

Berkshire Medical Center - FY2010

Community Benefits Mission Statement

Furthering our charitable purpose, the Berkshire Health Systems' Community Benefit Mission is to identify, prioritize and invest in our community's health needs by pursuing needed initiatives and programs. The Community Benefit goals include satisfying unmet needs in the Berkshires and improving the health status of our community with a particular focus on access to healthcare and "at risk" populations. Recognizing the value of BHS's partnership with our community, BHS will seek input and meaningful collaboration in our effort to meet community need. BMC and Fairview Hospital will outline in an annual Community Benefit plan, the priorities to be addressed and the initiatives to be funded.

Target Populations

Name of Target Population	Basis for Selection	
Medically underserved	Berkshire County has one of the highest number of medically underserved residents in Massachusetts	
Uninsured	Due to its economic and employment status, Berkshire County has a significant number of individuals and families who are uninsured or underinsured	
Senior population	Berkshire County has one of the largest elderly populations in the state	
Racial and ethnic populations	The Berkshires is experiencing a steady rise in immigrant population, particularly Latin American and Russian immigrants	
Entire geographic population of Berkshire County	Berkshire County is the most rural county in the state and is geographically isolated from larger communities. As a result, BMC is the primary provider of healthcare services to the region.	
Economically vulnerable	Berkshire County has one of the highest unemployment and underemployment rates in the state and low median income	
Youth	Local healthcare statistics on youth at risk	
Pregnancy and Childbirth	Local healthcare statistics on Maternal Child Health	
Populations with health disparities	Local health data	

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.berkshirehealthsystems.org/community>

Key Accomplishments of Reporting Year

Comprehensive physician recruitment, nursing and technologist education and advancement programs, filling critical shortages; outreach program/van with direct on-site health screenings and blood pressure clinics; Advocacy for Access providing insurance enrollment to over 11,000 uninsured/underinsured; comprehensive cancer treatment/prevention, focusing on colorectal, breast, prostate and other cancers, colonoscopy patient fund to help those with financial barriers to be screened and direct and open access program for people to make their own appointments for screening colonoscopy; cardiovascular disease efforts reducing mortality rate, recognized by American Heart Association for achievements in coronary artery disease, stroke, heart failure; walking program with over 2,700 participants designed to encourage exercise; school partnerships; childhood obesity program; smoking cessation program; worksite wellness initiative; dental clinic providing comprehensive care and expanded access for underinsured/uninsured; diabetes education program; emergency preparedness in collaboration with community police, fire and public health agencies; suicide prevention program; pain management initiative, bloodmobile program that is helping to lower the cost of blood for hospitals in the county.

Plans for Next Reporting Year

Care Navigation program dedicated to aiding cancer patients as they go a complex and often confusing care system, providing direct one-on-one guidance, referral assistance and support from diagnosis to treatment and after. Redesigned community outreach program enhancing the use of the BHS Community Outreach Van with program personnel providing direct on-site services, such as health screenings, blood pressure checks and education. A hypertension prevention and education program, focusing on providing community education about the dangers of high blood pressure and how to control it through medication, if needed, and lifestyle changes. Expanded school-based nutrition and obesity program. Continued expansion of cardiovascular disease and diabetes prevention and treatment programs and pain management project. Advancement of comprehensive cancer treatment and prevention program, with additional education programs on prostate cancer. Continued intensive recruitment of new physicians, registered nurses, radiologic/lab technologists in critical shortage program. Continued system-wide efforts to serve uninsured/underinsured through enrollment in MassHealth and Commonwealth Care programs through outreach program/van and Advocacy for Access. Health screenings & education in local communities with a focus on health disparities and at risk populations.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Ruth Blodgett, BHS Senior Vice President, Planning and Development; Michael Leary, BHS Director of Media Relations; Cathie McHugh, Planning Analyst; Bobbie Orsi, RN, Director, Community Outreach Services; Ed Perlak, Vice President, Community Services; Lee Santos, BHS Fiscal Administration; Program Directors of Community Benefit programs.

