

Health New England - FY2011

Community Benefits Mission Statement

HNE is committed to improving the quality of life and health status of our communities, and contributing to the economic success of our region.

Target Populations

Name of Target Population	Basis for Selection
Children & Families	Community Needs

Publication of Target Populations

Website

Hospital/HMO Web Page Publicizing Target Pop.

www.hne.com

Key Accomplishments of Reporting Year

HNE has had its most significant accomplishments in 2011 with regard to our Community Benefits efforts. In June of 2011 our region was hit with a Tornado which resulted in extensive damage to several cities and towns. Our region was also hit with a hurricane and an unusually early Noreaster.

HNE made donations in the amount of \$389,500 to several organizations that were impacted by the storms. A few examples include a \$25,000 donation to Square One which lost two of their sites, a \$50,000 donation to Caring Health Center (a federally qualified health center), their site was severely damaged, Martin Luther King Junior Community Center, \$10,000 to Wilbraham Senior Center and \$10,000 to Chicopee Senior Center for new buildings.

In addition, HNE has contributed to the economic foundation of our region, as a for-profit entity, with \$8,102,944 in taxes.

Plans for Next Reporting Year

HNE plans to continue to support the economic foundation of our region as well as children and families. A multi-year commitment has been made to the Open Gyms Program, the Y-AIM program, the Launch Program at Square One and the Live Well Springfield Kids initiative through Partners for a Healthier Community. In addition, opportunities are currently being explored in Berkshire County.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

HNE participates in the Baystate Health Community Benefits Design Team. Internally, at HNE, Lynn Ostrowski (Director, Corporate Relations and Brand) leads the Community Benefits Program with Jim Kessler, VP and Chief Legal Counsel, as the Executive Leadership Team sponsor.

Community Benefits Team Meetings

The CB Design Team meets on a quarterly basis to discuss community needs and collaboration between HNE and BH for community support.

Community Partners

HNEs community partners include: Square One, Springfield YMCA, City of Springfield, Martin Luther King Jr. Community Center, Partners for a Healthier Community, Franklin County Community Action, Caring Health Center, American Lung Association, American Heart Association, BH VNA and Hospice, UW of Pioneer Valley, Springfield Family Support Center, Friends of the Homeless, Berkshire County ARC, Hillcrest Educational Centers, Loomis Communities, Wilbraham Senior Center, Chicopee Senior Center, Puerto Rican Cultural Council, Western Mass Legal Counsel, Urban League of Springfield, AIDS Foundation of Western Mass, Tapestry Health.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

HNE partners with our parent organization, Baystate Health for the Community Needs Assessment.

In FY 2010, the community needs assessment process gathered information and reviewed data from a number of sources, including:

1. Healthy People 2010 indicators
2. The Mass Department of Public Health
3. Morbidity and Mortality data drawn from internal BH hospital discharge data and statewide data sources.
4. Both by internal and external respondents in the health care, human service and public health field and unaffiliated stakeholders (community residents) participated in focus groups.
5. The BH Community Benefits Advisory Council, hospital advisory board members, and local community coalitions and task forces
6. Existing community needs assessment data (United Way, PV Planning Commission, and Community Action Programs)
7. Surveys of community stakeholders – expert testimony and resident (lay) opinions – were used to identify and prioritize community health needs.

Consultants/Other Organizations

The following organization/community stakeholders were surveyed:

1. AIDS Foundation of W. Mass
2. Alzheimer's Association
3. American Cancer Society
4. American Diabetes Association
5. American Heart Association
6. Association for Community Living
7. Behavioral Health Network
8. Caring Health Center
9. Center for Human Development
10. Gandara Health Center
11. Greater Springfield Senior Center
12. Healthy Start Planning Group
13. Holyoke Health Center
14. Holyoke/Chicopee Head Start
15. Jewish Educational Resource Center
16. Jewish Family Services
17. Jewish Geriatric Services (Nursing Home)
18. Lutheran Social Services
19. Martin Luther King Jr. Family Services
20. Mason Square Health Task Force
21. Mass in Motion (Springfield Wellness Leadership Council)
22. Men's Resource Center
23. Men's Resource International
24. New North Citizen's Council
25. Partners for Healthier Communities
26. Pioneer Valley Asthma Coalition
27. Planned Parenthood

