

Morton Hospital & Medical Center - FY2011

Community Benefits Mission Statement

Morton Hospital's community benefits mission and the guiding philosophy of our community initiatives is to establish a data-driven, evidence-based Community Benefits Program that improves the status of our community and provides access to comprehensive, high quality, compassionate and efficient health services in the community setting. We accomplish this by:

- Assessing the unmet health needs of our community
- Participating on local action committees
- Funding community-based health care initiatives
- Encouraging the community to engage in healthy lifestyles, be active participants in their health care, and educate themselves of the risks associated with unhealthy behaviors and poor lifestyle choices

Target Populations

| Name of Target Population | Basis for Selection | |
|--|---|--|
| Adult women | United Way needs assessments identifies a need for women's health education; Taunton has a high incidence of breast cancer-related deaths; there is room for improvement in the number of woman receiving annual mammograms | |
| Residents at-risk for obesity and diabetes | United Way needs assessment identifies obesity as an area of concern for residents; Chronic Disease Objectives Report for Taunton shows a high rate of diabetes and diabetes-related deaths, as well as obesity in adults | |
| Uninsured/under-insured and under-served residents | United Way needs assessment identifies access to health care as an area of concern; Taunton community has a shortage of primary and preventive care physicians; Morton Hospital operates both adult and school-based health centers | |
| Residents most at-risk for cancer; those with a family history of cancer | The greater Taunton community maintains a high incidence of cancer-related deaths | |
| Adult smokers | The greater Taunton community has a higher than state average incidence of smoking and tobacco-use | |
| Low-income families | Focus on those who may be most at-risk for chronic diseases and less likely to have access to primary and preventive care services | |
| General Greater Taunton Community | Need for ongoing education, outreach, preventive care for all residents | |

Publication of Target Populations

Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

www.mortonhospital.org

Key Accomplishments of Reporting Year

Throughout Fiscal Year 2011, Morton Hospital maintained collaborative partnerships with several community organizations, and enhanced its involvement with the Taunton area CHNA (Greater Taunton Health and Human Services Coalition).

Specific program-related accomplishments included:

- Enhancement of the Smoking Cessation Program and tobacco-free initiatives
- Offering free cancer screening programs with more than 130 community participants
- Maintaining a focus on women's health and breast cancer education and prevention
- Participating in Health Care For All's "Got coverage? Health Coverage for Kids and Teens" campaign, aiming to enroll uninsured children in health care coverage during the month of May
- Entering into an agreement with the Taunton Housing Authority, pledging to provide health education, services and screenings

to residents during the THA's HOPE VI Revitalization Project

In addition, the hospital continued to operate its Adult and School-Based Health Centers, providing much needed primary and preventive care to uninsured and underserved residents.

Plans for Next Reporting Year

In addition to maintaining the hospital's ongoing community benefits programs (including: community outreach/health education, Dr. Anthony N. Elias Health Center for Uninsured Adults, Friedman School-Based Health Center, HIV Case Management Program, Bio-Terrorism Program, Tuberculosis Clinic, Sports Medicine Program, Support Groups, and Physician and Health Service Referral support), the hospital has identified 5 priorities for the next reporting year: Diabetes-Nutrition-Obesity, Cancer, Smoking/Tobacco Use, Health Education/Outreach, and Access to Health Care.

Additional goals include:

- Continue the hospital's active involvement with the Greater Taunton Health and Human Service Coalition/CHNA 24, specifically within the CHNA's Steering Committee.
- Via the hospital's Medical Legal Partnership in collaboration with the Justice Center of Southeast Massachusetts, LLC, offer free legal services to patients who have unmet legal needs that have triggered, and/or hinder their ability to treat, health conditions.
- Enhance outreach to non-English speaking populations (specifically Portuguese and Spanish)

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

In fiscal year 2011, hospital administration, along with Julie Masci, took a leadership role in overseeing and developing the hospital's Community Benefits Program. In doing so, they were supported and guided by:

- Senior Leadership
- The Board of Directors
- The Marketing and Image Committee
- The Patient and Family Advisory Council

Implementation and enhancement of the Community Benefits Program is the responsibility of both the hospital's senior leadership team and the Public Affairs Department, with support from ancillary departments and staff. Preparation of the report is the responsibility of the Public Affairs Department and the Finance Department.

