Cancer Society
- Avon Walk for Breast Cancer
- Beth Israel Deaconess Medical Center
- Blue Hills Regional Technical School
- Canton Board of Health
- Celebrate Milton
- Centers for Disease Prevention and Control
- Curry College
- Fallon Ambulance Service
- Germantown Neighborhood Center
- Marc A. Susi Scholarship Fund
- Milton Council on Aging
- Milton Lions Club
- Milton Library Foundation
- Milton Junior Women's Club
- Milton Healthy Communities
- Milton High School
- Milton Residences for the Elderly
- Old Colony Hospice
- Prevent Cancer Foundation
- Randolph Firefighters Association
- Rotary Club of Milton
- Special Olympics Massachusetts
- Thacher Montessori School
- Tucker Elementary School

Key Accomplishments of Reporting Year

Cancer Awareness and Prevention

Skin Cancer

The American Academy of Dermatology reports that the incidence of melanoma has increased 690 percent from 1950 to 2001, and the overall mortality rate increased 165 percent during this same period. Now the sixth most common cancer in men and women, one American dies of melanoma almost every hour (every 65 minutes). The association estimated about 108,230 new cases of melanoma in 2007, and reports that one in five Americans will develop some form of skin cancer in their lifetime.

Milton Hospital's annual Skin Cancer Screening provides the community access to a free, full-body screening from a Board certified dermatologist, in conjunction with the American Academy of Dermatology (AAD). Held in the midst of Melanoma/Skin Cancer Detection and Prevention Month, the one-night screening attracts nearly 100 attendees each year. The screening also raises awareness of the dangers of overexposure to sunlight, precautions to reduce the risk of developing skin cancer and how to select the most effective sunscreen.

The American Academy of Dermatology has been partnering with dermatologists across the United States since 1985 to offer free skin cancer screenings. They report that since that time, more than 1.8 million people have been screened and over 180,170 suspicious lesions, including 20,933-plus suspected melanomas have been detected as a result of the effort to partner with dermatologists to provide free screenings.

Prostate Cancer

Other than skin cancer, prostate cancer is the most common type of cancer found in American men. The American Cancer Society estimates that there will be about 186,320 new cases of prostate cancer in the United States in 2008 and about 28,660 deaths. But while one out of six men will get prostate cancer during his lifetime, only one man in 35 will die of this disease. More than 2 million men in the United States who have had prostate cancer at some point are still alive today. The death rate for prostate cancer is going down, and thanks to more diligent screening and prevention tactics, the disease is being found earlier as well.

Each year, Milton Hospital partners with the Prostate Cancer Education Council and Mass Bay Urological Associates to offer a free prostate cancer screening. The screening includes a PSA blood test and digital exam, performed by a Board certified urologist or member of his staff of trained physician assistants. This year, 43 participants took advantage of the screening. In conjunction with community lectures covering the topics of prostate cancer and enlarged prostate,

Milton Hospital has helped in the effort to prevent this disease through both screening and education.

In addition, a blood screening clinic was held in June to measure, among other things, participants' level of prostate-specific antigen (PSA), which can be used to indicate an abnormal prostate condition. After the screening, Urologists Clifford Gluck, M.D. and James Lin, M.D., offered a community lecture discussing different diagnoses of prostate cancer, treatment options and a one-on-one review of PSA test results.

Colorectal Cancer

Colorectal cancer can be prevented by removing precancerous polyps or abnormal growths, which can be present in the colon for years before invasive cancer develops.

When colorectal cancer, cancer of the colon or rectum, is found early and treated, the 5-year relative survival rate is 90 percent. Because screening rates are low, less than 40 percent of colorectal cancers are found early. According to the Centers for Disease Control and Prevention, the rate of surviving colorectal cancer past five years is 90 percent when cancer is found early and treated, making it one of the most preventable cancers. Yet, colorectal cancer is the second leading cause of cancer death in the United States. Nearly 150,000 Americans are diagnosed with colorectal cancer annually and an estimated 60,000 die, most of them unnecessarily.

Throughout 2008, culminating in March, 2008, in observance of Colorectal Cancer Awareness Month, Milton Hospital launched a public awareness campaign on colorectal cancer, and the importance of screening for prevention. Elements of the campaign included a print advertising in local weekly and daily newspapers publications, using the Centers of Disease Prevention and Control's "Screen for Life" National Colorectal Cancer Action Campaign, featuring spokesperson Katie Couric.

In addition, Milton Hospital gastroenterologists George Barrett, M.D., and Kenneth Harris, M.D., published articles about the importance of colonoscopies in colorectal cancer prevention. These bylines appeared in local publications, as well as in the fall and spring issues of Milton Hospital's community newsletter, On Call, which mails to over 120,000 households throughout our service area. Dr. Harris' article has become a permanent feature on Milton Hospital's website.

