

Holyoke Medical Center, Inc. - FY2011

Community Benefits Mission Statement

The Medical Center will continue its tradition of productive collaboration with community partners to assess the health needs of our community and allocate available resources to address our community members who are uninsured and underinsured, who are vulnerable to chronic diseases such as diabetes, obesity, cardiac and respiratory issues, etc., to reduce racial and ethnic health disparities, and to educate the community members regarding health prevention and self-care ultimately promoting wellness in our vulnerable populations.

Target Populations

Name of Target Population	Basis for Selection	
HMC Primary Service Area	While the geographic boundary includes cities and towns in Hampden and Hampshire counties, our organization focuses its resources on the eight cities and towns in our primary service area: Holyoke, Chicopee, South Hadley, Granby, Easthampton, Belchertown, West Springfield and Southampton with a total population of about 185,000 people. Within this population are subsets of individuals with specific needs such as elderly, poor, and those who exhibit a health profile with higher than average morbidity. Prioritizing the needs is an ongoing process and is dependent upon a multitude of factors such as the Mission of the organization, the scope and depth of the specific need, and available resources. As the sole acute-care provider in this area, we attempt to include the needs of all residents in our decisions, without regard to their demographic or health status.	

Publication of Target Populations

Not Specified, Other - Our Community Benefits Plan is published on the Attorney General's website as well as on our own website

Hospital/HMO Web Page Publicizing Target Pop.

www.holyokehealth.com

Key Accomplishments of Reporting Year

The impact of the Medical Center's outreach efforts are evidenced by the fact that countless service agencies rely on HMC to ensure their own success. Among the key accomplishments this year were:

- Overseeing emergency ambulance services for the City of Holyoke with our partner American Medical Response
- Provide the only Emergency Service in the City of Holyoke
- Providing a variety of behavioral health services including community liaison work, education and transportation
- Our Speech and Hearing department provided numerous outreach classes and services to the community with hearing and speech difficulties. They have also worked with a variety of long term care facilities and elder communities with hearing screenings
- Promoted healthcare career education throughout the community
- Provided numerous educational programs to promote healthy behaviors, encourage routine medical screenings to prevent a variety of common diseases in our community.
- Provided education on infectious disease and flu clinics
- Educated and implemented programs to promote access to primary and preventative care
- We continue to provide free medical transportation service for those who would otherwise not be able to access health care
- Provided birthing, lactation and parenting skill education classes

Plans for Next Reporting Year

The current fiscal year, 2013, is the next report year, and the Medical Center is continuing with initiatives deemed important in the past, as well as those identified through the formal needs assessment process. This will include a focus on community education and community outreach. It is important to not overlook the substantial contribution which the hospital makes to the

community through our many educational programs, free flu shots, and our support of community events. We will continue to monitor these programs for their need and effectiveness in the community and, working with our community partners, assess for gaps in the needs of our community that are not being filled.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Members of our Community Benefits Leadership Team include:

Hank J. Porten, President and CEO

Clark A. Fenn, Vice President, Quality Improvement and Risk Management

Kathleen Buckley, Vice President, Support Services

Paul Silva, Vice President, Finance

Nancy Coley, Community Education Coordinator

Community Benefits Team Meetings

Meetings held throughout the year with leadership and team members.

Community Partners

Holyoke Medical Center has partnered with a wide and diverse number of community agencies and organizations. These include the United Way of Pioneer Valley, Holyoke Health Center, our sister organizations River Valley Counseling Center, Holyoke Visiting Nurse Association, as well as Holyoke Community College and a wide variety of educational institutions in the Holyoke/Springfield area including UMASS Medical School in Worcester.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Date of last assessment: June 2010.

Current status: Community health needs assessment is ongoing.

