

## Beth Israel Deaconess Hospital-Needham - FY2010

### Community Benefits Mission Statement

The Board of Trustees, leadership and staff at Beth Israel Deaconess Hospital-Needham (BID-Needham) are dedicated to working in partnership with residents, community leaders, and civic, social, and medical organizations in the communities the hospital serves.

The hospital's commitment to the community benefit ideals also includes conducting periodic community health needs assessments, providing extensive opportunities for public input, assisting financially disadvantaged patients to obtain healthcare, and participating in all ongoing evaluation processes. We believe that the cooperative and collaborative partnerships we develop through our Community Benefit programs will help us address the health and welfare needs of our community.

### Target Populations

Name of Target Population	Basis for Selection
Seniors	High percentage of patient population
Families with Children	Community demographics
First Responders	To provide training and education to emergency response personnel.
Financially Disadvantaged	Provide education, counseling and enrollment for uninsured and underinsured.

### Publication of Target Populations

Marketing Collateral, Annual Report, Website, Other- earned and paid media and community cable.

### Hospital/HMO Web Page Publicizing Target Pop.

Patients, board members, donors, residents, civic leaders, social service providers and employees.

### Key Accomplishments of Reporting Year

In 2010, BID-Needham continued and enhanced its programs for the communities it serves.

### SPEAKER SERIES

The hospital launched a monthly speaker series for the public to listen and talk with physicians about a variety of issues impacting the community, including: breast, prostate and colon cancer; diabetes; heart health in women and obesity.

#### PATIENT AND FAMILY ADVISORY COUNCIL

The hospital also established a Patient and Advisory Council (PFAC) as a way for patients and/or families to suggest improvements in quality, safety, communications, and hospital processes. The public was invited to participate through public service announcements, newspaper notes, and brochures placed throughout the hospital.

#### HEALTHY NEEDHAM 2011

BID-Needham in conjunction with the Department of Public Health funded the Healthy Needham 2011 Calendar. The goal is to enhance and promote healthy living and highlight wellness in the community.

#### TRAVELING MEALS

In conjunction with the Needham Board of Health, BID-Needham continued the Traveling Meals program for seniors and those unable to provide food for themselves. More than 20,400 meals were delivered to residents throughout the community.

#### HEALTH SCREENINGS

Free cholesterol, glucose, blood pressure and vein screenings were made available throughout the year.

#### SMOKING CESSATION

The hospital maintained its no smoking policy for all employees, patients and visitors. Information on smoking cessation is included in all admission/discharge materials.

#### BASIC LIFE AND CPR TRAINING

BID-Needham provided more than 20 Basic Life and CPR trainings to first responders. These trainings were also provided to members of the community.

#### **Plans for Next Reporting Year**

As part of our ongoing commitment to better serve our communities, BID-Needham is participating in a comprehensive health needs assessment with Community Health Needs Assessment (CHNA)<sup>18</sup>. The steering committee started the process in early 2010 and is expected to conclude its assessment in time for the 2011 Community Benefits reporting deadline.

## **SPEAKER SERIES**

Given the success of the speaker series, the hospital will continue to provide education and awareness on health issues impacting our community as determined by the Department of Public Health, hospital data and the medical staff.

The community relations liaison will continue to work with local senior centers, councils on aging, social service providers and community organizations to provide health screenings, educational materials, and financial support.

## **Community Benefits Process**

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### **Select Community Benefits Process**

#### **Community Benefits Leadership/Team**

Rose Lewis, Director of Marketing and Communications with the assistance of Kim Hinden, Director of Volunteers and Community Relations and Kimberley Williams, Marketing Associate.

#### **Community Benefits Team Meetings**

The team meets weekly, and more often when needed, to discuss education, awareness and implementation of programs to address the needs of our target populations. Members of the team work with community organizations to ensure that goals are being met and that valuable initiatives are implemented as determined by the committee, medical professionals, and key leadership staff.

#### **Community Partners**

Massachusetts Department of Public Health;  
Needham  
Department of Public Health; Riverside  
Community Health;  
Local senior centers and Councils on Aging;  
local law  
enforcement officials; TRIAD; CHNA 18;  
Newton-Needham Chamber  
of Commerce, Needham Business Association;  
and Departments of  
Youth Services

#### **Community Health Needs Assessment**

**Date Last Assessment Completed and Current Status**

The Director of Community Outreach has been working with CHNA 18 to compile relevant data for a comprehensive health care assessment for the hospital. The process began in early 2010 and will continue through the end of the year. The findings will be included in next year's Community Benefits report.

