

Fallon Community Health Plan - FY2011

Community Benefits Mission Statement

Fallon Community Health Plan is committed to the vision of creating healthier lives. Fallon Community Health Plan will work cooperatively with health care and community service organizations, as well as state and federal agencies, to lead the creation of innovative health care solutions, to seek healthy outcomes, and to improve access to health care services. FCHP will develop and implement programs that will improve the health status of the economically disadvantaged, elders, and children aged 0-5 within our service area.

Target Populations

Name of Target Population	Basis for Selection
Economically disadvantaged elders and children	Needs Assessment

Publication of Target Populations

Marketing Collateral, Website, Other- Press Releases are distributed announcing FCHP's Community Benefit Grant programs, and applicants from previous years are notified of the program.

Hospital/HMO Web Page Publicizing Target Pop.

Not Specified

Key Accomplishments of Reporting Year

In 2011, Fallon Community Health Plan made just over \$1,100,000 available to programs that met the goals of FCHP's Community Benefits program. This was accomplished through the distribution of over \$830,000 in support of the Community Benefit program's areas of focus that involved direct expenses, leveraged expenses, staff and volunteer time. We also supported other philanthropic initiatives totaling approximately \$360,000.

In 2011, Fallon Community Health Plan hosted the Gather FORE a Goal fundraising event. This major charitable initiative raised approximately \$208,000 in gross receipts, with net revenues exceeding \$152,000. These proceeds were distributed to more than 80 food pantries, food banks and hunger relief programs throughout Massachusetts. Staff and volunteer support for this event exceeded 560 hours.

FCHP was pleased to continue our signature health and wellness programs which provided numerous screenings and educational information to adults of all ages. The Road Bowl program continued in workplace environments. This program provides materials and curriculum for a walking program amongst the administration and faculty of 9 colleges in the Worcester area. We also hosted two annual Senior Spectacular events which provided wellness screenings, senior seminars and other information/resources to seniors in the communities we serve.

Plans for Next Reporting Year

FCHP will continue its Community Relations and Community Benefits programs to provide much needed support to the communities we serve. In 2013, FCHP will be conducting another comprehensive needs assessment.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

At FCHP, careful consideration is given annually to the formation of the Community Benefits Program Committee. This is done to ensure that there is robust representation of the various geographic regions of FCHP's service area, as well as knowledge of

specific areas of need and/or specific vulnerable populations, in alignment with Community Benefits Program priorities. The Community Benefits Program is run by the Director of Community Benefits, Kimberly Salmon.

2011 Community Benefits Committee

Kimberly Salmon
Director of Community Relations, Fallon Community Health Plan

Christine Cassidy
Vice President, Corporate Communications, Fallon Community Health Plan

Robert Cavanaugh, MD
Physician, Reliant Medical Group

Eric Hall
Vice President, Network Development and Management, Fallon Community Health Plan

Beth Helenius
Vice President, Retention Sales, Fallon Community Health Plan

Rev. Paul Kennedy
Retired FCHP Board Member

Kimberly Lee
Vice President, Advancement, Square One

Jean McMurray
Executive Director, Worcester County Food Bank

Mary Ritter
Senior Vice President, Strategy and Planning, Fallon Community Health Plan

Cheryl Schmaltz
Senior Community Relations Associate

Community Benefits Team Meetings

The Community Benefits Committee meets two times per year and reviews grant applications once a year. A Request for Proposals for the Community Benefits grants is mailed to organizations that have applied in previous years, released to regional media, and is posted on Fallon Community Health Plan's Web site.

The Community Benefits Committee considers the following in evaluating the grant application:

- Is this a viable program?
- Are the funds for program costs or general administration? Funding for program implementation would receive higher priority than administrative and capital costs.
- If the program is new, what steps has it taken to assure there is no duplication of efforts? Do organizations look within the community to determine if similar programs already meet these needs?
- How will the program be evaluated? By what process will it be evaluated and how will success be measured?
- Where is the organization located? FCHP distributes funds consistent with its service area.