Community Benefits Team Meetings

The BHS Community Benefits and Access Committee meets monthly to discuss community benefit programs, potential new initiatives, community needs and outcomes. Throughout the year, internal community benefit and program leaders meet to coordinate the Community Benefit Plan and programs.

Community Partners

Pittsfield Public Schools, Pittsfield Board of Health, Head Start, Berkshire Community Action Council, Center for Ecological Technology, Teen Parent Program, Brien Center for Mental Health and Substance Abuse Services, Pittsfield Police, Massachusetts Coalition for Suicide Prevention, Massachusetts Department of Public Health, Local community pharmacists, American Heart Association, American Stroke Association, American Diabetes Association, Elder Services, Pittsfield Senior Center, Greylock Federal Credit Union, Boxcar Media, YMCA, Tri-Town Health Board, SHINE program, Berkshire Immigrant Center, Berkshire Community College, Berkshire County Sheriff's Department, Berkshire Breast Health Team, Community Health Program, Healthy Communities Access Program, Berkshire United Way, Berkshire Youth Development Project, CHNA, local business community.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Community Health Needs Assessment fully updated on June 10, 2009. Updated again on February 22, 2010 to include Adolescent and Youth Health as its own priority area.

Consultants/Other Organizations

Massachusetts Department of Public Health; University of Wisconsin Population Health Institute; Berkshire County Boards of Health; local school districts; Berkshire County Regional Planning Commission; Berkshire United Way; Berkshire Chamber of Commerce; Massachusetts Medical Society; Regional Pain collaborative; Berkshire County Regional Emergency Operations Planning Committee.

Data Sources

Community Focus Groups, Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, Other -

Healthy People 2020; Department of Public Health Bureau of Family and Community Health Injury Report; Physician Manpower data; Workforce Needs Data; Wellness Data; Emergency Department/Trauma Registry; Berkshire United Way; Berkshire Regional Planning Commission; chamber of commerce blueprint study

Select Community Benefits Programs

Physician Recruitment/Workforce Development

Brief Description or Objective	Financial support to recruit new physicians, providing practices with communication, advertising and office start-up assistance. 21 physicians joined staff in 2010. Provided 318 BMC/BHS employees tuition/fees for nursing training, radiologic technologist or lab technician training.
Program Type	Community Benefits Planning Process,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Grant/Donation/Foundation/Scholarship,Health Professional/Staff Training,Healthy Communities Partnership,Outreach to Underserved,Physician/Provider Diversity,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cancer - Prostate, Other: Cardiac Disease, Other: Dental Health, Other: Education/Learning Issues, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stroke, Other: Uninsured/Underinsured, Substance Abuse • Sex: All • Age Group: All • Ethnic Group: All • Language: All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Meet community need through recruitment of physicians in order to fill acute shortages	Ongoing
Train healthcare professionals in order to meet community need for nursing and other critical shortage areas	Ongoing

Partners

Partner Name, Description	Partner Web Address
Private Physician Practices	
Berkshire Community College RN Program	
Springfield Technical Community College	
University of Massachusetts	
Elms College of Chicopee	
Berkshire Medical Center Physician Practices	www.berkshirehealthsystems.org

Contact Information	Arthur Milano, VP Human Resources, Berkshire Health Systems, 725 North St., Pittsfield, MA 01201 413-447-2784, hr@bhs1.org
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Detailed Description	Not Specified
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Cardiovascular/Diabetes Prevention