Our community health fair in May featured a display of The Prevent Cancer Foundation's Super Colon, a giant, inflatable model of a colon that offers an up-close look at healthy colon tissue, tissue with non-malignant colorectal disease like Crohn's and colitis, colorectal polyps and various stages of colorectal cancer. In addition, the display helps educate on the importance of colorectal cancer

screening, prevention tips, risks for developing colorectal cancer, symptoms and treatment options. Over 250 people attended the health fair and viewed the Super Colon.

Finally, a physician-led lecture added a final component to Milton Hospital's awareness campaign. The discussion covered the risks of colorectal cancer and the importance of colonoscopies in early detection and prevention.

Programs for Youth

Based on the 2007 Milton Public School's Youth Risk Behavior Survey, 42.4% of the student sample has consumed alcohol in the last 30 days and 23.0% reported an age of first use at 13 or 14 years old and an additional 15.6% reported an age of first use at 11 or 12 years old. These alarming statistics have resulted in additional youth programming at Milton Hospital, both in an effort to educate on the affects of underage drinking, or simply to provide meaningful, worthwhile activities for local youth.

In April 2008, Milton Hospital participated in a Town-wide forum held at Milton High School on the dangers of underage drinking, which was attended by many Milton teenagers and their parents. As a member of the discussion panel, a registered nurse from Milton Hospital's emergency department offered frank commentary on the many unfortunate conditions and injuries she has witnessed as a result of underage alcohol abuse. The hospital looks forward to offering additional programming on this topic in the future as it forge a stronger relationship with local schools.

In addition to alcohol education, several youth activities were offered at Milton Hospital in 2008.

The hospital offers opportunities for young people to learn about careers in health care by offering internships and a Junior Volunteer Program. Milton Hospital partners with many local colleges and universities to provide internships to students in physical therapy, phlebotomy, nursing and more. The hospital's Auxiliary also oversees the Junior Volunteer Program, which allows high school students to volunteer in various areas of the hospital. This program is especially valuable to students fulfilling a community service requirement.

Milton Hospital set aside January 2008 as "Family Health Month," offering a month's worth of health and wellness activities aimed at youth and young

families. Family Health Month programming included Safe Sitter® babysitter training, youth CPR training, educational programs focused on addressing childhood obesity and asthma and a discussion for parents covering discipline strategies for children.

Community Health Day

On June 1, Milton Hospital hosted its first annual Community Health Day, a widely publicized, major hospital event aimed at bring local families together to learn about health and wellness opportunities available throughout the area.

The event's "Center Court" included on-going demonstrations aimed at promoting an active and healthy lifestyle, especially for youth. Demonstrations included a performance by a local "double-dutch" jump-rope group, zumba, tai chi and self-defense training. In the "Gallery of Health," exhibits and games encouraged kids to compete in safe, simple exercises or learn about different ways to stay healthy, such as hand-washing, healthy eating or using sunscreen properly. A display of The Prevent Cancer Foundation's Super Colon, a giant, inflatable model of a colon offered an up-close look at healthy and diseased colon tissue and offered education on colorectal cancer. In our "Food Court," local food vendors offered low-fat, healthy eating options.

Over 250 people attended this free event.

Community Health Day Exhibitors included:

- American Cancer Society
- Bayada Nurses
- Beantown Jumpers Jump Rope Team
- Common Ground Restaurant
- Community Physicians Group
- Dave's Bike Infirmary
- D.O.V.E.
- Eatin' Healthy Restaurant
- Fallon Ambulance
- Fitness Unlimited
- IMPACT Self Defense
- Massachusetts Medical Society
- Milton Board of Health
- Milton Chiropractic
- Milton Council on Aging

- Milton Healthy Communities
- Milton Hospital Clinical Departments
- Milton Fire Department
- Milton Police Department
- National Guard
- The Prevent Cancer Foundation

Diabetes Awareness

The American Diabetes Association reports that there are 23.6 million children and adults in the United States, or 7.8% of the population, who have diabetes. While an estimated 17.9 million have been diagnosed with diabetes, 5.7 million people (or nearly one quarter) are unaware that they have the disease.

To both raise awareness of this disease and assist those who have been diagnosed, Milton Hospital held Diabetes Awareness Week in June 2008. The week included a series of free, physician-led presentations each aimed at a different facet of the disease. Endocrinologist Manfred Ernesti, M.D., who hosts a monthly Diabetes Support Group at Milton Hospital, kicked off the week with an overview discussion of diabetes management, new oral agents and lifestyle changes in the treatment of the disease. Other presentations included "The Eye and Diabetes," "Diabetic Foot Care," and "Nutrition and Diabetes."

Community Health Education Series

The hospital offered more than 50 health outreach programs free or at a reduced rate to the public. The program has become the hallmark of our community outreach effort, attracting over 800 participants to a wide array of programs held at the hospital throughout the spring and fall. Under the guidance of our Director of Medicine, the course offerings are selected based on community need, past

attendance, new requests communicated through course surveys and physician participation. Programs attract attendees for several towns, including Milton, Quincy, Randolph, and parts of Boston, Braintree, Canton, Weymouth and others.