Consultants/Other Organizations

United Way of Pioneer Valley

MA Department of Public Health

MassCHIP

Data Sources

Hospital, MassCHIP, Public Health Personnel, Other - United Way of Pioneer Valley

Select Community Benefits Programs

Holyoke Family Literacy Coalition

Brief Description or Objective

To forge effective partnerships which result in universal access to be expanded, comprehensive and highly integrated system of family literacy and support services

Program Type	Healthy Communities Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Holyoke • Health Indicator: Other: Language/Literacy • Sex: All • Age Group: All • Ethnic Group: All • Language: English , Spanish
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Goals

Statewide Priority: Reducing Health Disparity
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Goal Description	Goal Status
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Family literacy and assistance in accessing education, healthcare and other community networks which provide the opportunity for advancement and improved lifestyle. Agencies exchange information on area programs and plan literacy-based events to heighten community awareness.	Meetings are held on a monthly basis with community program directors
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Janice Walker, Manager, Speech and Hearing Department, 413-534-2508, walker_janice@holyokehealth.com
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Detailed Description	Not Specified
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Speech/Language Development in Pre-Schoolers

Brief Description or Objective	Provide speech/language screening services, assistance with referring to public school for services, staff and parent education regarding speech/language developmental milestones and language enriching activities to 15 daycare and pre-schools.
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Program Type	Community Participation/Capacity Building Initiative
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Target Population	<ul style="list-style-type: none"> • Regions Served: Holyoke • Health Indicator: Other: Education/Learning Issues, Other: Language/Literacy • Sex: All • Age Group: Child-Preschool • 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 8-10 hours per month of quality speech/language screenings for young children in Holyoke	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Janice Walker, Manager, Speech and Hearing, 413-534-2508, walker_janice@holyokehealth.com
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Detailed Description	Not Specified
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Behavioral Health - Community Liaison Work

Brief Description or Objective	To better coordinate care amongst mental health providers community-wide so as to improve the provision of mental health services to community members.
Program Type	Community Health Needs Assessment
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Mental Health • Sex: All • Age Group: All Adults • 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
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Psychiatric care provided to members of the community will improve as a result of increased inter-agency communication and collaboration.	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Matthew Haas, Exec. Dir. Behavioral Health, 413-534-2628 , haas_matt@holyokeyhealth.com
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Detailed Description	Not Specified
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Cancer Support Group

Brief Description or Objective	To provide education and support to patients and their families who are dealing with a cancer diagnosis.
Program Type	Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Other: Cancer • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All

Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Prevent and reduce all types of cancers	Ongoing
Prevent and reduce incidences of mental health disorders associated with a cancer diagnosis.	Ongoing
Promote healthy behaviors.	Ongoing
For patients to be in a non-threatening environment to voice their concerns, feelings and emotions with others sharing the cancer diagnosis.	Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact InformationMaureen Nomakeo, Nurse Manager, Oncology, 413-534-2543 ,
nomakeo_maureen@holyothealth.com**Detailed Description**

Not Specified

Behavioral Health College Lectures**Brief Description or Objective**

College level lectures for nursing students with respect to mental health topics.

Program Type

Mentorship/Career Training/Internship

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Mental Health
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Provide education regarding mental health topics to students studying health professions

Goal Status

Ongoing

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

Not Specified

Contact InformationMelissa Perry, RN, Nursing Director, Behavioral Health Services 413-534-2740 ,
perry_melissa@holyothealth.com**Detailed Description**

Not Specified

Behavioral Health, Inpatient - Civil Commitments**Brief Description or Objective**

Uncompensated legal proceedings to commit patients to inpatient psychiatric treatment when they are assessed to be a danger to themselves or members of the community based on psychiatric symptoms, as well as to enforce compliance with said treatment.

Program Type

Direct Services

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Mental Health
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Address Unmet Health Needs of the Uninsured**Goal Description**

To provide for the safety of patients and members of the community by initiating and overseeing uncompensated civil commitment legal proceedings for patients who are assessed to be a danger to themselves or others.