Brief Description or Objective Addresses identified cardiovascular and diabetes risks. Heart health community education programs; over 2,000 screenings, including free blood pressure clinics; Worksite Wellness programs provided to 11 local companies and over 9,000 employees, focusing on reducing health risks; BMC recognized with American Heart Association awards for coronary artery disease, stroke, heart failure care; Diabetes Education Program certified by American Diabetes Association serving 1,400 diabetics with support services/education, including 600 new patients in 2010. Berkshire Visiting Nurse Association uses unique telemedicine program for heart failure patients, in order to be able to constantly monitor their health changes in order to avoid readmission to the hospital.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stroke, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Improve morbidity and mortality and quality of life	Ongoing
Reduce the risk of cardiovascular disease	Ongoing
Reduce healthcare costs in the community	Ongoing
Provide nutrition information to help reduce health risk factors	Ongoing
Reduce hypertension rate in the community	Ongoing

Partners

Partner Name, Description	Partner Web Address
American Stroke Association	
American Heart Association	
American Diabetes Association	
Physician Offices	
Local businesses and community organizations	
Contact Information	Bobbie Orsi, RN, Accent on Health program, Berkshire Medical Center Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-445-3099, borsi@bhs1.org
Detailed Description	Not Specified

Enrollment and Access to Care

Brief Description or Objective Facilitated enrollment of 11,483 eligible applicants into MassHealth, Commonwealth Care and other health coverage programs. Designed to eliminate or reduce the number of people who are uninsured/underinsured, to create awareness of different programs that help to pay for health services. Health Outreach program/van provided free health screenings and information on applying for health coverage.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description **Goal Status**

Increase awareness for the uninsured/underinsured in Central and Southern Berkshire of means of paying for healthcare services, reducing or eliminating inability to pay as a barrier to receive healthcare	Ongoing
Improve access to healthcare for immigrant and other minority populations	Ongoing

Partners

Partner Name, Description **Partner Web Address**

Local CHNA agencies
 Massachusetts Department of Medical Assistance
 area businesses
 Berkshire County House of Corrections
 Community Health Center Great Barrington
 Hilltown Community Health Center
 CHP Neighborhood Health Center
 Cross Cultural Action Network
 Other not for profit organizations and agencies
 Christian Center
 Salvation Army of Pittsfield and North Adams
 Community homeless shelters

Contact Information Pat Duma, Program Coordinator, Berkshire Medical Center Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-445-9480., pduma@bhs1.org

Detailed Description Not Specified

Cancer Treatment/Prevention

Brief Description or Objective Comprehensive cancer treatment and prevention effort, focusing on colorectal, breast, prostate and other cancers. Recognized by American College of Surgeons with national award for outstanding achievement. Provided mammography, colonoscopy screening, public programs on cancer prevention, treatment options, treatment side effects and living with cancer. Participate in community events related to cancer education and prevention and American Cancer Society

Relay for Life programs to help raise awareness of cancer prevention and treatment options locally. Initiated Colonoscopy Patient Fund in 2010 to help those in our community with financial barriers to be screened for colorectal cancer through colonoscopy, including assistance in paying high co-pays or deductibles. Also initiated Open and Direct Access program for residents to directly schedule their screening colonoscopy. Held community prostate cancer awareness program with Urologists discussing prostate cancer, testing, prevention, diagnosis and treatment options at local cinema complex.

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Community Participation/Capacity Building Initiative, Direct Services, Grant/Donation/Foundation/Scholarship, Health Screening, Healthy Communities Partnership, Outreach to Underserved, Prevention, Support Group

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cancer - Other, Other: Cancer - Prostate, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Smoking/Tobacco, Other: Uninsured/Underinsured, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Provide community education on cancer prevention and early detection screenings	Ongoing
Improve access to early detection cancer screenings and services	Ongoing
Improve compliance with American Cancer Society recommended screening guidelines	Ongoing
Provide best practice care to individuals and families affected by cancer	Ongoing
Increase access to mammography screening	Ongoing
Improve access and reduce delays associated with medical care for those diagnosed with breast cancer and improve quality of life for breast cancer patients through Women's Imaging Center program	Ongoing
Improve screening rates for colonoscopy by addressing financial barriers	Ongoing

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	
BHS Tobacco Treatment Program	
Berkshire Hematology Oncology	
Urology Services of the	

Berkshires
Gastroenterology Physician
Practices
Beacon Cinema, Pittsfield
Community organizations

