

Northeast Hospital Corporation - FY2011

Community Benefits Mission Statement

The Community Benefits Program at Northeast Hospital Corporation is a program established to partner with community leaders and organizations to assess the health care needs of the community. NHC incorporates the Community Health concepts of wellness, adaptation, self-care and health promotion. Strategies used in Community Benefits health activities include prevention, early detection, early intervention, long-term management and collaborative efforts with the affiliate organizations that make up Northeast Health System. Health issues addressed encompass safety, chronic disease, infectious disease, substance abuse and behavioral health.

Also included with the Community Benefits Mission Statement are the mission statements of Northeast Health System and Northeast Hospital Corporation. The corporate Mission Statement is founded in the concepts of quality, caring and community.

(Approved by the Community Benefits Committee, July 17, 2010)

Target Populations

Name of Target Population	Basis for Selection
Health Issues	Community Health Needs Assessment
Types of Programs	Community Health Needs Assessment
Sex	Community Health Needs Assessment
Race / Ethnicity	Community Health Needs Assessment
Age	Community Health Needs Assessment
Insured Status	Community Health Needs Assessment

Publication of Target Populations

Website

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.beverlyhospital.org/about-us/community-benefits-report>

Key Accomplishments of Reporting Year

- In FY '11 we launched a free pediatric speech and language screening at Beverly Hospital, which was managed by the Speech-Language Therapy Department. Screenings were provided for children 18 months to seven years of age. The thirty minute screening helped to identify if a child is developmentally appropriate in terms of their speech, language, or feeding skills. We screened 163 children and 74 children needed further evaluation.
- In FY '11 we added five new support groups. Key findings in our community health needs assessment indicated a need for the following: Stroke, Ostomy, Nicotine, Diabetes and Child Loss.
- In FY '11 we provided 135 Speaker Bureau presentations within our primary service area. Our Speakers Bureau is made up of physicians, social workers, nurses and other clinical staff.
- In FY '11 we provided 46 free blood pressure clinics and had 1,055 "patients" attend our free weekly sessions. Out of the 1,055 "patients" 45 had high blood pressure readings.
- In FY '11 we participated in 91 health fairs or wellness clinics.
- In FY '11 Beverly Hospital Co-Sponsored a YMCA of the USA grant with the Greater Beverly YMCA and were one of ten funded applicants across the United States.
- In FY '11 in partnership with the Healthy Gloucester Collaborative and Action Inc., Addison Gilbert Hospital launched a PILOT Program in the Emergency Department. Called SBIRT (Screening, Brief Intervention, and Referral to Treatment) is a research supported model that gives healthcare providers the skills to discuss health behavior changes with their patients in a positive way. This is used with high risk and dependent alcohol and drug users who are in an emergency department environment.
- In FY '11 NHC launched a healthy cooking show called Men In Aprons. With the executive chefs at Addison Gilbert and Beverly hospitals as well as the clinical nutrition department a show was developed with healthy spins on popular dishes. Men in Aprons

airs on social media platforms such as facebook and YouTube and on the hospital's website beverlyhospital.org

Plans for Next Reporting Year

- Successfully complete a comprehensive community health needs assessment for Gloucester, Rockport, Manchester, Essex, Ipswich, Hamilton and Wenham. Northeast Hospital Corporation has hired John Snow Inc., as the project consultant.
- Develop a community benefit action plan to address the health concerns found as a result of the community health needs assessment.
- Launch a free after school health and wellness program to be called "Passport to Fitness & Health" at Veteran's Memorial School in Gloucester, MA. Over seventy percent of the students at this school are eligible for free or reduced school lunches. This will be a formal partnership with the Cape Ann YMCA, The Open Door, Gloucester Public Schools and The Food Project.
- NHC seeks to address health concerns through a grant initiative, the Northeast Hospital Corporation's Community Collaborative Grant. NHC requests applications for funding that relate to one of the main focuses of the Community Health Needs Assessment. These include the following: Mental and Behavioral Health, Chronic Disease Management (Heart Disease, Diabetes and Cancer) or Access to Healthcare Services. NHC will allocate up to \$30,000 in grant funding to support innovative initiatives that are designed to: Promote mental and behavioral health education, prevention, and early intervention. Improve chronic disease prevention (as it relates to diabetes, stroke, cancer, and heart disease) and promote healthy lifestyles. Publicize available health resources and activities in the community.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