Morton Hospital now has a strong and proactive Community Benefits Council comprised of a diverse group of community members and looks forward to enhancing its Community Benefits Programs with the support of this Council.

Hospital Senior Leadership Team FY2011:

Michael Schwartz, Interim President
Donna Maher, Vice President of Professional Services
Richard Jeffcote, Chief Financial Officer

Hospital Board of Directors FY2011:

Michael G. Broutsas, D.D.S
Michael Schwartz – (Interim President) (Ex-officio)
Louise A. Freeman
David T. Gay
Terrence Gomes, Ed. D.
Mark Hickey
A. Werner Horlbeck, Vice Chair
James P. Hoye, M.D.
Kathleen Hoye, M.D. (Ex-officio)
Barbara LaFrance

Joseph Maher (Ex-officio)
James Renna (Ex-officio)
Louis M. Ricciardi
Victor P. Santos
Jean S. Scarborough
Maureen Sroczyński
Richard H. Taus, M.D.
Charles A. Thayer, M.D.
Frank M. Tomase, M.D.

Community Benefits Team Meetings

November 10, 2010
January 12, 2011
March 9, 2011
March 23, 2011
June 13, 2011 - Conference call
July 13, 2011
September 14, 2011

Community Partners

American Cancer Society
Associates for Human Services
Attleboro Family Planning
BMC Health Net
Bristol Elder Services
Bristol-Plymouth Regional Technical High School
CHNA 24 (Greater Taunton Health and Human Services Coalition)
Citizens for Citizens
Community Care Services
Community Counseling of Bristol County
Community Partnerships, Inc.
Coyle-Cassidy High School
Dorchester House Multi-Service Center
Massachusetts Department of Public Health
Old Colony YMCA
Taunton Area School to Career (TASC)
Taunton Council on Aging
Taunton Family Planning
Taunton High School
Taunton Housing Authority
Taunton Lions Club
Taunton WIC
Triumph, Inc.
Walgreens Pharmacy

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

The most recent comprehensive Community Needs Assessment for the greater Taunton/Attleboro area was completed by the United Way of Greater Attleboro/Taunton in 2010.

Steward Health Care System is currently in the process of completing a comprehensive community health needs assessment for each of its 10 hospitals, including Morton Hospital. The assessments are anticipated to be completed by the end of the 2012 calendar year.

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Interviews, MassCHIP, Surveys, CHNA

Select Community Benefits Programs

Improving Access to Health Care

Brief Description or Objective

Through participation in local and state-wide initiatives, Morton Hospital aims to enroll uninsured individuals in health insurance and improve access to health care and health services for underserved community members.

Program Type

Outreach to Underserved

Target Population

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

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description

Goal Status

Short-term goal: Continue to offer programs and services that provide access to health care for underserved populations, uninsured individuals.

In progress

Long-term goal: Continue to participate in statewide initiatives to improve access to health care for patients in our community

Ongoing

Long-term goal: Enhance the hospital's efforts to improve health care access through its work with the Medical-Legal Partnership program

Beginning May 2012

Long-term goal: Address the issue of uninsured/underinsured residents through a pilot Community Health Worker program

Beginning May 2012

Partners

Partner Name, Description Partner Web Address

Taunton Housing Authority www.tauntonhousing.com

| | |
|----------------------------|---|
| Contact Information | Julie Masci 88 Washington St. Taunton, MA 02780 (508) 828-7015, julie.masci@steward.org |
|----------------------------|---|

| | |
|-----------------------------|---------------|
| Detailed Description | Not Specified |
|-----------------------------|---------------|

Breast Cancer Education and Prevention Program

| | |
|---------------------------------------|---|
| Brief Description or Objective | This program incorporates the outreach efforts of the hospital's Cancer Care Nurse Navigator and includes education and preventive efforts. |
|---------------------------------------|---|

| | |
|---------------------|---|
| Program Type | Community Education,Health Screening,Prevention |
|---------------------|---|

| | |
|--------------------------|---|
| Target Population | <ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA • Health Indicator: Other: Cancer - Breast • Sex: Female • Age Group: Adult • Ethnic Group: All • Language: English , Portuguese , Spanish |
|--------------------------|---|