Course offerings for 2008 included but were not limited to:

- Tai Chi
- Yoga
- CPR
- Skin Cancer Screening
- Blood Screening
- Geriatric Wellness
- Safe Sitter®
- Prostate Cancer
- Senior Driving Safety
- Cholesterol Management
- Parenting Workshops
- Diabetes
- Colorectal Cancer
- Medication Management
- Cardiovascular Health
- Stroke Prevention
- Foot Screening
- Childhood Obesity and Nutrition
- Childhood Asthma

Geriatrics Program

The geriatrics program staff, Virginia Cummings, M.D., Min Song, M.D., Roxanne Musto, RN-C, ANP, and Maureen O'Shea, RN-C, ANP, GNP, augmented their clinical education programs designed to improve assessment and communication among healthcare providers and seniors. They increased the number of Milton Hospital physicians on staff at area skilled nursing and assisted living facilities, giving senior residents access to state-of-the art health care on-site. They promoted the program at dozens of speaking engagements, appearances and events for health care providers and south shore seniors.

Our geriatrics staff has established a presence at the following locations:

Skilled Nursing Facilities

- Milton Healthcare, Milton
- Parkwell, Hyde Park
- Park Place, Hyde Park
- Hellenic Nursing and Rehab, Canton
- Tower Hill Center For Health, Canton
- Orchard Cove, Canton
- Cedar Hill Health Care Center, Randolph
- John Scott, Braintree
- Alliance HealthCare Center, Braintree
- Braintree Manor, Braintree
- Hancock Park, Quincy
- John Adams, Quincy
- Marina Bay, Quincy
- Quincy Rehab, Quincy
- Rice Eventide, Quincy
- Colonial, Weymouth
- Weymouth Healthcare, Weymouth
- Bostonian, Dorchester
- Boston Home, Dorchester
- St. Joseph Home, Dorchester
- Marian Manor, South Boston
- Eastwood, Dedham
- Deutsches Altenheim, West Roxbury
- BayPointe, Brockton

Senior Residence Communities

- Unquity House, Milton
- Winter Valley, Milton
- Fuller Village, Milton
- Simon C. Fireman Community, Randolph

Assisted Living Facilities

- Grove Manor Estates, Braintree
- River Bay Club, Quincy
- Marina Place, Quincy
- Traditions of Dedham, Dedham
- Heights Crossing, Brockton
- Hearthstone, Brockton

Low Rate Student Immunizations

Milton Hospital, in conjunction with its Occupation Health Department, offers low rate immunizations to any student entering an accredited college program.

Students without insurance, or on their parents' insurance, benefit from the program, because all colleges and universities now require student immunizations prior to enrollment. Now in its third year with the program, Milton Hospital has screens an average of 200 students per year.

Translation Services

Milton Hospital is pleased to serve a diverse population, including many non-English speaking individuals. To accommodate all our patients, we offer professional interpreter services in many languages free of charge.

Whether discussing a confidential medical diagnosis, or simply providing directions to the nearest vending machine, our bank of trained employee interpreters and 24-hour interpreter service providers make Milton Hospital a welcoming place for all our patients.

Health & Wellness Fairs, Events, Speakers and other Efforts

Milton Hospital is present at many area health and wellness fairs offering blood pressure checks, body fat analysis, and more. Our physicians and clinical staff speak to community groups, councils on aging, the Rotary Club and more. The public relations staff offers hospital tours to schools and summer education groups. The hospital also supports many organizations through advertising and sponsorships.

Highlights:

- Milton Hospital served as a member of the Healthy Communities Milton Initiative. The hospital sponsored a community team to attend training at The Massachusetts Forum for Creating Healthier Communities.

- Milton Hospital partnered with both the Fuller Village senior living facility, Milton and the Milton Council on Aging to provide regular health-related lectures. Hospital physicians and clinical staff offered a wide variety of on-site programs, covering topics such as eye health, prostate cancer awareness, information about healthcare proxy, stroke risks and prevention and others. The hospital also provides financial assistance to the Milton Council on Aging.
- The hospital ran seventeen CPR programs and certified 63 community members.
- Milton Hospital held a holiday gift drive to benefit the Germantown Neighborhood Center, Quincy. Hospital employees responded with more than 200 gifts to the drive, which were donated to low-income families from Quincy's Germantown and Hough's Neck neighborhoods.

Plans for Next Reporting Year

In the next reporting year, Milton Hospital will:

- Establish partnerships with other local organizations to develop an approach for a collaborative and comprehensive Community Health Needs Assessment
- Continue to seek new opportunities for community partnership that result in improved access to health and wellness programming, especially at the school-age level
- Identify new clinical opportunities with Beth Israel Deaconess Medical Center that will meet needs identified by the community
- Continue outreach of geriatrics program to area seniors, as well as senior and assisted living facilities