William Donaldson, Esq. – Senior Vice President and General Counsel
Charles Favazzo – Trustee
Charles Furlong – Trustee
Joseph Haley, Esq. – Trustee
Kenneth Hanover – President and Chief Executive Officer
Robert Irwin – Trustee
Gerald MacKillop, Jr., MBA - Public Relations Manager
Marc Meiches – Trustee
Lisa Neveling – Director, Marketing and Business Development
Nancy Palmer – Chairwoman, Northeast Hospital Corporation Board of Trustees
Susan Payson – Senior Vice President of Philanthropy
Joseph Porcello – Controller
David St. Laurent - Chairman, Northeast Health System Board of Trustees

Community Benefits Team Meetings

The NHC Community Benefit team met twice in Fiscal Year 2011. Those meetings took place in November 2010 and August 2011.

Community Partners

Beverly Community Council
Sterling Center YMCA Beverly
Essex Park Rehab Beverly
Beacon Hospice, Beverly
Beverly High School
Beverly Senior Center
BevCam
Herrick House Beverly

Memorial School Beverly
First Baptist Church of Beverly
Beverly Resource Group
Cape Ann Chamber of Commerce
Danvers Senior Center
First Church in Danvers
Center for Healthy Aging- Danvers
Peabody Institute Library Danvers
Stop & Shop Danvers
Danvers Rotary
St. John's Prep, Danvers
Danvers Kiwanis Club
Danvers YMCA
North Shore Community College, Danvers
Essex Senior Center
Action Inc. Gloucester
Gloucester Stroke Club
Rose Baker Senior Center Gloucester
Gloucester Breast Cancer Support Group
Shaws Gloucester Eastern Ave
Gloucester Rotary
Hamilton Wenham Regional High School
Hamilton Wenham Rotary
Ipswich Council on Aging
Ipswich YMCA
Ipswich Senior Center
Bridgewell Lynnfield
Lynnfield Senior Center
Lynnfield Council on Aging
Marblehead Council on Aging
Marblehead Senior Center
Jewish Community Center Marblehead
Flint Public Library Middleton
Middleton Council on Aging
Middleton Senior Center
Peabody Senior Center
Peabody Institute Library Peabody
Peabody Glen Health Care Center
Peabody Council on Aging
Brooksby Village, Peabody
Rockport Rotary Club
Rockport Senior Center
Salem Council on Aging
Topsfield Council on Aging
Wenham Council on Aging
Enon Village Wenham
Wenham Council on Aging
Beverly Chamber of Commerce
Peabody Area Chamber of Commerce
Healthy Gloucester Collaborative
GetFit Gloucester
North Shore Chamber of Commerce
Cape Ann Channel 12 Public Access
Danvers Community Access Television
American Red Cross of Northeast Massachusetts
Beverly Main Streets
North Shore United Way

Endicott College
 YMCA of the North Shore
 North Shore Community Health Network Area
 Gloucester Health Department
 Beverly Health Department
 Healthy Peabody Collaborative

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In 2007, John Snow Inc. (JSI) was contracted by NHC to conduct a comprehensive needs assessment that would identify the major concerns and priorities on the North Shore so that NHC could develop community health programming and services that would more effectively meet the needs of the community. The assessment process is intended to inform NHC's five-year strategic plan to ensure that its services and community health programs remain responsive to the communities they serve and that strong partnerships are built and renewed with the communities and other stakeholders in the area. The following is a summary of the process and methods used during the three phase assessment. The report and roll-out plan were completed in June 2009.

NHC will conduct a comprehensive needs assessment that will launch in October 2011 and will focus on the following communities: Gloucester, Rockport, Essex, Manchester, Ipswich, Hamilton and Wenham.