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

| Goal Description | Goal Status |
|------------------|-------------|
|------------------|-------------|

| | |
|--|---------|
| Short-term goal: Increase awareness of breast cancer services offered at Morton Hospital and preventive measures such as screening mammography | Ongoing |
|--|---------|

| | |
|---|-------------|
| Long-term goal: Increase the number of women in the Taunton community receiving annual screening mammograms | In progress |
|---|-------------|

| | |
|---|-------------|
| Long-term goal: Expand the breast cancer program by adding new support programs and partnerships with local organizations | In progress |
|---|-------------|

Partners

| Partner Name, Description | Partner Web Address |
|---------------------------|---------------------|
|---------------------------|---------------------|

| | |
|-------------------------|----------------|
| American Cancer Society | www.cancer.org |
|-------------------------|----------------|

| | |
|----------------------------|---|
| Contact Information | Ginny Starvish, RN Cancer Care Nurse Navigator 88 Washington St. Taunton, MA 02780 (508) 828-7920, ginny.starvish@steward.org |
|----------------------------|---|

| | |
|-----------------------------|---------------|
| Detailed Description | Not Specified |
|-----------------------------|---------------|

Cancer Screening Program

| | |
|---------------------------------------|--|
| Brief Description or Objective | Morton Hospital offers at least three cancer screenings per year to increase awareness of preventive screenings and encourage annual screenings among at-risk individuals. |
|---------------------------------------|--|

| | |
|---------------------|---|
| Program Type | Community Education,Direct Services,Health Screening,Prevention |
|---------------------|---|

| | |
|--------------------------|---|
| Target Population | <ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA • Health Indicator: Other: Cancer, Other: Cancer - Colo-rectal, Other: Cancer - Prostate, Other: Cancer - Skin • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All |
|--------------------------|---|

Goals

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

| Goal Description | Goal Status |
|--|-------------|
| Short-term goal: Enhance awareness of the benefits of screenings | Ongoing |
| Long-term goal: Increase the number of people in the community getting annual screenings, and increase the number of people screened during Morton Hospital screening programs | Ongoing |
| Long-term goal: Enhance the screening program by offering new screening programs and increasing the variety of screenings offered on annual basis | Ongoing |
| Long-term goal: Decrease the incidence of cancers in the greater Taunton community through ongoing prevention and education | Ongoing |

Partners

Partner Name, Description Partner Web Address

American Cancer Society www.cancer.org

Contact Information

Ginny Starvish, RN Cancer Care Nurse Navigator 88 Washington St. Taunton, MA 02780 (508) 828-7920, ginny.starvish@steward.org

Detailed Description

Not Specified

Smoking Cessation Program

Brief Description or Objective

Morton's Smoking Cessation Program includes smoking cessation classes, education and ongoing efforts to reduce tobacco use in the community.

Program Type

Community Education,Prevention,Support Group

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Cancer - Lung, Other: Smoking/Tobacco, Tobacco Use
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

| Goal Description | Goal Status |
|---|-------------|
| Short-term goal: Increase awareness of the effects of smoking, encourage healthier lifestyles in community members | Ongoing |
| Long-term goal: Reduce the incidence of smoking in the greater Taunton area | In progress |
| Long-term goal: Enhance the smoking cessation program by offering additional support programs and smoking cessation education | Ongoing |

Partners

Partner Name, Description Partner Web Address

American Cancer Society www.cancer.org

Contact Information

Julie Masci Marketing & Public Affairs Manager 88 Washington St. Taunton, MA 02780 (508) 828-7015, julie.masci@steward.org

Detailed Description

[Download/View Attachment](#) (115.55 KB)
File Name: Smoking Cessation Resources.pdf

Community Outreach, Health Education

Brief Description or Objective

Morton Hospital hosts educational programs and participates in community events on a regular basis in order to enhance awareness of programs/services and educate the community about chronic disease and preventive health.