In addition, FCHP continually re-evaluates its funding priorities and assesses community needs through the grant evaluation process, as referenced in Section III. The Community Benefits Program grant application and grant award contract specifically require all recipients to evaluate and report on the outcomes of their programs. Grant recipients are asked to evaluate their programs against the objectives stated in their initial grant application. To be considered for additional funding in future years, each grantee must submit a completed grant report for each project funded. Grant reports are essential in helping the Committee assess whether the grants have indeed reached the identified populations. In this way, the grants are useful in

determining future funding decisions.

Community Partners

American Heart Association
Boys & Girls Club
Central Mass Agency on Aging
Community Action of the Franklin, Hampshire and North Quabbin Regions
Community Based Boards
Community Teamwork, Inc.
Edward M. Kennedy Community Health Center
Food for the Poor
Genesis Club
Growing Places Garden Project, Inc.
MA Down Syndrome Congress
MassPRO Adult Immunization Project
Orange Council on Aging
Palmer Council on Aging
Rachel's Table
RSVP Worcester Area Volunteers
Senior Santa Program
Springfield Boys & Girls Club
St. Patrick's Parade Committee
Town of Orange Elder Outreach Program
Tyler Foundation
Worcester Hibernian Cultural Centre
Worcester Regional Chamber of Commerce

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In December 2009, several members of the community and FCHP management were invited to participate in a process to assess health and community needs throughout FCHP's service area, and to make recommendations to FCHP's CEO of potential areas of focus for future FCHP philanthropic efforts.

Individuals were selected to participate based on their community involvement within various geographic regions of FCHP's service area, their knowledge of a particular area of need or specific population, and/or their understanding of FCHP's philanthropic efforts.

Members of the FCHP Community Benefits Needs Assessment Committee were:

- Rev. Paul D. Kennedy, retired FCHP Board Member and participant on grant-making committee
- Jean McMurray, Executive Director, Worcester County Food Bank
- Robert Clark, Director/Human Resources, Early Childhood Centers of Greater Springfield
- Richard Burke, President Senior Care Services & Government Programs, FCHP
- Eric Hall, Vice President/Network Development and Management, FCHP
- Jack Hyland, Senior Director/Retention Sales, FCHP
- Kate McEvoy-Zdonczyk, Senior Director/Government and Community Relations, FCHP
- Robert Nolan, Senior Director/Communications, FCHP

Also invited, but unable to participate, were:

- Carlton Watson, Executive Director, Henry Lee Willis Center
- Dr. Elizabeth Malko, Vice President and Chief Medical Officer, FCHP

The Committee was brought together in late January, 2010, to gain a baseline understanding of FCHP's Community Benefits program and the goals and deliverables for the Needs Assessment process.

Additionally, to lend greater context to the Community Benefits program, participants were given an overview of FCHP's

other philanthropic initiatives, including charitable giving, volunteer activities and programs, as well as a general sense of the budget for of these programs and initiatives.

At this meeting, a collection of data including indicator studies, needs assessments and health data for different counties of Massachusetts were distributed to all members of the Needs Assessment Committee for their review.

At a discussion meeting in March, committee members were asked to identify key needs or issues in each of the identified regions, determine common themes, and make a recommendation of the needs that should be considered as priorities for FCHP's Community Benefits program.

Committee members were further challenged to use the following questions as "filters" in their consideration of potential areas of focus:

- Is there a broad prevalence of this issue/need throughout the Commonwealth, or is the issue/need specific to a particular region?
- Are there specific populations that have many needs?
- Are there services/resources/supports that currently exist to address these issues?
- Does it make sense for a health care services company to address this issue/need?
- Can this issue/need be impacted with available resources?

The counties included in this exercise were all Massachusetts counties except Suffolk, Barnstable, Nantucket and Dukes.