Consultants/Other Organizations

John Snow, Inc. (JSI)
 Alec R. McKinney
 Project Manager
 44 Farnsworth Street
 Boston, MA 02210
<http://www.jsi.com>

Data Sources

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

Select Community Benefits Programs

Northeast Hospital Corporation - Support Group Program

Brief Description or Objective

All support group programs are free to the community. NHC facilitated and hosted 243 support group sessions in FY '11, the breakdown is 128 in Beverly, 91 in Gloucester and 24 in Danvers.

Program Type

Support Group

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Bereavement, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Other, Other: Cancer - Prostate, Other: Diabetes, Other: Parenting Skills, Other: Smoking/Tobacco, Other: Stroke, Tobacco Use
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Short Term Goal - To continue to offer a number of support

Goal Status

On-Going

groups have been formed in answer to patients and families' needs to connect to others for help through a difficult time in their lives. Support groups can help to inform, console, and lift the spirit . . . all part of the healing process.

Long Term Goal - To implement 2 new support groups, based on an identified need through the community health needs assessment over the next 3 years.

Goal was achieved in May 2011.

Partners

Partner Name, Description Partner Web Address

Beverly Bootstraps Community Services <http://beverlybootstraps.org/>

Contact Information

Tina Ketchopulos Community Relations Coordinator 500 Cummings Center, Suite 6500 Beverly, MA 01915 (978) 236-1650, tketchop@nhs-healthlink.org

Detailed Description

Not Specified

Northeast Hospital Corporation's Speakers Bureau

Brief Description or Objective

Speakers Bureau - The Beverly and Addison Gilbert hospitals' Speakers Bureau is a free service designed to bring timely information on a variety of health-related topics. Speakers include physicians, registered nurses, dietitians, physical therapists, pharmacists and other healthcare professionals.

Program Type

Community Education

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Arthritis, Other: Asthma/Allergies, Other: Cancer - Other, Other: Cardiac Disease, Other: Chronic Pain , Other: Diabetes, Other: Elder Care, Other: Hearing, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Vision , Overweight and Obesity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

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

Goal Description

Northeast Hospital Corporation (NHC) was able to offer 147 free educational presentations in our service area during FY '11. The following is a breakdown by town / city: Gloucester – 29, Rockport, -3, Beverly – 29, Danvers – 21, Manchester – 3, Peabody – 11, Salem – 1, Topsfield – 10, Hamilton/ Wenham – 13, Middleton – 10, Ipswich -6, Marblehead – 2, North Shore, 4, Tri-town, 3, North Andover, 2.

Goal Status

Complete

• Provide information about healthy living and illness prevention for the following health related topics – neurological health, cardiac health, cancer, senior health, infectious disease, child development, parenting, diabetes, fitness/exercise, memory loss/dementia/Alzheimer's, arthritis and joint pain, ophthalmology, behavioral health, nutrition, women's health, nervous system, nephrology, men's health, respiratory, hypertension and chronic pain management.

On Going

• To recruit 10 additional physicians over the next two years to develop presentations directly stemming from data and results of the community health needs assessment.

In FY '11, four new physicians enrolled in the Speakers Bureau program.

Partners

Partner Name, Description Partner Web Address

Danvers Council on Aging, Gloucester Stroke Club, Danvers Community Access TV, Middleton Council on Aging, Hamilton Council on Aging, North Shore Neuropathy Support Group, Brooksby Village, Rose Baker Senior Center, Topsfield Council on Aging, North Shore Mothers of Multiples Support Group, Wenham Council on Aging, Beverly Council on Aging, Rockport Council on Aging, Gloucester Emergency Preparedness Team, Endicott College, CoCo Key Hotel and Water Park, Tri Town School District, Hamilton Wenham Regional School District, Boston North Fitness Center, Peabody Glenn Nursing Home, Flint Public Library, Ipswich Council on Aging, Marblehead Parkinson's Support Group, Manchester Men's Club, Beverly Public Schools, Gloucester Public Schools, Manchester Essex Regional School District, Salem State College, Shaw's Market Gloucester, Stop & Shop Danvers, Masconomet High School, Peabody Council on Aging, North Shore YMCA, Middleton Board of Trade, The

Herrick House, Spectrum North
Andover, Safe Harbor
Retirement Planning, NOAA –
Gloucester, Gloucester Council
on Aging.