Goal Status

Ongoing

To seek civil commitment of patients through the Commonwealth of Massachusetts District Court, Hampden Division, under M.G.L. Chapter 123, Section 8 via M.G.L. chapter 123, Section 7

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Melissa Perry, RN, Nursing Director, Behavioral Health Services 413-534-2740 , perry_melissa@holyokehealth.com

Detailed Description

Not Specified

Behavioral Health-Partial Hospitalization Program Transportation

Brief Description or Objective

Provision of free transportation to and from Holyoke Medical Center's Partial Hospitalization Program/Intensive Outpatient Program (PHP/IOP) for members of the community who do not have their own transportation, but require PHP/IOP level of care for treatment

Program Type

Outreach to Underserved

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Access to Health Care, Mental Health
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description

To allow members of the community in need of PHP/IOP level of care to attend Holyoke medical Center's PHP/IOP, even if they do not have their own means of transportation.

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Matthew Haas, Exec. Dir. Behavioral Health, 413-534-2628 , haas_matte@holyokehealth.com

Detailed Description

Not Specified

Community Lecture Series

Brief Description or Objective

Ongoing educational programs/lectures utilizing medical and professional staff to provide an educational opportunity that, to the best of our knowledge, is not currently being offered in the community.

Program Type

Community Education

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
Promote healthy behavior	Ongoing
Encourage routine medical screenings	Ongoing
Prevent and reduce disease and disorders	Ongoing
Prevent and improve cardiovascular health	Ongoing
Prevent and improve stroke care and access	Ongoing
Prevent and educate on chronic disease	Ongoing
Prevent and educate on infectious disease and flu	Ongoing
Prevent potential pulmonary disease and improve current pulmonary function	Ongoing
Educate on speech, hearing and vision	Ongoing

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

Not Specified

Contact InformationNancy Coley, Community Education Coordinator, 413-534-2532 ,
coley_nancy@holyokehealth.com**Detailed Description**

Not Specified

Community Support/Mentoring Programs**Brief Description or Objective**

Provide a variety of community sponsorships designed to help local organizations. Our goal, through these sponsorships, is to help support cultural and healthy lifestyle events, whether it be support of a youth sports team, an evening celebrating young ac

Program Type

Mentorship/Career Training/Internship

Target Population

- **Regions Served:** Holyoke
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
To help support cultural and healthy lifestyle events, whether it be support of a youth sports team and an evening celebrating young academic leaders and their families and teachers, or support of a community celebration, such as a parade or festival.	Ongoing

Partners

Partner Name, Description	Partner Web Address
Lions Club	
Volleyball Hall of Fame	www.volleyhall.org
St. Patrick's Parade Committee	www.holyokestpatricksparade.com
Holyoke Public Schools	www.hps.holyoke.ma.us
Therapeutic Equestrian Center	www.equestriantherapy.org
Girls, Inc.	www.girlsinholyoke.org

Contact Information Nancy Coley, Community Education Coordinator, 413-534-2532 , coley_nancy@holyokehealth.com

Detailed Description Not Specified

Coordinated Family Community Engagement Grant

Brief Description or Objective Working group of Speech and Hearing supervisors and three Community Partnership for Children coordinators to streamline paperwork and plan for FY12 contract for speech-language screening and parent education programs in the community.

Program Type School/Health Center Partnership

Target Population

- **Regions Served:** Chicopee, Granby, Holyoke
- **Health Indicator:** Other: Child Care, Other: Hearing, Other: Language/Literacy
- **Sex:** All
- **Age Group:** Adult, Child-Preschool
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description **Goal Status**

Early childhood speech-language development and family education and training about speech-language skills. Assist families with obtaining public school services for children with delays.

Ongoing

Partners

Partner Name, Description **Partner Web Address**

Community Partnership for Children

Contact Information Janice Walker, Manager, Speech and Hearing, 413-534-2508 , walker_janice@holyokehealth.com

Detailed Description Not Specified

Education Nursing Students

Brief Description or Objective Computer education for senior students from affiliating school - required for documentation skills, educate students on use of the glucometer for better patient care, and orientate new instructor to the HMC facility.