Contact Information Kathy Hart, RN BMC Care Navigation Program Coordinator, 777 North St. Pittsfield, MA 01201
413-447-2147, khart@bhs1.org

Detailed Description Not Specified

Community Outreach Program and Van

Brief Description or Objective Community Outreach Program and mobile outreach van used to provide direct, on-site community access to healthcare for at-risk populations, uninsured/underinsured, and to improve the health of the community through preventive services and screenings. Provided assistance to nearly 700 residents in accessing health insurance enrollments into MassHealth/Commonwealth Care. Provided over 1,500 free health screenings, including blood pressure and blood glucose screenings, and hundreds of referrals for multiple services. Conducted numerous health promotion and educational programs in the community, and promotional campaigns targeting specific health issues, such as Falls.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Mental Health, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cardiac Disease, Other: Dental Health, Other: Diabetes, Other: Hypertension, Other: Pulmonary Disease/Tuberculosis, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description Goal Status

Reduce risk of cardiovascular disease, diabetes, stroke, cancer Ongoing

Reduce the number of falls in the senior population through education programs and events Ongoing

Reduce healthcare costs in the community through preventive screenings and identification of at-risk populations Ongoing

Partners

Partner Name, Description Partner Web Address

BHS Advocacy for Access
American Cancer Society
American Heart Association
Local community service organizations
BHS Diabetes Education Program

Contact Information	Bobbie Orsi, RN Berkshire Medical Center 725 North St. Pittsfield, MA 01201 413-445-3099, borsi@bhs1.org
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Detailed Description	Not Specified
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Operation Better Start

Brief Description or Objective	A unique community program providing services to pregnant women, children, adolescents, young adults and their families, with a focus on reducing risk for health conditions, particularly childhood obesity, through good nutrition and lifestyle changes. In 2010, Operation Better Start worked with 150 children and nearly 200 women on nutritional care, partnered with the BMC Dental Residency program to provide free dental sealants to nearly 270 students in Berkshire County schools.
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Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: Access to Health Care, Mental Health, Other: Child Care, Other: Dental Health, Other: Diabetes, Other: Education/Learning Issues, Other: Hypertension, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity • Sex: All • Age Group: Adult, Adult-Young, All Children • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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Goal Description	Goal Status
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Improve the health of women and children through education, nutrition, behavior modification and lifestyle changes	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Pittsfield School System	
Local Pediatric and Obstetric/Gynecology physician practices	
National Institutes of Health We CAN Program	
Center for Ecological Technology SPROUT program	
Berkshire North Women, Infants and Children program	
BHS Smoking Cessation Program	
Healthy Beginnings Program	
BMC Dental Clinic	

Contact Information	Peter Gazzillo, Registered Dietitian, Berkshire Health Systems Operation Better Start, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-445-9243, pgazzillo@bhs1.org
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Detailed Description	Not Specified
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BMC Emergency Operations Program

Brief Description or	BMC emergency service providers work collaboratively with numerous organizations,
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Objective municipalities and state and local agencies to maintain and enhance preparedness for potential disasters; hold communitywide drills and tabletop drills testing response to mass casualty, hazardous materials spills, evacuation, potential terrorist threat and other situations; provide EMS education programs. Also, help coordinate mass vaccinations, in coordination with city and town public health agencies, in the event of a pandemic event.

Program Type Community Benefits Planning Process,Community Education,Direct Services,Health Professional/Staff Training,Healthy Communities Partnership,Mentorship/Career Training/Internship,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Immunization, Injury and Violence, Mental Health, Other: First Aid/ACLS/CPR, Other: Public Safety, Other: Safety, Other: Safety - Auto/Passenger, Other: Safety - Home
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Collaborate with local law enforcement, fire departments, EMS providers and communities to pre-plan for and respond to emergencies that would suddenly and significantly affect the need for hospital and other community emergency services, the ability to provide those services and pose an immediate or potential danger to the health and safety of patients, staff, visitors and overall community