28. Regional/State Public Health Department
29. School Departments
30. Springfield Department of Health & Human Services
31. Springfield Partners for Community Action
32. Springfield Police Department
33. Springfield Vietnamese American Civic Association
34. Square One
35. Tapestry Health
36. Valley Opportunity Council
37. YEAH Network
38. YMCA and YWCA

Data Sources

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

Select Community Benefits Programs

Live Well Springfield Kids

Brief Description or Objective	PHC is a grass roots organization founded 13 years ago by Springfield Community Leaders who work together to achieve improved health outcomes by reaching people in all settings, not just the hospital. PHC's goal is to help people solve their own community needs.
Program Type	Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none"> • Regions Served: Springfield • Health Indicator: Not Specified • Sex: All • Age Group: Child-Preschool • Ethnic Group: All • Language: All

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
Program is in the planning stages and work is currently underway to leverage existing coalitions.	Beginning.

Partners

Partner Name, Description Partner Web Address

Partners for a Healthier Community, Square One, High Street Health Center, Springfield Food and Policy Council, Springfield Partners for Community Action	http://www.baystatehealth.org/
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Contact Information	Frank Robinson, Executive Director, 280 Chestnut Street, Springfield, MA 01103, 413-794-0000, frank.robinson@baystatehealth.org
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Detailed Description	Not Specified
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Square One LAUNCH Program

Brief Description or Objective	The LAUNCH Program is a comprehensive health and wellness curriculum designed for children and their families to encourage proper nutrition and provide food security.
Program Type	Healthy Communities Partnership

Target Population

- **Regions Served:** Springfield
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** Child-Preschool
- **Ethnic Group:** All
- **Language:** All

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

The program is in its second year. No outcomes have been reported to date.

Goal Status

Program is in progress

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

Square One, The Food Bank of Western Massachusetts, Farm to Preschool <http://www.sdn.org/>

Contact Information

Kim Lee, VP Square One, 732-5183., klee@startatsquareone.org

Detailed Description

Not Specified

Martin Luther King Jr., CC Night Spot and Facility Repair**Brief Description or Objective**

The Night Spot Program provides a safe environment for adolescents to go in the Mason Square area of Springfield. HNE's support of the Night Spot Program provides for a staff member who works with adolescents to help with homework, act as a mentor, and to engage them in structured physical activity.

Program Type

School/Health Center Partnership

Target Population

- **Regions Served:** Springfield
- **Health Indicator:** Other: Safety
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

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

The goal is to provide teens with a safe environment in the evenings.

Goal Status

This year we increased the number of sites from 3 to 4 and all four sites reached full capacity.

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

Martin Luther King Jr. CC

Contact Information

Sharon Jewel, Interim Executive Director, 3 Rutland Street, Springfield, MA 01109, 413-746-3655.,

Detailed Description

Not Specified

Open Gym Program**Brief Description or Objective**

The Open Gym Program is a collaboration between HNE and the City of Springfield. The purpose of this program is to provide a safe space for adolescents in Springfield's high risk neighborhoods. The program is staffed by the Springfield Parks Department. This program was expanded from 3 to 4 schools this year and all four reached full capacity. This program also offers single parents the opportunity to continue their education or work a second job with the

confidence that while they are at work or school their children are in a safe environment.

Program Type School/Health Center Partnership

Target Population

- **Regions Served:** Springfield
- **Health Indicator:** Injury and Violence
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

To provide a safe environment for teens in the evenings in Springfield's highest risk neighborhoods.

Goal Status

All four Open Gym Programs were at full capacity.

Partners

Partner Name, Description Partner Web Address

City of Springfield Parks & Recreation Department and Springfield City Councilor, Tim Allen

Contact Information City of Springfield Parks Department, 200 Trafton Road, Springfield, MA 01108, 413-787-6440,

Detailed Description Not Specified

Girl Scouts of Pioneer Valley

Brief Description or Objective

HNE partnered with the Girl Scouts to create a healthy living badge. To earn the badge the girls' need to practice healthy behaviors (nutrition, fitness, no tobacco products, no alcohol or drugs, getting appropriate sleep, no texting and driving, etc.

Program Type Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** County-Franklin
- **Health Indicator:** Physical Activity
- **Sex:** Female
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

The program was in the development stages this year and will be implemented next year.