Program Type Mentorship/Career Training/Internship

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Not Specified
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All

- **Language:** All

Goals**Statewide Priority:** Supporting Healthcare Reform**Goal Description** **Goal Status**

Educate nursing students to fill nursing shortage needs Ongoing

Educate affiliating nursing students to the hospital setting to prepare them for a nursing career Ongoing

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

Not Specified

Contact Information

Carlene Bailey, Education Coordinator, 413-534-2514 , bailey_carlene@holyokehealth.com

Detailed Description

Not Specified

Employee Community Health Media Interviews**Brief Description or Objective**

Education of community on various health topics via media interviews with employees and physicians.

Program Type

Community Education

Target Population

- **Regions Served:** County-Franklin, County-Hampden, County-Hampshire
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Educate the community on a variety of health-related topics Ongoing

Make media more aware of key health topics of primary interest to the community Ongoing

Prevent and reduce diseases and disorders such as cancer, cardiovascular, chronic diseases, infectious diseases, mental health, pulmonary, sensory needs, etc Ongoing

Respond to requests from public media for information on a variety of public health concerns/questions Ongoing

Promote healthy behaviors Ongoing

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

Collaborative effort with local media outlets, Public Relations and the employees and medical staff at Holyoke Medical Center

Contact Information	Nancy Coley, Community Education Coordinator, 413-534-2532 , coley_nancy@holyokehealth.com
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Detailed Description	Not Specified
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Flu Vaccine Clinics

Brief Description or Objective	Flu vaccine administered to the general public free of charge.
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Program Type	Direct Services
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Immunization • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
To vaccinate members of the general public in order to reduce the incidence of flu and its impact on the community	Seasonal flu clinical held on 10/16/10 with a total of 369 individuals vaccinated free of charge.

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Nancy Coley, Community Education Coordinator, 413-534-2532 , coley_nancy@holyokehealth.com
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Detailed Description	Not Specified
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Holyoke VNA Advisory Board Speech and Hearing

Brief Description or Objective	Assure safety and adequacy of policies and procedures for home nursing care. Provide mechanism for public relations follow-up on patient comments and complaints. Provide forum to discuss quality care in community.
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Program Type	Community Health Needs Assessment
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Access to Health Care, Other: Homebound • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Reducing Health Disparity

Goal Description	Goal Status
Advisory committee to review policies and procedures and review patient complaints/resolution.	Meets twice a year

Partners

Partner Name, Description	Partner Web Address
Holyoke Visiting Nurses Association	www.holyokevna.org

Contact Information	Janice Walker, Manager, Speech and Hearing, 413-534-2508 , walker_janice@holyokehealth.com
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Detailed Description	Not Specified
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Loomis Holyoke-Hearing Aid Clinic Audiology

Brief Description or Objective	Provide hearing aid services to elderly community with vision, cognitive and transportation issues.
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Program Type	Direct Services
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Target Population	<ul style="list-style-type: none"> • Regions Served: Holyoke • Health Indicator: Other: Elder Care, Other: Hearing • 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

Clean, check and provide minor hearing aid repairs for elderly population on a monthly basis. Educate on hearing aid care and use.

Goal Status

Service provided on a monthly basis

Partners

Partner Name, Description Partner Web Address

The Loomis Communities

Contact Information	Janice Walker, Manager, Speech and Hearing, 413-534-2508 , walker_janice@holyokehealth.com
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Detailed Description	Not Specified
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Loomis South Hadley Hearing Aid Clinic Audiology

Brief Description or Objective	Clean, check and perform minor repairs on hearing aids for elderly patients to minimize the need for major repairs, assist seniors with vision difficulties who cannot see to clean aids, cognitive deficits, and/or transportation problems.
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Program Type	Direct Services
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Target Population	<ul style="list-style-type: none"> • Regions Served: South Hadley • Health Indicator: Other: Elder Care, Other: Hearing • 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

Clean, check and provide minor hearing aid repairs for elderly population on a monthly basis. Educate on hearing aid care and use.