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Berkshire County Fire Departments
 Berkshire County Police Departments
 Massachusetts State Police
 Massachusetts Department of Public Health
 Massachusetts Emergency Management Agency
 Fairview Hospital
 North Adams Regional Hospital
 County Ambulance Service
 Berkshire County Emergency Preparedness Committee
 Berkshire Visiting Nurse Association
 Massachusetts Medical Examiner's Office

Contact Information

Lucy Britton, RN, Emergency Management Director, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-2257, lbritton@bhs1.org

Detailed Description

Not Specified

Suicide Prevention

Brief Description or Objective

BMC has partnered with the Massachusetts Department of Public Health's Suicide Prevention Program on a strategy for reducing suicide within Berkshire County and identifying best practices that could be emulated by others in order to reduce the suicide rate across the Commonwealth. Part of the focus is on educating "gatekeepers" and improving screening for depression, substance abuse and suicide risk in mental health settings, primary care settings, employee wellness programs, and the medical center's inpatient population.

Program Type

Community Benefits Planning Process,Community Education,Direct Services,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Public Safety, Other: Safety, Other: Safety - Home, Other: Stress Management, Other: Uninsured/Underinsured, Substance Abuse
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Goal Status

Provide suicide risk reduction training for medical students, medical and psychiatry residents in training, nurses and crisis intervention workers

Ongoing

Obtain feedback from community Gatekeepers

Ongoing

Partners

Partner Name, Description Partner Web Address

Brien Center for Mental Health and Substance Abuse Services

Pittsfield Police Department

Massachusetts Department of Public Health

Massachusetts Coalition for Suicide Prevention

Contact Information

Dr. Alex Sabo, Chairman, Department of Psychiatry and Behavioral Science, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201 413-447-2000, asabo@bhs1.org

Detailed Description

Not Specified

Walk with Me in the Berkshires

Brief Description or Objective

Community walking program with two parallel components - one for the general community, the other for BHS employees. Nearly 3,000 people were given free pedometers and a six-week walking period with the goal of increasing steps each week and reporting online. In all, 873 million steps were record, or 436,000 miles walked. Close to 1,500 people from the general community participated, while over 1,300 Berkshire Health Systems employees participated. BHS is the county's largest employer, and this program is a key part of its Wellness program for employees.

Program Type

Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Healthy Communities Partnership,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Other: Cardiac Disease, Overweight and Obesity, Physical Activity
- **Sex:** All

- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Reducing health risks, such as cardiovascular disease and high blood pressure through exercise

Increase activity level among the community

Reduce the cost of healthcare through preventive activity

Goal Status

Program runs April through end of May but participants are encouraged to continue their walking throughout the year

Ongoing

Ongoing

Partners

Partner Name, Description Partner Web Address

Blue Cross/Blue Shield of Massachusetts

Berkshire Health Care Systems Long Term Care Facilities

Pittsfield Council on Aging

General Dynamics, Pittsfield

Greylock Federal Credit Union

Troy's Promotions

iBerkshires website/Boxcar Media www.iberkshires.com

Mayor's Office, City of Pittsfield

Mayor's Office, City of North Adams

Contact Information

Michael Leary, BMC Community Relations Office, 725 North St., Pittsfield, MA 01201, 413-447-2788, mleary@bhs1.org

Detailed Description

Not Specified

BHS Pain Management Initiative

Brief Description or Objective

For five years, Berkshire Health Systems has led a community Pain Management Initiative, a collaboration among local healthcare providers, social and law enforcement agencies, schools and the court system and other stakeholders. The program is designed to help prevent the misuse and/or diversion of pain medications in the community. In 2010, the program collaborated with local law enforcement and the federal Drug Enforcement Agency on medication roundups, where the community was given the opportunity to bring unused or outdated medications - prescription or over the counter - to a location for proper disposal. This program also accepted used sharps devices.