The last formal health care assessment took place in 1997.

**Consultants/Other Organizations**

Not Specified

**Data Sources**

Community Focus Groups, Other - Hospital, Public Health Personnel, MassCHIP, CHNA

**Select Community Benefits Programs****Stroke Education****Brief Description or Objective**

Awareness campaign to educate the community about the signs of a stroke and the importance of getting a stroke patient to an emergency department as quickly as possible.

**Program Type**

Prevention

**Target Population**

- **Regions Served:** Not Specified
- **Health Indicator:** Other: Stroke
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** Spanish

**Goals**

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations

**Goal Description**

Raise awareness about warning signs and importance of immediate medical attention.

**Goal Status**

Ongoing

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

Department of Public Health

heart.stroke@state.ma.us

American Stroke Association

www.strokeassociation.org

Beth Israel Deaconess  
Hospital-Needham

www.bidneedham.org

**Contact Information**

Gay Calo, Program Coordinator, gcalo@bidneedham.org

**Detailed Description**

[Download/View Attachment](#) (267.29 KB)

File Name: Pulse2010GoldStrokePlusCertificate.pdf

**Cancer Awareness****Brief Description or**

BID-Needham held three public forums with physicians to address the prevention and

**Objective** treatment of breast, prostate and colon cancers.

**Program Type** Community Education

**Target Population**

- **Regions Served:** Not Specified
- **Health Indicator:** Other: Cancer
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

## Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations

**Goal Description**                      **Goal Status**

Educate community on early detection and preventive care.      Ongoing

## Partners

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

American Cancer Society	www.cancer.org
Beth Israel Deaconess Hospital-Needham	www.bidneedham.org

**Contact Information**                      Rose Lewis, Director of Marketing and Communication 60 Dedham Ave. Needham, MA 02492 617-754-0559, rlewis2@bidneedham.org

**Detailed Description**                      [Download/View Attachment](#) (95.70 KB)  
File Name: CancerSpeakerSeriesPoster2010.pdf

## Diabetes Education

**Brief Description or Objective**                      Diabetes is a known health risk and illness among our patients and our community at large. To serve this population more readily and consistently we added a second endocrinologist and expanded our days of service from three to five days a week. The staff of the center also includes a licensed dietitian/nutritionist.

**Program Type**                                  Direct Services

**Target Population**

- **Regions Served:** Not Specified
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

## Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations

**Goal Description**                      **Goal Status**

Provide world-renowned care for diabetes patients.      Ongoing

## Partners

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

Joslin Diabetes Center	www.joslin.org
Beth Israel Deaconess Hospital-Needham	www.bidneedham.org

**Contact Information**                      Mary Paschal, Director 148 Chestnut St. Needham, MA 02492, mpaschal@bidneedham.org

**Detailed Description**                      [Download/View Attachment](#) (402.36 KB)  
File Name: JoslinEZStart\_PatientHandout\_English.pdf

## Health Screenings

<b>Brief Description or Objective</b>	BID-Needham provides blood pressure, glucose, vein and cholesterol screenings throughout the year both at the hospital and a variety of off-site locations.
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<b>Program Type</b>	Health Screening
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Not Specified</li> <li>• <b>Health Indicator:</b> All</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> All</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> All</li> </ul>
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## Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide blood pressure, glucose, vein and cholesterol screenings.	Ongoing

## Partners

Partner Name, Description	Partner Web Address
American Heart Association	www.americanheart.org
Joslin Diabetes Center	www.joslin.org
Cardiovascular Institute at BIDMC	www.bidmc.org

<b>Contact Information</b>	Rose Lewis, 60 Dedham Ave, Needham, MA 04292 617-754-0559, rlewis2@bidneedham.org
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<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (467.37 KB) File Name: VaricoseVeinsPoster_1010.pdf
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## First Responders

<b>Brief Description or Objective</b>	Hospital personnel provides basic life and CPR training to EMTs, local law enforcement officials, medical personnel, and residents of the communities we serve.
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<b>Program Type</b>	Health Professional/Staff Training
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Not Specified</li> <li>• <b>Health Indicator:</b> Other: Public Safety</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> All</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> All</li> </ul>
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## Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide Basic Life and CPR training to public safety personnel, EMT's and members of the community.	Ongoing