Goal Status

Clinic held on monthly basis

Partners

Partner Name, Description Partner Web Address

The Loomis Communities

Contact Information	Janice Walker, Manager, Speech and Hearing, 413-534-2508 , walker_janice@holyothealth.com
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Detailed Description	Not Specified
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National Youth Leadership Forum

Brief Description or Objective	Intensive 10-day introduction to healthcare for high school students from around the country encouraging youth to enter healthcare professions.
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Program Type	Mentorship/Career Training/Internship
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Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts • Health Indicator: Access to Health Care • Sex: All • Age Group: Adult-Young • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Expand students knowledge of community hospital and encouraging youth to enter healthcare professions	Hosted a one-day site visit during FY2011

Partners

Partner Name, Description	Partner Web Address
National Youth Leadership Forum in Medicine	

Contact Information	Deborah Long-Smith, Director, Volunteer Services, 413-534-2568 , long-smith_deborah@holyothealth.com
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Detailed Description	Not Specified
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Speech and Hearing Graduate Student

Brief Description or Objective	Clinical practicum placement for graduate student in speech-language pathology as part of Master's degree program.
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Program Type	Mentorship/Career Training/Internship
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Other: Hearing, Other: Language/Literacy • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity

Goal Description	Goal Status
Provide college graduate and undergraduate students clinical practicum in speech-language pathology	Ongoing

Partners

Partner Name, Description	Partner Web Address
Springfield College	www.spfldcol.edu
Worcester State College	www.worcester.edu
University of Massachusetts	www.umass.edu

Contact Information	Janice Walker, Manager, speech and Hearing, 413-534-2508 , walker_janice@holyokeyhealth.com
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Detailed Description	Not Specified
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Speech Stroke Support Group

Brief Description or Objective	Continued support for stroke patients once patients have used all individual therapy sessions provided by insurance. Group speech-langugage activities provided, as well as family support and suggestions for communication strategies at home.
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Program Type	Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Other: Stroke • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured
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Goal Description	Goal Status
Increase communication capabilities of stroke patients	Ongoing monthly two hour meeting
Assist families/others with support and suggestions for communication strategies at home	Ongoing monthly two hour meeting
Share life experiences, socialize with others who have had CVA/TIA, and participate in structured language based tasks to strengthen communication skills once health insurance no longer pays for speech therapy	Ongoing monthly two hour meeting
Provide social setting to enable patients to continue to refine communication skills	Ongoing monthly two hour meeting

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Janice Walker, Manager, Speech and Hearing 413-534-2508 , walker_janice@holyokeyhealth.com
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Detailed Description	Not Specified
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Stroke Community Education-Health Fairs

Brief Description or Objective	Community education that provides information to the public regarding prevention of stroke, recognition of stroke symptoms and/or treatment of stroke. Improved outcomes are seen in patients with close proximity to stroke centers. No other hospital in the immediate area provides this level of care.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Other: Stroke • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations, Reducing Health Disparity**Goal Description**

Patient to recognize symptoms of stroke and obtain care quickly so that there are improved outcomes and a decrease in disabilities

Goal Status

Ongoing participation in area health fairs

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

Not Specified

Contact Information

Angela Smith, Stroke Program, Clinical Manager, 413-534-2794 , smith_angela@holyokehealth.com

Detailed Description

Not Specified

Stroke Community Education-Lectures**Brief Description or Objective**

Community education that provides information to the public regarding prevention of stroke, recognition of stroke symptoms and/or treatment of stroke. Improved outcomes are seen in patients with close proximity to stroke centers. No other hospital in the immediate area provides this level of care.

Program Type

Community Education

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Stroke
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations, Reducing Health Disparity**Goal Description**

Patient to recognize symptoms of stroke and obtain care quickly so that there are improved outcomes and a decrease in disabilities

Goal Status

Ongoing community lectures

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

Not Specified

Contact Information

Angela Smith, Stroke Program Clinical Manager, 413-534-2794 , smith_angela@holyokehealth.com

Detailed Description

Not Specified

Transportation/Patient Access to Care**Brief Description or Objective**

Provide transportation to patients who have no other means of getting to and from the hospital and other hospital facilities on campus to ensure medical care continues and health does not decline.