Contact Information

Tina Ketchopulos, Community Relations Coordinator; Marketing & Business Development 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1650, tketchop@nhs-healthlink.org

Detailed Description

Not Specified

Community Skin Cancer Clinic**Brief Description or Objective**

The Community Skin Cancer Clinic, in partnership with the American Cancer Society and the Melanoma Foundation. Patients call to schedule an appointment with one of our Oncologists. At the clinic, patients are provided with a thorough examination and information on skin cancer prevention. If they were in need of further evaluation and treatment, the findings could be shared with their primary care physician.

Program Type

Health Screening

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Other: Cancer - Skin
- **Sex:** All
- **Age Group:** All Adults, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description**Goal Status**

In FY '11, the program aimed to launch a second clinic day and that was achieved in September 2011. 100 patients participated in two community skin cancer clinics. Out of the 100 patients we saw, 71 needed further treatment and or evaluation.

Complete

The goal of the program is to educate patients as well as offer preventative services to patients. NHC oncologists and oncology nurse partner to help intervene with early detection of skin cancer.

On Going

To implement a two more community skin cancer clinics by 2014. One additional clinic at Beverly Hospital and one at Adison Gilbert Hospital.

Northeast Hospital Corporation added a screening at Addison Gilbert Hospital in September 2011.

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

American Cancer Society
Melanoma Foundation of
New England

www.cancer.org
www.melanomafoundationne.org

Contact Information

Tina Ketchopulos, Community Relations Coordinator; Marketing & Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1650, tketchop@nhs-healthlink.org

Detailed Description

Not Specified

Pediatric Speech and Language Screening

Brief Description or Objective Pediatric Speech screenings are 30 minutes in duration and were used to identify if a child is developmentally appropriate in terms of their speech, language, or feeding skills. If a child qualified for further evaluation, the family was assisted by a speech/language pathologist who assisted in scheduling a comprehensive speech/language evaluation. Early identification and intervention is key to addressing developmental delays.

Program Type Health Screening

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Other: Hearing
- **Sex:** All
- **Age Group:** All Children
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description **Goal Status**

In FY '11 we facilitated 3 month long screenings. Complete

Screenings were provided for children 18 months to seven years of age. We screened 163 children and 74 children needed further evaluation.

Offer three pediatric speech screenings per year at Beverly Hospital, for an entire month (October, May, June) and On Going

To expand the program to Addison Gilbert Hospital by 2013, by offering a month long session. Not Complete

Partners

Partner Name, Description **Partner Web Address**

Not Specified

Contact Information Gerald MacKillop, JR., MBA Public Relations Manager, Marketing & Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description Not Specified

Health Promotion Advocate - Pilot Program

Brief Description or Objective In FY '11 in partnership with the Healthy Gloucester Collaborative and Action Inc., Addison Gilbert Hospital launched a PILOT Program in the Emergency Department. Called SBIRT (Screening, Brief Intervention, and Referral to Treatment) is a research supported model that gives healthcare providers the skills to discuss health behavior changes with their patients in a positive way. This is used with high risk and dependent alcohol and drug users who are in an emergency department environment.

Program Type Community Education, Direct Services, Health Screening

Target Population

- **Regions Served:** Essex, Gloucester, Rockport
- **Health Indicator:** Mental Health, Other: Alcohol and Substance Abuse, Other: Drunk Driving, Other: Smoking/Tobacco, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All Adults, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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In FY '11 our Health Promotion Advocate screened 144 patients who presented in the Addison Gilbert Hospital Emergency Department, 62 patients or roughly 43% screened positive for risky alcohol or drug use.	Complete
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Have service available for 18 hours per week from 4 – 10:30 p.m.	Complete
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The health promotion advocate had a follow up rate of 34%. Of that total percent of follow up consultations 83.3% made a positive change in their behavior, 50% stopped drinking and 33.3% reduced their drinking.	Complete
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To establish a similar program at Beverly Hospital by 2014.	Planning to begin in calendar year 2012.
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Partners