Recommendations of the Needs Assessment Committee:

After several meetings and much discussion, the FCHP Community Benefits Needs Assessment Committee made the following recommendations as priorities for the FCHP Community Benefits program. Three recommended areas of focus were adopted.

The issues/needs identified below are relevant within the diverse geographic regions of FCHP's service area. By partnering with organizations that seek to address these issues/needs, it is realistic to believe that FCHP will have impact while working with existing resources.

In addition, addressing these areas of need will complement FCHP's mission of making our communities healthy, and may also be complemented by other corporate programs and initiatives.

1. Good nutrition and physical activity

Prevalent issues identified in nearly every report provided to the Committee included nutrition (including food security and access to healthier choices), and the growing rate of obesity, particularly in vulnerable populations. Of note were consistent measures of the population that indicated low levels of physical activity and low consumption of fruits and vegetables. The Committee recommended that access to good nutrition and physical activity be a focus of FCHP's Community Benefits program. By helping those in need to access nutritious foods, and by promoting physical activity, particularly in underserved populations, it is possible to affect the health of our community as a whole.

2. Improving health for infants and children aged 0-5

The issue of helping to ensure that children have stability in the first years of life and enter school settings ready to learn is critical to the long-term success of our community. By identifying infants and very young children in need, and providing them with services that will help to support their development, we can ultimately impact their mental and physical health, leading to more positive outcomes. The Committee recommended that improving health for infants and children aged 0-5 be a focus of FCHP's Community Benefits program. Whether there is a call for better access to early education and care, or an opportunity to promote healthy prenatal behaviors and better parenting skills, it is clear that the needs of this population segment are growing consistently across all regions of the Commonwealth.

3. Good health for seniors

It is projected that the percentage of citizens aged 65 or older will grow in every state of our nation. Here in Massachusetts, the number of citizens aged 65 or older is expected to grow from 20% of the population to 25%, increasing the need for supportive services for seniors in the Commonwealth. Data suggests that seniors who have financial security will continue to be secure, while seniors in need will fall further behind. Additionally, studies have shown that depression, substance abuse, lack of adequate/proper nutrition, maintenance of physical health, and problems related to grandparents raising grandchildren are growing issues that will need to be addressed within this population. The Committee recommended that ensuring good health for seniors be a focus of FCHP's Community Benefits program.

Consultants/Other Organizations

Not Specified

Data Sources

Interviews, MassCHIP, Surveys, CHNA, Other - Data and indicator studies from Non-Profit Service Organizations throughout Massachusetts

Select Community Benefits Programs**2011 Golf/Gather FORE a Goal Tournament**

Brief Description or Objective Allocate net proceeds to food pantries and hunger relief programs across Massachusetts

Program Type Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** All Massachusetts
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Provide access to food and nutrition