Program Type

Outreach to Underserved

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Stroke
- **Sex:** All
- **Age Group:** Adult, Adult-Elder
- **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

To provide access to health care for patients who have no other means of transportation to and from the hospital

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Rafael Mojica, Community Outreach Manager, 413-534-2610 ,
mojica_rafael@holyokehealth.com

Detailed Description

Not Specified

Lactation Support

Brief Description or Objective

MPink survey done by Mass DPH and CDC determined that mothers in our area do not meet national goals for breastfeeding duration. Lactation consultant meets one-on-one with new mothers requiring lactation support.

Program Type

Support Group

Target Population

- **Regions Served:** County-Hampden
- **Health Indicator:** Other: Nutrition, Other: Parenting Skills
- **Sex:** Female
- **Age Group:** Adult, Child-Infant
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

To increase breastfeeding duration in women in our community

Goal Status

Ongoing

To improve nutrition in newborns in our community

Ongoing

To empower women to care for their babies independently

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Virginia Thomas, Nurse Manager, Birthing Center, 413-534-2700 ,
thomas_virginia@holyokehealth.com

Detailed Description

Not Specified

Prepared Childbirth Classes

Brief Description or Objective

Seven week series offered to pregnant women and their support people. Series includes preparation for childbirth, pain management, options for birth, infant feeding, newborn care and safety, postpartum issues for new family.

Program Type

Community Education

Target Population

- **Regions Served:** Cambridge, County-Hampden, County-Hampshire

Health Indicator: Access to Health Care, Other: Child Care, Other: Domestic Violence, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy

- **Sex:** All
- **Age Group:** Adult
- **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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Increase the knowledge base of women and their partners regarding pregnancy and the birth process, to assist them in having a positive birth experience	Ongoing
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Empower women living in poverty and abusive relationships so that they can make healthy decisions for themselves and their newborns	Ongoing
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Educate new families regarding choices that they will be making regarding their own care and the care of their newborns and how to make healthy choices	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information

Virginia Thomas, Nurse Manager, Birthing Center, 413-534-2700 , thomas_virginia@holyothealth.com
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Detailed Description

Not Specified

Postpartum Support Group

Brief Description or Objective

Postpartum depression support group open to any woman in our community where there is a high incidence of postpartum mood disorders. There is no other support group available to women in our community that relates to postpartum mood disorders.

Program Type

Support Group

Target Population

- | |
|---|
| <ul style="list-style-type: none"> • Regions Served: County-Hampden, County-Hampshire • Health Indicator: Mental Health • Sex: Female • Age Group: Adult, Adult-Young • Ethnic Group: All • Language: All |
|---|

Goals

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

Goal Description	Goal Status
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Provide support, referrals, safe place for postpartum women	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information Virginia Thomas, Nurse Manager, Birthing Center, 413-534-2700 ,
thomas_virginia@holyokehealth.com

Detailed Description Not Specified

Emergency and Trauma Services, Ambulance

Brief Description or Objective Provide ambulance service to the City of Holyoke through EMS 911 contract.

Program Type Direct Services

Target Population

- **Regions Served:** Holyoke
- **Health Indicator:** Access to Health Care
- **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
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Provide ambulance service to the City of Holyoke through EMS 911 contract	Ongoing
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Provide the only Emergency service available in the City of Holyoke	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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American Medical Response City of Holyoke	
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Contact Information Robert Moore, Emergency Preparedness Coordinator, 413-534-2560 ,
moore_robert@holyokehealth.com

Detailed Description Not Specified

Ambulance Community Events

Brief Description or Objective Provide ambulance coverage for various community events.