Goal Status

In development

Partners

Partner Name, Description Partner Web Address

Girl Scouts of Pioneer Valley <http://www.gscwm.org>

Contact Information Girl Scouts of Western Mass, Anjelika Melein, 40 Harkness Ave., East Longmeadow, MA 01028, hr@gscwm.org

Detailed Description Not Specified

Caring Health Center

Brief Description or Caring Health Center is a federally qualified community health center that was impacted by the

Objective	Tornado.
Program Type	Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none"> • Regions Served: Springfield • Health Indicator: Access to Health Care • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All

Goals**Statewide Priority:** Not Specified

Goal Description	Goal Status
The purpose of the \$50,000 dollar donation was to assist Caring Health Center in fund raising for their new building.	Donation Given.

Partners

Partner Name, Description	Partner Web Address
Caring Health Center	caringhealth.org

Contact Information	Anne Awad, Executive Director, Caring Health Center, 1145 Main Street, Springfield, MA, 693-1002,
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Detailed Description	Not Specified
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Community Action of Franklin County

Brief Description or Objective	This agency has experienced significant decreases in funding from the state. The grant of \$50,000 allowed them to continue to employ a community outreach worker.
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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: County-Franklin • Health Indicator: Access to Health Care • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals**Statewide Priority:** Not Specified

Goal Description	Goal Status
The purpose of the grant was to fund the continuing employment of a community outreach worker.	Outreach worker is employed for additional 12 months.

Partners

Partner Name, Description	Partner Web Address
Community Action of Franklin County.	www.communityaction.us/
Claire Higgins, Executive Director, 393 Main Street, Greenfield, MA, 413-774-2318	info@communityaction.com

Contact Information	Claire Higgins, Executive Director, 393 Main Street, Greenfield, MA (413) 863-2270, info@communityaction.com
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Detailed Description	Not Specified
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Square One Preschool

Brief Description or Objective	Square One lost two buildings in the Tornado, as a result most of the children have been moved to the King Street Square One location. This location does not have an outdoor play space. The purpose of this \$25,000 grant is to fund the build of a playground at the King Street location.
Program Type	Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none"> • Regions Served: Springfield • Health Indicator: Environmental Quality • Sex: All • Age Group: Child-Preschool • Ethnic Group: All • Language: All

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
The purpose of the grant is to build a playground at the King Street Square One location.	The playground has been built.

Partners

Partner Name, Description	Partner Web Address
Square One	www.sdn.org/

Contact Information Kim Lee, VP, Square One, King Street, Springfield, MA, klee@startatsquareone.org

Detailed Description Not Specified

Springfield YMCA - Y-AIM Program

Brief Description or Objective	Y-AIM is a partnership between the YMCA of Greater Springfield, and area High Schools, as well as various partners such as Health New England. The explicit goal of Y-AIM is to provide talented, underachieving at-risk youth, with a solid support system that will assure graduation from high school, pursuit of higher education, and access to gainful employment in the global market place. Students who join the program will show improvement by: Passing the MCAS; Improving performance in core subjects; Increasing attendance to 90% or better; Maintaining or reaching grade level; Lowering school suspensions; and Graduating from high school and attending college.
Program Type	Community Education
Target Population	<ul style="list-style-type: none"> • Regions Served: Springfield • Health Indicator: Other: Education/Learning Issues • Sex: All • Age Group: Child-Teen • Ethnic Group: All • Language: All

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
Increase the number of adolescents who graduate from High School.	The first year of the program at the school HNE sponsored there were 49 students in the Y-AIM program, 48 graduated and 44 are going on to college.

Partners

Partner Name, Description	Partner Web Address
YMCA of Greater Springfield	www.springfieldy.org

Contact Information Kirk Smith, President & CEO, Springfield YMCA, 275 Chestnut Street, Springfield, MA (413)

739-6951, ksmith@springfieldy.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2011	Approved Program Budget for 2011
Community Benefits Programs	Direct Expenses \$389,500 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$50,000 Other Leveraged Resources Not Specified	\$200,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$3,106,395 HSN Denied Claims Not Specified Free/Discount Care Not Specified Total Net Charity Care Not Specified	
Corporate Sponsorships	\$2,150,000	
	Total Expenditures \$5,695,895	
Massachusetts Plan Members		0
HMO Administrative Expenses		49,423,202
HMO Total Revenue for 2011		460,630,229
HMO Hospital, Medical and Other Health Care Costs for 2011		397,727,457
Comments: It is important to note that HNE paid \$8,102,944 dollars in taxes in 2011.		

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