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

All Saints Food Pantry

Alliance to Develop Power

American Red Cross / New Bedford

Amherst Survival Center

Athol Council on Aging

Auburn Youth & Family Services / Food Pantry

Berkshire Community Action Council

Billerica Food Pantry

Braintree Holidays / Friends

Bread of Life / Webster-Dudley Food Share

Bread of Life Food Pantry

Brockton Catholic Charities / Food Pantry

Care Food Pantry

Catholic Charities

Catholic Social Services of New Bedford

Center for Self Reliance

Central Food Ministry Pantry

CHIP-IN Food Pantry

Christian Pentecostal Church
Citizens for Citizens
Community Cupboard Food
Pantry
Community Harvest Project
Coyle & Cassidy High School
Pantry
Daily Bread Food Pantry
Dedham Food Pantry
Elder Services of Berkshire
County, Inc.
First Baptist Church - Meals
Program
Franklin Food Pantry
Friendly House
Friends of Millbury Seniors
Gándara Mental Health Center
Gardner Community Action
Council
Ginny's Food Pantry
Grafton Hill Neighborhood
Association
Henry Lee Willis Center -
Plumley Village Neighborhood
Center
Highland Baptist Food Pantry
Hope Worldwide Food Pantry
Hudson Community Food
Pantry
Jeremiah's Inn
Jubilee Cupboard
Kids Café Meal Program / Boys
& Girls Club
Loaves & Fishes Food Pantry
Lorraine's Soup Kitchen &
Pantry
Marlborough Community
Cupboard
Mary Ann Brett Food Pantry
Mary Queen of the Rosary
Food Pantry
Merrimack Valley Food Bank
MLMDJ / Food for the World
My Brother's Table
Orange Council on Aging
Open Door / Cape Ann Food
Pantry
Open Pantry Community
Services, Inc.
Open Pantry of Greater Lowell
People's First Food Pantry of
Uxbridge
Pernet Family Health Service
Pleasant Street Baptist Church

Providence Ministries for the Needy, Inc.
 Ruth's Harvest Food Pantry
 Salvation Army / Canton
 Salvation Army / Fall River
 Salvation Army Food Pantry / Athol
 Salvation Army Food Pantry / Framingham
 Salvation Army of New Bedford
 Share Our Strength
 Sharing Cupboard Food Pantry
 Southbridge Food Share
 South High Community School
 St. Anne's Church / Food Pantry
 St. John's Parish
 St. Joseph's Food Pantry and Harvest of Hope
 St. Mary's Church / St. Vincent de Paul
 St. Paul's Food Pantry
 St. Vincent de Paul Society of St. Peter's Church
 The Abundant Table
 United Neighbors of Cleghorn
 Veteran's Association of Bristol County, Inc.
 Victory Center / Bread of Life Food Pantry
 West Boylston Food Pantry
 Western MA Labor Action
 Westfield Food Pantry
 WHEAT Community Café & Services
 Worcester County Food Bank
 Worcester Local First
 Mike Deso for Talon Whitcomb Benefit
 Rachel's Table

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439 , Kimberly.salmon@fchp.org

Detailed Description

Not Specified

Mass PRO Adult Immunization Program

Brief Description or Objective

Provide immunizations to seniors through Mass PRO Adult Immunization program

Program Type

Direct Services,Prevention

Target Population

- **Regions Served:** County-Barnstable, County-Berkshire, County-Essex, County-Franklin, County-Hampden, County-Hampshire, County-Middlesex, County-Norfolk, County-Plymouth, County-Suffolk, County-Worcester
- **Health Indicator:** Immunization
- **Sex:** All
- **Age Group:** Adult-Elder

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

Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations**Goal Description**

Access to reimbursement of vaccines

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

Not Specified

Contact Information

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Detailed Description

Not Specified

Food For the Poor**Brief Description or Objective**

Supporting the reconstruction of a new food pantry and soup kitchen for the Worcester community.

Program Type

Grant/Donation/Foundation/Scholarship,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Not Specified**Goal Description**

To improve access to food in Worcester's insecure-food neighborhoods

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

St. Johns Church Worcester

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

American Heart Association**Brief Description or Objective**

Provide support to the American Heart Association to underwrite educational and fundraising initiatives in central Massachusetts.

Program Type

Community Education,Grant/Donation/Foundation/Scholarship,Health Screening,Prevention

Target Population

- **Regions Served:** Other-Central MA
- **Health Indicator:** Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations**Goal Description** **Goal Status**

Educate target population about heart disease

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

American Heart Association

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

FCHP presents Canal Diggers 5km Road Race**Brief Description or Objective**

Grant to underwrite the cost of the 2011 Canal Diggers 5km Road Race

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** County-Barnstable, County-Berkshire, County-Essex, County-Franklin, County-Hampden, County-Hampshire, County-Middlesex, County-Nantucket, County-Norfolk, County-Plymouth, County-Suffolk, County-Worcester
- **Health Indicator:** Physical Activity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description **Goal Status**

Provide funding, volunteers and in-kind support to underwrite the Canal Diggers 5km Road Race

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

Hibernian Cultural Foundation
Central Mass Striders

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

FCHP's Senior Spectacular**Brief Description or Objective**

Hosted two Senior Spectacular event to link seniors to resources in their community and provide health screening and wellness programming.