Partner Name, Description	Partner Web Address
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Healthy Gloucester Collaborative	healthygloucester.org
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Gloucester Health Department Action, Inc.	http://www.gloucester-ma.gov/index.aspx?NID=183
Massachusetts Department of Public Health	www.actioninc.org

Massachusetts Department of Public Health	http://www.mass.gov/eohhs/gov/departments/dph/
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Contact Information

Gerald MacKillop, Jr., MBA Public Relations Manager Marketing and Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1650, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Weekly Walk-In Blood Pressure Clinic at Addison Gilbert Hospital

Brief Description or Objective

The Addison Gilbert Hospital Weekly blood pressure clinic is a free screening offered in Gloucester, MA. The clinic is open from 1-3 p.m. every Monday (excluding Holidays) in the Women's Health Conference Room.

Program Type

Health Screening

Target Population

- **Regions Served:** Essex, Gloucester, Rockport
- **Health Indicator:** Other: Hypertension
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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In FY '11, 1,055 patients accessed the free weekly blood pressure clinic. 45 patients had high blood pressure readings.

Complete

The goal of the program is to educate patients as well as offer preventative services to patients. Registered nurses see patients, take blood pressures, review medications, counsel and if necessary, contact the primary care physician or nurse practitioner if changes need to be made or a high reading was taken.

On Going

To implement a walk in weekly blood pressure clinic at Beverly Hospital at Danvers within the next 2 years.

In FY '11 we were able to add one walk-in clinic at Beverly Hospital at Danvers. We saw 28 patients and 3 had high blood pressure readings.

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Gerald MacKillop, Jr., MBA Public Relations Manager Marketing and Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

15 Minutes with a Pharmacist

Brief Description or Objective

Northeast Hospital Corporation pharmacists offered medication reconciliation while educating patients on medication disposal efforts, safety precautions and assisting them in filing out a medication card. The pharmacist discussed personal safety when dealing with prescription medication. They discuss safe storage techniques and the importance of properly disposing of their unwanted and/or unused medications.

Program Type

Community Education

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Immunization, Other: Safety, Substance Abuse
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

To Assist four patients in a one hour session and 8 patients in a two hour session, and to offer at least four sessions per month in various communities in our primary service area.

On Going

In FY '11 we facilitated 29 sessions in our primary service area.

Complete

To expand 15 Minutes with a Pharmacist to three new communities within the next

Planning

three years

Partners**Partner Name, Description****Partner Web Address**Rose Baker
Senior
CenterIpswich Council on Aging
http://www.town.ipswich.ma.us/index.php?option=com_content&view=category&id=50&Itemid=80Healthy Gloucester Collaborative
www.healthygloucester.orgDanvers Council on Aging
www.dcoa.orgBeverly Police Department
www.beverlypd.orgDanvers Police Department
www.danverspolice.com**Contact Information**Gerald MacKillop, Jr., MBA Public Relations Manager Marketing & Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org**Detailed Description**

Not Specified

Serving Health Information Needs of Elders (SHINE)**Brief Description or Objective**

The SHINE (Serving the Health Information Needs of Elders) Program provided health insurance counseling services to elderly and disabled adults. SHINE counselors are trained to handle complex questions about Medicare, Medicare supplements, Medicare Health Maintenance Organizations, public benefits with health care components, Medicaid, free hospital care, prescription drug assistance programs, drug discount cards, and long-term health insurance.

Program Type

Community Education, Health Coverage Subsidies or Enrollment, Outreach to Underserved

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

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

In FY '11 Our SHINE Counselors: Managed 2033 client contact forms, had 1,712 visits, spent 890 hours with the beneficiary for all contacts the breakdown was 761 male and 1,272 female beneficiaries. The age breakdown is as follows:
Under 65 ~ 370; 65 – 74 ~ 895; 75 – 84 ~ 544; 85+ ~ 221 and not reported ~ 3.