Program Type

Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Professional/Staff Training,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Environmental Quality, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Chronic Pain , Other: Hepatitis, Other: HIV/AIDS, Other: Public Safety, Other: Safety, Other: Safety - Home, Other: Sexually Transmitted Diseases, Substance Abuse
- **Sex:** All
- **Age Group:** All

- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity

Goal Description	Goal Status
Assuring safe and effective treatment of those suffering from acute and chronic pain	Ongoing
Prevent individual and community harm from misuse and diversion of prescribed and over the counter medications	Ongoing

Partners

Partner Name, Description	Partner Web Address
Berkshire County District Attorney's Office	
Pittsfield Police Department	
Berkshire County Court System	
Local physician practices	
US Drug Enforcement Agency	

Contact Information

Ann McDonald, Berkshire Medical Center, Bishop Clapp Building, 725 North St., Pittsfield, MA 01201, 413-447-2000, annmcdonald@me.com

Detailed Description

Not Specified

Smoking Cessation Program**Brief Description or Objective**

Providing both individual and group counseling, the BMC Smoking Cessation program provides smokers with the tools needed to quit, so that they may improve their health status. Smoking has been identified as the leading risk factor in many diseases, such as cardiovascular disease, diabetes, cancer and pulmonary disorders. The program offers support services and medications that can help the smoker to cope with the physical and emotional reactions to quitting. In 2010, the program provided care to 748 patients, or 1,100 units of service.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Screening,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Environmental Quality, Mental Health, Other: Alcohol and Substance Abuse, Other: Asthma/Allergies, Other: Cancer, Other: Cancer - Lung, Other: Cancer - Other, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Pregnancy, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Reduce the incidence of death and disease from tobacco use across the county	Ongoing

Partners

Partner Name, Description Partner Web Address

Massachusetts Department of
Public Health
Operation Better Start
Pittsfield Health Department
Tri-Town Health Board

Contact Information

Carol McMahon, Director, Tobacco Treatment Services, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-499-2602, cmcmahon@bhs1.org

Detailed Description

Not Specified

Wellness at Work**Brief Description or Objective**

A comprehensive employee wellness program developed for area businesses and Berkshire Health Systems employees (as BHS is the county's largest employer). Wellness at Work provides health risk analyses and screenings and a range of programs to support healthier lifestyles and to help reduce health coverage costs for employers. In 2010, the program provided wellness services to 11 local companies, reaching close to 9,300 employees. It also served the employees of six municipalities and seven school districts. Within BHS, the program serves nearly 2,800 employees.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,School/Health Center Partnership

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Immunization, Other: Cancer, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Other: Vision , Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description**Goal Status**

Reduce risk of cardiovascular disease, diabetes, pulmonary disease in the employee population

Ongoing

Help reduce healthcare costs for local employers through preventive services

Ongoing

Provide access to local employers to programs and activities that reduce health risks

Ongoing

Partners**Partner Name, Description Partner Web Address**

American Heart Association
American Diabetes Association
American Cancer Society
Berkshire Chamber of
Commerce
Local business community

Local physician practices

Contact Information

Carol Nixon, RN, Wellness at Work, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-445-9350., cnixon@bhs1.org

Detailed Description

Not Specified

Language and Translation Services**Brief Description or Objective**

Created to help the steadily growing immigrant population of the Berkshires with access to healthcare services, the Language and Translation Services program provides patients with foreign language and American Sign Language interpretation services. The program has in-house, in-person services for patients speaking Spanish, French, Portuguese and Russian. In addition, the program works with agencies to cover all other language requests and has a 24-hour telephone/video interpretation system covering 200 languages. In 2010, interpretation services were provided to nearly 2,000 patients in-person and over 1,300 by phone or video.

