

# Martha's Vineyard Hospital - FY2012

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## Community Benefits Mission Statement

Martha's Vineyard Hospital's Community Benefit mission is to develop, in concert with other providers and social service agencies, comprehensive community-based primary and preventive health care programs that address major health issues for the people who live on and visit Martha's Vineyard.

## Target Populations

Name of Target Population	Basis for Selection
Patients needing primary care	quantitative and qualitative data review
Ethnic Brazilian population	quantitative and qualitative data review
The uninsured	quantitative and qualitative data review

## Publication of Target Populations

Annual Report, Website, Other- Bi-annual newsletter

## Hospital/HMO Web Page Publicizing Target Pop.

<http://www.mvhospital.com>

## Key Accomplishments of Reporting Year

Completed the process to prepare RFP's to allocate DoN funds in October 2010. Initial funding distributed in December 2010. Although the process took longer than anticipated, the hospital worked closely with the Department of Public Health, the Dukes County Health Council as well as with the larger community and various stakeholders, over the course of three years to put together the process to disburse the funds. Despite the DPH change in its guidelines as well as a change in the focus of the priorities during the process, the hospital continued to work with all groups under the new guidelines on the allocation of funds. The next round of funding will take place in FY13.

Patient and Family Council continued their work in FY12 focusing on improvement in patient care through the maternity department and the revitalization of the volunteer program.

## Plans for Next Reporting Year

The hospital has the following community benefit initiatives underway for the next reporting year:

- Expanding access to oncology care to reduce burden of travel to major health centers to receive infusion treatments.
- Expanding community engagement in health initiatives.

## Community Benefits Process

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### Select Community Benefits Process

#### Community Benefits Leadership/Team

Hospital administration and senior leadership team

## **Community Benefits Team Meetings**

Periodic senior management meetings

## **Community Partners**

Alzheimer's Services of Cape Cod & the Islands  
American Red Cross of MV  
Boston MedFlight  
Center for Living  
Caregivers Homes  
Continuum of Care Committee (island-wide)  
Dukes County Health Council  
DoN Community Health Initiatives Working Group  
Dukes County Public Health Committee  
Dukes County Veteran's Agency  
Elder Affairs Committee  
Hospice of Martha's Vineyard  
Island Grown Initiative Island Hospice  
Island Healthcare Clinic  
Martha's Vineyard Association of EMTs  
Martha's Vineyard Community Services  
Martha's Vineyard Regional High School  
Martha's Vineyard Vision Fellowship  
Martha's Vineyard Whole Health Alliance  
Martha's Vineyard Youth Task Force  
Municipal Health Officers (six island towns)  
Network Health  
Towns of Oak Bluffs, Tisbury & Edgartown Ambulance Services  
Tri-town Ambulance Service  
Vineyard Health Care Access Program  
Visiting Nurse Association  
Windemere Nursing and Rehabilitation Center

## **Community Health Needs Assessment**

### **Date Last Assessment Completed and Current Status**

Completed the process to prepare RFP's to allocate DON funds in October 2010. Initial funding issued in December 2010. Although the process took longer than anticipated, the hospital worked closely with the Department of Public Health, the Dukes County Health Council as well as with the larger community and various stakeholders, over the course of three years to put together the process to disburse the funds. Although the DPH changed its guidelines as well as the focus of the priorities during the process, the hospital continued to work with all groups under the new guidelines on the allocation of funds. The next round of funding will take place in FY13.

### **Consultants/Other Organizations**

Dukes County Health Council Southeast Center for Healthy Communities Mass DPH

### **Data Sources**

Community Focus Groups, MassCHIP, Surveys, Other - Local health data

## Select Community Benefits Programs

### Health Fair

#### Brief Description or Objective

Martha's Vineyard Hospital hosts an annual health fair for health and human service providers in order to disseminate information about available programs and services offered at the hospital and throughout the Vineyard. Some services offered at the fair include: cholesterol, skin cancer, prostate screenings, glaucoma and ocular health screenings, memory screenings, ambulance tours, hand hygiene screenings, massage therapy, and blood pressure screenings. In FY2012, 250+ participants attended this health fair.

#### Program Type

Community Education

#### Target Population

- **Regions Served:** County-Dukes
- **Health Indicator:** Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Dental Health, Other: Family Planning, Other: HIV/AIDS, Other: Hospice, Other: Lyme Disease, Other: Pregnancy, Other: Safety, Other: Stroke, Other: Vision , Overweight and Obesity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All Adults, All Children
- **Ethnic Group:** All
- **Language:** All

#### Goals

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

#### Goal Description

Deliver an annual health fair for health and human service providers in order to discuss available programs and services offered at the hospital, Island-wide and off-island.

#### Goal Status

In FY2012, 250+ participants attended this health fair.