Program Type

Community Education,Health Screening,Prevention

Target Population

- **Regions Served:** Other-Central MA, Other-Pioneer Valley, Other-Western MA
- **Health Indicator:** Other: Elder Care
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Hosted two Senior Spectacular Events in Worcester and Springfield to educate seniors and provide health screenings.	
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Partners	
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Partner Name, Description	Partner Web Address
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Acclaim Home Health Care	
Accountable Care Associates	
Ace Medical Services	
Affinity Hospice	
Alzheimer's Association	
Asera Care Hospice	
Audio Journal	
Bayada Nurses	
Beltone New England	
Better Business Bureau of Central N.E., Inc.	
Boston Partners Financial Group	
Briarwood Continuing Care Retirement Community	
BrightStar Health Care	
Care Alternatives Hospice	
Caregiver Homes of Massachusetts	
Caring Solutions Home Care	
Central Mass Auctions	
Central Massachusetts Agency on Aging	
DeFalco Chiropractic	
Dodge Park Rest Home	
Elder & Disability Law Advocates	
Elder Services of Worcester Area, Inc.	
Fairlawn Rehabilitation Hospital	
Family Services of Central Mass	
Glenmeadow Retirement	
Greater Springfield Senior Services	
Holden Hearing Aid Center, Inc.	
Holiday Retirement-Bluebird Estates	
Holyoke Medical Center Orthopedic Surgeon	
Home Instead Senior Care Center Home Staff	
Hospice Services of Western MA	
Intergenerational Urban Institute	

Jewish Geriatric Services
Joseph D. Early, Jr. District
Attorney
Karen Provost Massage
Therapy
Kindred-Oakwood
Rehabilitation & Nursing Center
Laprise Chiropractic
Legal Assistance Corp of
Central Massachusetts
MA Commission For the Deaf &
Hard of Hearing
Massachusetts Commission for
the Blind
MCPHS Pharmacy
Outreach/MassMedLine
Mercy Medical Center
Millbury Health Care Center
Miracle Ear
Noble Visiting Nurse & Hospice
Services
Orchard Valley at Wilbraham
Overlook VNA
Quaboag on the Common
Quail Run
Radius Healthcare Centers
Reliant Medical Group
Resources for Seniors
Saint Francis Rehab & Nursing
Center
Seven Hills Family Services
Shaw's Supermarket
SHINE Program Central Region
SilverSneakers
Springfield Department of
Elderly Affairs-SHINE
Springfield Jewish Community
Center
Talking Book Library
The Atrium at Cardinal Drive
The Republican
UMass Memorial Health Care
VNA Care Network & Hospice
Western NE University School
of Pharmacy
WestMass ElderCare
Willimansett Center
Worcester Adult Day Care
Worcester Area RSVP
Worcester Cultural Coalition
Worcester Senior Center
Worcester Telegram & Gazette

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10

Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description Not Specified**Central Massachusetts Agency on Aging****Brief Description or Objective** Provide preventative health and social service programs for seniors including newsletters and other written communication.**Program Type** Grant/Donation/Foundation/Scholarship**Target Population**

- **Regions Served:** Other-Central MA
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations**Goal Description**

Grant to underwrite cost of Senior Connection website, which provides seniors and caregivers with links to important information and resources within the Central MA community.

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

Not Specified

Contact Information Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org**Detailed Description** Not Specified**Orange Council on Aging****Brief Description or Objective** Provide support for senior activities and programs at the Orange Senior Center.**Program Type** Grant/Donation/Foundation/Scholarship**Target Population**

- **Regions Served:** Orange
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Not Specified**Goal Description**

Provide funding for senior programs

Goal Status

Complete

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

Not Specified

Contact Information Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description	Not Specified
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Community Teamworks/Healthy Generations

Brief Description or Objective	Provide preventative health and social service programs for people of all ages and promoting physical activity.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Lowell, Other-Merrimack Valley • Health Indicator: All • Sex: All • Age Group: Adult-Young • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Increase nutrition knowledge for families where the children are at risk of future health concerns.