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Other: Diabetes, Other: Hearing, Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description

Goal Status

Short-term goal: Increase awareness of Morton Hospital services, chronic disease and preventive practices; promote enhanced health and wellness in residents

Ongoing

Long-term goal: Reduce the incidence of disease and poor health through education and early intervention

In progress

Long-term goal: Partner with local community organizations to combat poor lifestyle choices through a collaborative community effort

Ongoing

Partners

Partner Name, Description Partner Web Address

Walgreens Pharmacy www.walgreens.com

Taunton WIC/Citizens for Citizens www.cfcinc.org

Taunton Lions Club tauntonlions.lionwap.org

Contact Information

Julie Masci 88 Washington St. Taunton, MA 02780 (508) 828-7015, julie.masci@steward.org

Detailed Description

Not Specified

Dr. Anthony N. Elias Health Center

Brief Description or Objective

The goal of the Dr. Anthony N. Elias Primary Health Center is to provide primary and preventive health care services to uninsured adults in our communities. Services are provided free of charge. The clinic operates 8 hours per week.

Program Type

Direct Services, Health Screening, Outreach to Underserved, Prevention

Target Population

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

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Supporting Healthcare Reform

Goal Description

Short-term goal: Increase access to primary and preventive healthcare for adults who are uninsured and/or underserved

Goal Status

Ongoing

Long-term goal: Improve the health of uninsured and under-insured adults in our community by providing primary and preventive services and educating the population about chronic disease

In progress

Partners**Partner Name, Description**

Benjamin A. Friedman Middle School

Partner Web Address

www.tauntonschools.org

Contact Information

Cheryl Williams 88 Washington St. Taunton, MA 02780 (508) 828-7255, cheryl.williams2@steward.org

Detailed Description

[Download/View Attachment](#) (603.64 KB)
File Name: Elias Clinic _Nov 11.pdf

Friedman School-Based Health Center**Brief Description or Objective**

The School-Based Health Center is an effort to improve the health and wellness of children and adolescents in Taunton and its surrounding communities and improve access to health care for all children.

Program Type

Direct Services, Health Screening, School/Health Center Partnership

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Immunization
- **Sex:** All
- **Age Group:** All Children
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Supporting Healthcare Reform

Goal Description

Short-term goal: Continue to provide primary and preventive care to children and families in underserved populations

Goal Status

Ongoing

Long-term goal: Improve the overall health of children living in the greater Taunton area

In progress

Long-term goal: ; increase the number of families visiting the Center for primary and

In progress

preventive care for their children

Partners

Partner Name, Description Partner Web Address

Benjamin A. Friedman Middle School www.tauntonschools.org

Contact Information

Cheryl Williams 88 Washington St. Taunton, MA 02780 (508) 828-7255, cheryl.williams2@steward.org

Detailed Description

[Download/View Attachment](#) (1169.82 KB)
File Name: School-Based Health 2011.pdf

HIV Case Management Program

Brief Description or Objective

Via the HIV Case Management Program, the hospital's infectious disease medical office is able to identify at-risk individuals, engage infected persons into care, reduce disease transmission of the virus in our communities.

Program Type

Direct Services, Health Screening, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Other: HIV/AIDS
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description

Goal Status

Short-term goal: Provide Medical Case Management services to the target population, identifying medical, social and psychological needs.

Ongoing

Short-term goal: Engage HIV-infected individuals in medical care

Ongoing

Long-term goal: Support those patients to adhere to prescribed treatments, practice safer sex and reduce substance use, thereby reducing the transmission of virus in our communities

In progress

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Cindy McCrone, MD Infectious Disease Associates 72 Washington St. Taunton, MA 02780 (508) 828-6733, cindy.mccrone@steward.org

Detailed Description

Not Specified

Bio-Terrorism Program

Brief Description or Objective

Funds received for this program are utilized to help the hospital prepare for emergency incidents which might occur within the facility, within the hospital's service area.