## Partners

Partner Name, Description	Partner Web Address
Not Specified	

<b>Contact Information</b>	Christopher McKay, RN 148 Chestnut Street Needham, MA 02492, cmckay@bidneedham.org
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<b>Detailed Description</b>	Not Specified
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## Patient and Family Advisory Council

<b>Brief Description or Objective</b>	Last year we reached out to the community to create the Family and Patient Advisory
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<b>Objective</b>	Council(PFAC). Patients, families, and community members were invited to serve on the council with the focus being on finding ways to ensure all of our patients receive the highest quality of care in a safe and caring environment.
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<b>Program Type</b>	Healthy Communities Partnership
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Not Specified</li> <li>• <b>Health Indicator:</b> Environmental Quality</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> All</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> All</li> </ul>
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## Goals

**Statewide Priority:** Reducing Health Disparity

Goal Description	Goal Status
To obtain community participation and feedback regarding quality of care and services offered.	Ongoing

## Partners

Partner Name, Description	Partner Web Address
Patients and members of the community.	

<b>Contact Information</b>	Rose Lewis, 60 Dedham Ave., Needham, MA 02492 617-754-0559, rlewis2@bidneedham.org
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<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (246.82 KB) File Name: PFAC brochure+application_needham3panel.pdf
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## Mental Health

<b>Brief Description or Objective</b>	Recent suicides among young people in Needham sounded the alarm for help.BID-Needham joined other community groups in working on prevention programs and donated \$5,000 to the Interface Project to establish a suicide hotline.
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<b>Program Type</b>	Grant/Donation/Foundation/Scholarship
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Not Specified</li> <li>• <b>Health Indicator:</b> Mental Health</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> All</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> English</li> </ul>
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## Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide a resource for people with depression, thoughts of suicide and other mental health issues.	Ongoing

## Partners

Partner Name, Description	Partner Web Address
Freedman Center for Child and Family Development	www.mspp.edu

<b>Contact Information</b>	Margaret Hannah, Executive Director 617-791-8721, www.mspp.org
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<b>Detailed Description</b>	Not Specified
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## Financial Counseling

**Brief Description or Objective** Provide financial counseling, benefit enrollment assistance and payment planning to underserved and uninsured.

**Program Type** Outreach to Underserved

**Target Population**

- **Regions Served:** Not Specified
- **Health Indicator:** Not Specified
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

#### Goals

**Statewide Priority:** Address Unmet Health Needs of the Uninsured

**Goal Description**                      **Goal Status**

Provide financial counseling to underserved and uninsured.      Ongoing

#### Partners

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

Department of Health and Human Services      www.mass.gov/masshealth

**Contact Information**              Patti Gulla, Financial Counselor 148 Chestnut Street Needham, MA 02492, pgulla@bidneedham.org

**Detailed Description**              Not Specified

#### Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
<a href="#">Community Benefits Programs</a>	<a href="#">Direct Expenses</a> \$115,447 <a href="#">Associated Expenses</a> \$3,705 <a href="#">Determination of Need Expenditures</a> \$1,728 <a href="#">Employee Volunteerism</a> \$3,500 <a href="#">Other Leveraged Resources</a> \$0	\$106,000  *Excluding expenditures that cannot be projected at the time of the report.
<a href="#">Net Charity Care</a>	<a href="#">HSN Assessment</a> \$533,835 <a href="#">HSN Denied Claims</a> Not Specified <a href="#">Free/Discount Care</a> \$261,097 <a href="#">Total Net Charity Care</a> \$794,932	
<a href="#">Corporate Sponsorships</a>	\$11,467	
	<b>Total Expenditures</b> \$929,051	
<b>Total Patient Care-Related Expenses for FY2010</b>		<b>\$50,555,377</b>
<b>Comments:</b> None		

#### Optional Information

Expenditures	Amount	
<a href="#">Community Service Programs</a>	<a href="#">Direct Expenses</a>	Not Specified
	<a href="#">Associated Expenses</a>	Not Specified
	<a href="#">Determination of Need Expenditures</a>	Not Specified
	<a href="#">Employee Volunteerism</a>	Not Specified
	<a href="#">Other Leveraged Resources</a>	Not Specified
<b>Total Community Service Programs</b>	Not Specified	
<b>Bad Debt:</b>	Not Specified    Not Specified	
<b>IRS 990:</b>	Not Specified	