Improve access to quality physical activity.

Enhance nutritional/health knowledge and access to good nutrition for seniors.

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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RSVP of Worcester Area Volunteers

Brief Description or Objective	Provide outreach and education about Identity Theft to seniors.
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Program Type	Community Education, Grant/Donation/Foundation/Scholarship, Outreach to Underserved
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Central MA • Health Indicator: Other: Safety, Other: Safety - Home • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Educate the senior population about identity theft in order to secure their personal and financial safety.

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Palmer Council on Aging

Brief Description or Objective	Provide support for the purchase of exercise equipment for Senior Programs at the Palmer Senior Center.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Palmer • Health Indicator: Physical Activity • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Promoting Wellness of Vulnerable Populations
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Goal Description	Goal Status
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Promote and encourage new and existing activities to enhance the quality of life for elders, and to assist them to age with dignity and independence.	
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Senior Santas

Brief Description or Objective	Provide preventative health and social service programs for seniors.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Springfield • Health Indicator: All • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Not Specified
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Goal Description	Goal Status
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Provide grant to underwrite partial cost of holiday event and meal/gift program for seniors in Springfield.	
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Complete	
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Partners

Partner Name, Description	Partner Web Address
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State Representative Cheryl Coakley-Rivera	
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Cheryl.Coakley-Rivera@mahouse.gov	
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Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Fallon Community Health Plan Health & Wellness Community Programs

Brief Description or Objective	To provide health screenings and health education programs for adults in central and western MA.
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Program Type	Community Education,Community Health Needs Assessment
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Central MA, Other-Western MA • Health Indicator: All • Sex: All • Age Group: Adult, Adult-Elder, Adult-Young, All, All Adults • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
Through screenings and educational information improve individual health outcomes and prevent potential future health issues.	Complete

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Boys & Girls Club

Brief Description or Objective	Grant to improve and expand current and introduce new programs at four Boys & Girls Clubs.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Central MA, Other-Merrimack Valley, Other-Western MA • Health Indicator: Other: Domestic Violence, Other: Education/Learning Issues, Physical Activity • Sex: All • Age Group: All Children • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
To improve the current and new programs for disadvantaged boys & girls in after school programs in the Worcester, Greater Lowell, Lawrence and North Central Mass clubs	

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Community Action of the Franklin, Hampshire and North Quabbin Regions

Brief Description or Objective	Childbirth and newborn classes for pregnant women under the age of 21 that will promote healthy behaviors.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Franklin, County-Hampshire • Health Indicator: Other: Child Care, Other: Family Planning, Other: Pregnancy • Sex: Female • Age Group: Adult-Young • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
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Promote healthy prenatal behaviors, educate on the importance of a medical home for the whole family and support them as young parents.

Complete

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org
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Detailed Description	Not Specified
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Community Based Boards

Brief Description or Objective	Volunteering on various community sub-committees and boards servicing Mass residents of all ages.
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Program Type	Community Benefits Planning Process,Community Education,Healthy Communities Partnership,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
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Support over 27 organizations and their programs through volunteer time on sub-committees and boards to improve the lives within the communities of Massachusetts.

Complete

Partners

Partner Name, Description Partner Web Address

Worcester State Foundation
Worcester Regional Research Bureau
Worcester Public Library Foundation
Worcester Historical Museum
Worcester Economic Club
Worcester Center for Crafts
The Lowell Plan
Sacred Heart Finance Committee
Reliant Medical Group
Quinsigamond Community College Foundation
Pioneering Healthy Communities
New England Council
National PACE Association
Meyers Primary Care Institute
Mechanics Hall
Jewish Family Services
Greater Worcester Community Foundation
Genesis Club, Inc.
Family Services of Central MA Corridor Nine
Central Mass Red Cross
Central Mass Agency on Aging
Boys & Girls Club of Worcester
Association of Certified Fraud Examiners
495 Partnership
Human Rights Commission for the City of Worcester
Elder Services of Worcester Area, Inc.