Program Type

Direct Services, Health Professional/Staff Training

Target Population

- **Regions Served:** Other-Southeastern MA

- **Health Indicator:** Environmental Quality, Other: Public Safety
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

| Goal Description | Goal Status |
|---|-------------|
| Short-term goal: Ensure that the hospital and its emergency preparedness staff have the knowledge, equipment and supplies to respond to an emergency incident that may affect hospital patients and community members | Ongoing |
| Long-term goal: Increase staff education and training, which will prove beneficial to the hospital and the community going forward; enhance community partnerships to improve regional responsiveness to emergencies | In progress |

Partners

| Partner Name, Description | Partner Web Address |
|---|--|
| Massachusetts Department of Public Health | www.mass.gov/dph |

Contact Information

Todd Martin 88 Washington St. Taunton, MA 02780 (508) 828-7137, todd.martin@steward.org

Detailed Description

Not Specified

Tuberculosis Clinic

| | |
|---------------------------------------|--|
| Brief Description or Objective | The Tuberculosis Clinic's goal is to identify at-risk populations that could potentially spread tuberculosis and provide treatment to those with positive tuberculin skin tests. |
| Program Type | Direct Services, Health Screening, Prevention |
| Target Population | <ul style="list-style-type: none"> • Regions Served: Other -Southeastern MA • Health Indicator: Immunization • Sex: All • Age Group: All • Ethnic Group: All • Language: All |

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

| Goal Description | Goal Status |
|---|-------------|
| Short-term goal: provide care to anyone with latent or active tuberculosis | Ongoing |
| Short-term goal: Provide education, services and support to local health agencies to help stop the spread of this disease | In progress |
| Long-term goal: Keep the tuberculosis disease from spreading throughout the | In progress |

community by providing treatment and education to at-risk or infected residents

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Cindy McCrone, MD Infectious Disease Associates 72 Washington St. Taunton, MA 02780 (508) 828-6733, cindy.mccrone@steward.org

Detailed Description

Not Specified

Sports Medicine Program

Brief Description or Objective

The Sports Medicine Program provides sports training services to three local schools. Services included: athletic training including injury management for athletes, such as evaluations and injury assessments; rehabilitative care; and preventive teaching

Program Type

Community Education, Direct Services, School/Health Center Partnership

Target Population

- **Regions Served:** Taunton
- **Health Indicator:** Other: First Aid/ACLS/CPR, Other: Safety - Sports, Physical Activity
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Short-term goal: Educate athletes, their parents and school coaches/trainers about injury prevention and safety in youth sports

Long-term goal: Reduce the incidence of injuries/health issues among youth athletes in the community

Goal Status

Ongoing

In progress

Partners

Partner Name, Description Partner Web Address

Taunton High School www.tauntonschools.org

Coyle-Cassidy High School www.coylecassidy.com

Contact Information

Daniel Poisson Northwoods Medical Center Outpatient Rehabilitation 2005 Bay Street Taunton, MA 02780 (508) 828-7265, daniel.poisson@steward.org

Detailed Description

Not Specified

Support Groups

Brief Description or Objective

Alcoholics Anonymous; Breastfeeding Support Group; Cancer Care Community Advisory Board; Narcotics Anonymous; SMART Recovery; TOPS Weight Loss

Program Type

Support Group

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Alcohol and Substance Abuse, Other: Cancer, Other: Child Care, Overweight and Obesity, Substance Abuse
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

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

Short-term goal: Provide education and support for individuals with health concerns, addiction problems, etc.

Long-term goal: Enhance the hospital's support services by adding new support groups and programs and enhancing the well-being of vulnerable residents

Goal Status

Ongoing

In progress

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

Not Specified

Contact Information

Julie Masci 88 Washington St. Taunton, MA 02780 (508) 828-7015, julie.masci@steward.org

Detailed Description

Not Specified

Expenditures

| Program Type | Estimated Total Expenditures for FY2011 | Approved Program Budget for 2011 |
|---|--|--|
| Community Benefits Programs | Direct Expenses \$454,449 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$1,113 Other Leveraged Resources \$475,380 | \$477,171 *Excluding expenditures that cannot be projected at the time of the report. |
| Net Charity Care | HSN Assessment \$786,013 HSN Denied Claims \$144,779 Free/Discount Care \$1,935,838 Total Net Charity Care \$2,866,630 | |
| Corporate Sponsorships | \$1,775 | |
| | Total Expenditures \$3,799,347 | |
| Total Patient Care-Related Expenses for FY2011 | | \$115,679,687 |
| 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 | |