Program Type Direct Services

Target Population

- **Regions Served:** County-Hampden, County-Hampshire, Holyoke
- **Health Indicator:** Access to Health Care, Other: First Aid/ACLS/CPR, Other: Public Safety, Other: Safety
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Supporting Healthcare Reform

Goal Description	Goal Status
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Provide ambulance stand-by service for community events	Ongoing
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Provide first aid and care if needed at community events	Ongoing
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Partners

Partner Name, Description Partner Web Address

American Medical Response
City of Holyoke

Contact Information

Robert Moore, Emergency Preparedness Manager, 413-534-2560 ,
moore_robert@holyokehealth.com

Detailed Description

Not Specified

Diabetes Education**Brief Description or Objective**

Diabetic education including understanding Type 2 Diabetes, planning meals and diet needs and taking and managing medications.

Program Type

Community Education

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations

Goal Description**Goal Status**

Diabetic education available to
the community for 3 hours
every other month

Ongoing

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

Diabetic nurse - Understanding
Type 2 Diabetes
Dietitian - Planning meals
Pharmacist - Managing
medication and insulin

Contact Information

Carlene Bailey, Education Coordinator, 413-534-2514, bailey_carlene@holyokehealth.com

Detailed Description

Not Specified

End of Life Presentation**Brief Description or Objective**

End of Life presentation for Holyoke Community College nursing students on how to handle the dying patient and their family: what to say to the family, how to assist the family of a loved one dying, sensitivity to feelings and understanding other cultures

Program Type

Community Education

Target Population

- **Regions Served:** Holyoke
- **Health Indicator:** Other: Bereavement
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description**Goal Status**

Educate nursing students on
how to handle the dying
patient and their family

Partners

Partner Name, Description Partner Web Address

Holyoke Community College

Contact Information Carlene Bailey, Education Coordinator, 413-534-2514, bailey_carlene@holyokehealth.com**Detailed Description** Not Specified**CPR Classes****Brief Description or Objective** Holyoke Medical Center offered CPR classes to the public and employees of Holyoke Health Center and Holyoke Visiting Nurse Association at request from community participants, Holyoke Visiting Nurse Association and Holyoke Health Center.**Program Type** Community Education**Target Population**

- **Regions Served:** County-Hampden, County-Hampshire, Holyoke
- **Health Indicator:** Other: First Aid/ACLS/CPR
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Increasing CPR knowledge Ongoing

Improve outcome for people in Ongoing
cardiac arrest, respiratory
arrest or with signs of a stroke
or heart attack**Partners****Partner Name, Description Partner Web Address**

Not Specified

Contact Information Carlene Bailey, Education Coordinator, 413-534-2514, bailey_carlene@holyokehealth.com**Detailed Description** Not Specified**Physician Recruitment Orthopedics****Brief Description or Objective** Due to lack of coverage in our community, patients are often transferred to other communities for Emergency Orthopedic care. Due to difficulty in statewide recruiting, it is necessary to look nationwide.**Program Type** Physician/Provider Diversity**Target Population**

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description Goal Status**Eliminate the need to transfer Ongoing
patients outside thecommunity for orthopedic care
and delaying treatment**Partners****Partner Name, Description Partner Web Address**

Not Specified

Contact Information Kevin Neill, VP, Physician Services, 413-534-2667, neill_kevin@holyokehealth.com**Detailed Description** Not Specified**Augmentative/Alternative Communication Classes****Brief Description or Objective** Training professional speech therapy community to work within very specialized area of patients who are unable to speak and must speak via computer. Enriches lives of families and children by providing an outlet for communication at home, in school, in ad**Program Type** Health Professional/Staff Training**Target Population**

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Child Care, Other: Education/Learning Issues, Other: Hearing, Other: Language/Literacy
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description** **Goal Status**

Train speech therapists, teachers and classroom aides on recognizing the students who would benefit from augmentative and alternative communication devices Ongoing

Train on care and use of speech generative devices Ongoing

Train on vocabulary and syntax building through software upgrade and downloads into devices Ongoing