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Edward M. Kennedy Community Health Center**Brief Description or Objective**

Supporting Diabetes Support Groups which aid children and their families in central Mass effected by diabetes.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** Other-Central MA
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description **Goal Status**

Supporting partial costs to provide diabetic patients with diabetes management education resulting in improved self management skills and increased self competence.

Complete

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

Not Specified

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Genesis Club**Brief Description or Objective**

Promoting healthy lifestyles for elderly citizens with mental illness.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** County-Worcester
- **Health Indicator:** Mental Health
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description **Goal Status**

Grant to underwrite the cost to continue to integrate health and wellness into the overall rehabilitation of people ages 50 and above.

Complete

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

Not Specified

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Growing Places Garden Project, Inc.**Brief Description or Objective**

Supporting programs to feed individuals and families in North Central Mass.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** Other-Central MA
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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To aid in proper nutrition to the underserved population in Central Mass.	Complete
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

MA Down Syndrome Congress

Brief Description or Objective

Trainings held in the Burlington, Boston and Worcester areas to individuals and families dealing with Down Syndrome.

Program Type

Grant/Donation/Foundation/Scholarship

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: Not Specified

Goal Description	Goal Status
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Grant to underwrite partial cost of the MDSC Parent Trainings.	Complete
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Rachel's Table

Brief Description or Objective

To support the Children's Milk Fund.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All Children
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Grant to support the purchase of 715 gallons of milk every week for underserved children.	Complete
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Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Town of Orange

Brief Description or Objective

To support the Orange Elder Outreach Program.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** Orange
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Grant to facilitate access for additional seniors to available nutritional , medical, housing and financial assistance in order to foster self-sufficiency and improve quality of life.

Additionally, support partial cost to assist seniors with financial assistance by way of bus passes or gas cards to go to their appointments at the Henry Heywood Hospital.

Goal Status

Complete

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Tyler Foundation

Brief Description or Objective

To support individuals and families who are effected by epilepsy

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** All Massachusetts
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

Underwrite partial cost of care bins for the families of children with epilepsy. Attempt to give the families and children some of the support tools while they are staying at two Massachusetts children's hospitals

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Worcester Regional Chamber of Commerce

Brief Description or Objective

To provide community and financial support for the Independence Day Celebration in the City of Worcester

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

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

Goals

Statewide Priority: Not Specified

Goal Description

To have the community embrace an evening of patriotic music, fireworks, activities for kids and community diversity.

Goal Status

Complete

Partners

Partner Name, Description Partner Web Address

City of Worcester

Worcester Chamber of Commerce

Mass Symphony Orchestra

Contact Information

Kimberly Salmon, Director of Community Relations. Fallon Community Health Plan, 10 Chestnut St., Worcester, MA 01608 - 1-508-368-9439, kimberly.salmon@fchp.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2011	Approved Program Budget for 2011
Community Benefits Programs	Direct Expenses \$664,884 Associated Expenses \$0	\$583,276 *Excluding expenditures

	Determination of Need Expenditures	\$0	that cannot be projected at the time of the report.
	Employee Volunteerism	\$32,450	
	Other Leveraged Resources	\$138,712	
Net Charity Care	HSN Assessment	\$4,125,941	
	HSN Denied Claims	Not Specified	
	Free/Discount Care	Not Specified	
	Total Net Charity Care	Not Specified	
Corporate Sponsorships		\$363,065	
	Total Expenditures	\$5,325,052	
Massachusetts Plan Members			0
HMO Administrative Expenses			97,090,812
HMO Total Revenue for 2011			1,096,293,663
HMO Hospital, Medical and Other Health Care Costs for 2011			957,161,988
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:	Not Specified	Not Specified
IRS 990:	Not Specified	