Program Type

Community Benefits Planning Process,Community Health Needs Assessment,Direct Services,Outreach to Underserved,Physician/Provider Diversity,Prevention

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description**Goal Status**

Provide high quality and accurate translation services for patients with language barriers and for deaf and hard of hearing patients

Ongoing

Enhance preventive care for patients who speak foreign languages and for those who are deaf or hard of hearing

Ongoing

Provide community outreach services to immigrant populations

Ongoing

Provide expanded professional training for providers who work with patients with language barriers

Ongoing

Partners**Partner Name, Description** **Partner Web Address**

Cross Cultural Action Network

Local churches and other religious organizations

Community human service organizations

Contact Information

Veronica Bedard, Program Director, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-2114, ext. 5489, vbedard@bhs1.org

Detailed Description

Not Specified

Injury Prevention**Brief Description or**

With leadership from its Trauma program, BMC has identified key areas where preventive

Objective programs can help to reduce the number of injuries caused by participation in risk-associated activities. These programs include Teens at Risk, which works with local teens on the dangers of drinking and driving; and Think First, a program aimed at youth and adolescents, stressing the importance of injury prevention through the wearing of seatbelts and helmets. The BMC ImPACT program is designed to help prevent serious injury in sports as the result of concussion. Working with a local neurologist and specialist in concussion, the BMC program provided baseline concussion screenings for over 2,000 local high school students involved in contact sports. If one of the students sustained a concussion, he or she was tested again, and the level of concussion and time to full recovery was measured through comparison to the baseline test. In this way, students who sustained concussions would not return to the sport before they were physically ready, and they would avoid second-impact syndrome, a potentially lethal condition.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,School/Health Center Partnership

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Drunk Driving, Other: Gambling, Other: Public Safety, Other: Safety, Other: Safety - Auto/Passenger, Other: Safety - Sports, Physical Activity, Responsible Sexual Behavior, Substance Abuse
- **Sex:** All
- **Age Group:** Adult-Young, All Children
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
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Promote understanding by teens of injury prevention through the wearing of seatbelts and helmets	Ongoing
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Help teens to understand the dangers of drinking and driving as well as other risk-taking behaviors	Ongoing
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Help prevent second-impact concussion syndrome in high school athletes involved in contact sports through cognitive testing	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Berkshire County Juvenile Court	
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Berkshire County Public Schools	
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Public School Athletic Directors High school sports coaches	
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Contact Information	Tracy DiSilva, Director, BMC Trauma program, 725 North St., Pittsfield, MA 01201, 413-447-2755., tdisilva@bhs1.org
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Detailed Description	Not Specified
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BMC Dental Clinic

Brief Description or	The BMC Dental Clinic provides is one of the few providers of comprehensive general dentistry
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- **Health Indicator:** Access to Health Care, Immunization, Other: Elder Care, Other: Hypertension, Other: Osteoporosis/Menopause
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Improve management of chronic diseases and promote wellness of vulnerable senior populations	Ongoing
Promote wellness and overall health of vulnerable senior populations	Ongoing

Partners**Partner Name, Description Partner Web Address**

Elder Services of Berkshire County

Pittsfield Housing Authority

Contact Information

Patricia Eddy, RN, Berkshire VNA, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-2000, ext 9165, peddy@bhs1.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
Community Benefits Programs	Direct Expenses \$5,129,379 Associated Expenses \$968,243 Determination of Need Expenditures \$0 Employee Volunteerism \$17,093 Other Leveraged Resources \$2,348,665	\$8,000,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$2,526,294 HSN Denied Claims \$139,815 Free/Discount Care \$0 Total Net Charity Care \$2,666,109	
Corporate Sponsorships	\$25,076	
	Total Expenditures \$11,154,565	
Total Patient Care-Related Expenses for FY2010		\$281,248,191
Comments: None		

Optional Information

Expenditures	Amount	
Community Service Programs	Direct Expenses	Not Specified
	Associated Expenses	Not Specified
	Determination of Need Expenditures	Not Specified
	Employee Volunteerism	Not Specified
	Other Leveraged Resources	Not Specified
	Total Community Service Programs	Not Specified
Bad Debt:	\$5,620,241	Certified
IRS 990:	Not Specified	