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

Not Specified

Contact Information Janice Walker, Manager, Speech and Hearing, 413-534-2508 , walker_janice@holyokehealth.com**Detailed Description** Not Specified**Behavioral Health-Inpatient Services****Brief Description or Objective** Providing inpatient behavioral health services including Social Work Assessment Team.**Program Type** Health Coverage Subsidies or Enrollment**Target Population**

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Mental Health
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Provide inpatient Behavioral Ongoing

Health services, including
Social Work Assessment Team

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Matthew Haas, Exec. Director, Behavioral Health, 413-534-2628 ,
haas_matt@holyokeyhealth.com

Detailed Description

Not Specified

Community Benefit Management

Brief Description or Objective

Oversight and development of the community benefit plan and program for the organization, both internal to the hospital and to the community.

Program Type

Community Benefits Planning Process

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Access to Health Care, Immunization, Mental Health, Other: Alcohol and Substance Abuse, Other: Cancer, Other: Cancer - Breast, Other: Diabetes, Other: Education/Learning Issues, Other: Elder Care, Other: First Aid/ACLS/CPR, Other: Hearing, Other: Homebound, Other: Language/Literacy, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Public Safety, Other: Safety, Other: Stroke
- **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

To develop a community benefit program to meet the needs of the community served

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Clark A. Fenn, VP Quality Improvement/Risk Management, 413-534-2750 ,
fenn_clark@holyokeyhealth.com

Detailed Description

Not Specified

Cash Donations/Not-For-Profit Community Organizations

Brief Description or Objective

Cash to Western Mass Physician Associates for support without which would cause service to terminate leaving ob/gyn, pediatrics, internal medicine and midwifery service shortages in the community.

Program Type

Physician/Provider Diversity

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description **Goal Status**

Improve access to ob/gyn, pediatric and internal medicine and improve community health.

Ongoing

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

Not Specified

Contact Information

Kevin Neill, VP Physician Services, 413-534-2667, neill_kevin@holyokehealth.com

Detailed Description

Not Specified

Career Day**Brief Description or Objective**

Education of youth to hospital careers. National Youth League visits Holyoke Medical Center to learn about health careers.

Program Type

Mentorship/Career Training/Internship

Target Population

- **Regions Served:** County-Hampden, County-Hampshire
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult-Young
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description **Goal Status**

Explain what health careers are available

Ongoing

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

National Youth League

Contact Information

Carlene Bailey, 413-534-2514, bailey_carlene@holyokehealth.com

Detailed Description

Not Specified

Community Lecture Speech and Hearing**Brief Description or Objective**

Educational lecture for seniors at Holyoke Council on Aging on hearing aids, and education on options for treatment of hearing loss

Program Type

Community Education

Target Population

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

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description **Goal Status**

Discuss importance of communication partners and the inability of hearing aids to solve all communication difficulties

Ongoing

Discuss current technology options with hearing aids/prices/assistance with payment options Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information Janice Walker, 413-534-2508, walker_janice@holyokehealth.com

Detailed Description Not Specified

Community Outreach Coat Drive

Brief Description or Objective Coat drive which collected 390 coats from employees and distributed to the community through outreach activity

Program Type Outreach to Underserved

Target Population

- **Regions Served:** Holyoke
- **Health Indicator:** Other: Homelessness
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Collection of coats and distributed to poor of our community	Conducted during January 2011

Partners

Partner Name, Description Partner Web Address

Radio Redentor Station

Contact Information Rafael Mojica, 413-534-2607, mojica_rafael@holyokehealth.com

Detailed Description Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2011	Approved Program Budget for 2011
Community Benefits Programs	Direct Expenses \$5,631,449 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$6,826 Other Leveraged Resources \$0	\$0 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$558,074 HSN Denied Claims \$0 Free/Discount Care \$210,522	

	Total Net Charity Care	\$768,596	
Corporate Sponsorships		\$0	
	Total Expenditures	\$6,406,871	
Total Patient Care-Related Expenses for FY2011			\$105,322,067
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
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Bad Debt:	\$6,531,053	Certified
IRS 990:	\$2,915,940	2009