Complete

To provide education and assistance to elders who need guidance as it relates to their healthcare insurance.	On Going
To implement a similar program to take place Beverly Hospital at Danvers (one time per week) within the next 2 years.	Planning
To implement a similar program at the Rockport Council on Aging in Fiscal Year 2011.	Complete

Partners

Partner Name, Description Partner Web Address

Rose Baker Senior Center
Rockport Council on Aging

Contact Information

Sefatia Romeo-Theken Community Health Liasion Addison Gilbert Hospital 298 Washington Street Gloucester, MA 01930, sromeo@nhs-healthlink.org

Detailed Description

Not Specified

U.V. / Melanoma Prevention Program

Brief Description or Objective

The purpose of the U.V. Melanoma Protection / Prevention Month which was held in July to address one of the health concerns in regard to overall skin care. This program is targeted towards young children and their parents. We offered them a "fun in the sun" package. We have many coastal communities in our primary service area and many of them have more than one beach. Many families spend time on the beach during the summer elevating their risk for skin cancer. Our package is a perfect tie in to the beach communities.

Program Type

Community Education,Prevention

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Other: Cancer - Skin
- **Sex:** All
- **Age Group:** Child-Preschool, Child-Preteen, Child-Primary School
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

In FY '11 we were able to provide 800 kits, (sand pail / shovel, beach ball, sun screen and supporting material from the American Cancer Society's "Slip, Slap, Slop" program as well as a brochure on Oncology services at Northeast Hospital Corporation.	Complete
To educate children and parents about the danger of UV Rays as well as Melanoma.	On Going
To offer communities with a program to prevent skin related health concerns.	On Going
To incorporate this program in the Beverly Recreation Department Summer Camp	Planning

Program within the next two years.

Partners

Partner Name, Description Partner Web Address

North Shore YMCA	northshoreymca.org
Danvers Family YMCA	danversymca.net

Contact Information

Gerald MacKillop, Jr., MBA Public Relations Manager Marketing & Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Physical Activity Club (PAC) Program

Brief Description or Objective

The PAC Program provides private, one-on-one coaching or, counseling to guide each family. This is an approach to teaching the basic fundamentals of good nutritional practices and encouraging increased physical activity. The unique cornerstone of the PAC Program is the family centered approach. A parent or caretaker was required to have participation in weekly session. Each family was engaged with a personal coach as he/she guided each family to achieve healthy lifestyle goals that were developed in collaboration with Northeast Hospital Corporation.

Program Type

Community Education,Health Screening,Prevention

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Parenting Skills, Overweight and Obesity, Physical Activity
- **Sex:** Not Specified
- **Age Group:** All, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

Offer Program throughout the Northshore YMCA's service area in FY '11

Complete

To have 35 families successfully complete the twelve week program

Complete. In FY '11, 40 families completed the program.

Partners

Partner Name, Description Partner Web Address

Northshore YMCA	www.northshoreymca.org
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Contact Information

Gerald MacKillop, Jr., MBA Public Relations Manager Marketing and Business Development 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1615 , gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2011	Approved Program Budget for 2011
Community Benefits Programs	Direct Expenses \$1,226,114	\$600,325
	Associated Expenses \$0	*Excluding expenditures that cannot be projected
	Determination of Need \$0	

	<u>Expenditures</u>		at the time of the report.
	<u>Employee Volunteerism</u>	\$8,181	
	<u>Other Leveraged Resources</u>	\$0	
<u>Net Charity Care</u>	<u>HSN Assessment</u>	\$4,136,668	
	<u>HSN Denied Claims</u>	\$108,734	
	<u>Free/Discount Care</u>	\$446,803	
	<u>Total Net Charity Care</u>	\$4,692,205	
<u>Corporate Sponsorships</u>		\$121,793	
	Total Expenditures	\$6,048,293	
Total Patient Care-Related Expenses for FY2011			\$288,288,459
Comments: None			

Optional Information

Expenditures	Amount	
<u>Community Service Programs</u>	<u>Direct Expenses</u>	Not Specified
	<u>Associated Expenses</u>	Not Specified
	<u>Determination of Need Expenditures</u>	Not Specified
	<u>Employee Volunteerism</u>	\$8,181
	<u>Other Leveraged Resources</u>	Not Specified
Total Community Service Programs		Not Specified
Bad Debt:	\$9,283,019	Certified
IRS 990:	\$11,190,043	2009