#### Partners

##### Partner Name, Description

##### Partner Web Address

Boston Med Flight	<a href="http://www.bostonmedflight.org">http://www.bostonmedflight.org</a>
Alzheimer's Services of Cape Cod & Islands	<a href="http://www.alzcapecod.org">www.alzcapecod.org</a>
David Finkelstein, OD - Optometrist	
Hospice of Martha's Vineyard	<a href="http://www.hospiceofmv.org">www.hospiceofmv.org</a>
Hypnotic Healing	
Island Hospice	<a href="http://www.islandshospice.com">www.islandshospice.com</a>
Judith J. Fraser-Pearce, CAC	
Integrated Health Care	
MV Boys & Girls Club	<a href="http://www.mvbgclub.org">www.mvbgclub.org</a>
MV Medical Reserve Corps	<a href="http://www.mvmedicalreservcorps.org">www.mvmedicalreservcorps.org</a>
MV Community Services	<a href="http://www.mvcs.org">www.mvcs.org</a>
MV Whole Health Alliance	<a href="http://www.mvwholehealth.org">www.mvwholehealth.org</a>
NAMI of Cape Cod	<a href="http://www.nami.org">www.nami.org</a>
Network Health	<a href="http://www.network-health.org">www.network-health.org</a>
New England AIDS Education & Training	<a href="http://www.neaetc.org">www.neaetc.org</a>

Oak Bluffs Ambulance Team	
Sacred Circle of Yoga	<a href="http://www.sacredcircleofyoga.com">www.sacredcircleofyoga.com</a>
Vineyard Audiology	
Vineyard Health Care Access Program	<a href="http://getaccessmarthasvineyard.org">getaccessmarthasvineyard.org</a>
Vineyard Complementary Medicine	<a href="http://vineyardcomplementarymedicine.com">vineyardcomplementarymedicine.com</a>
Vineyard Dermatology	<a href="http://www.mvhospital.com">www.mvhospital.com</a>
Vineyard House	<a href="http://www.vineyardhouse.org">www.vineyardhouse.org</a>
Vineyard Nursing Association	<a href="http://www.vineyardnursing.org">www.vineyardnursing.org</a>
Women Empowered Curves	<a href="http://www.women-empowered.org">www.women-empowered.org</a> <a href="http://www.curvesmv.com">www.curvesmv.com</a>
Donor Dudes	
Hypnotic Healing	
MV Family Planning	
YMCA of MV	<a href="http://www.ymcamv.org">www.ymcamv.org</a>
Sheriffs Meadow Foundation	<a href="http://www.sheriffsmeadow.com">www.sheriffsmeadow.com</a>
Edgartown Council on Aging	
Elder Services of Cape Cod & the Islands	<a href="http://www.escci.org">www.escci.org</a>
Vineyard Tennis Center	<a href="http://www.woroutandvtc.com">www.woroutandvtc.com</a>

**Contact Information** Rachel Vanderhoop, Director Of Development/Community Relations ,  
[rvanderhoop@mvhospital.org](mailto:rvanderhoop@mvhospital.org)

**Detailed Description** Not Specified

### Emergency Medical Technician Training

**Brief Description or Objective** Martha's Vineyard Hospital provides regularly scheduled skill refresher courses for Island EMTs. Physicians and nurses from the hospital's Emergency Department serve as Examiners in these courses. In addition, the hospital serves as a clinical campus for EMT training in emergency procedures, newborn deliveries, and airway management.

**Program Type** Health Professional/Staff Training

**Target Population**

- **Regions Served:** County-Dukes
- **Health Indicator:** Other: First Aid/ACLS/CPR, 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
Provide regularly scheduled skill refresher courses for Island EMTs.	Ongoing

### Partners

Partner Name, Description	Partner Web Address
MV EMTs and Paramedics	

**Contact Information** Jeffrey Zack, M.D. Director of MVH Emergency Services, [jzack@partners.org](mailto:jzack@partners.org)

**Detailed Description** Not Specified

## Medical Control

### Brief Description or Objective

The Emergency Department provides online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by Town of Oak Bluffs Ambulance Service to off-island facilities.

### Program Type

Direct Services

### Target Population

- **Regions Served:** County-Dukes
- **Health Indicator:** Other: First Aid/ACLS/CPR, Other: Public Safety
- **Sex:** All
- **Age Group:** All Adults, All Children
- **Ethnic Group:** All
- **Language:** All

## Goals

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

### Goal Description

Provide online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by Town of Oak Bluffs Ambulance Service to off-island facilities.

### Goal Status

Ongoing

## Partners

### Partner Name, Description Partner Web Address

Oak Bluffs and Tisbury Ambulance Services

Towns of Tisbury, Oak Bluffs & Edgartown ambulance services and Tri-Town ambulance service (serving the towns of Aquinnah, Chilmark & West Tisbury)

### Contact Information

Jeffrey Zack, M.D. Director of MVH Emergency Services, [jzack@partners.org](mailto:jzack@partners.org)

### Detailed Description

Not Specified

## Mentorship Program

### Brief Description or Objective

Martha's Vineyard Hospital offers a mentorship/internship program for Martha's Vineyard Regional Health School juniors and seniors. In FY2012, one student participated in the program, with placement in the pediatric department.

### Program Type

Mentorship/Career Training/Internship

### Target Population

- **Regions Served:** County-Dukes
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Young
- **Ethnic Group:** All
- **Language:** All

## Goals

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

### Goal Description

To provide mentorship opportunities for area high school students at Martha's Vineyard Hospital

### Goal Status

In FY2012, one student participated in the program, with placement in the pediatric department.

## Partners

<b>Partner Name, Description</b>	<b>Partner Web Address</b>
Martha's Vineyard Regional High School	<a href="http://www.mvrhs.mv.k12.ma.us/">http://www.mvrhs.mv.k12.ma.us/</a>

<b>Contact Information</b>	Rachel Vanderhoop, Director Of Development/Community Relations , rvanderhoop@mvhospital.org
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<b>Detailed Description</b>	Not Specified
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### Internship Program

<b>Brief Description or Objective</b>	Martha's Vineyard hospital serves as a rotation location for clinical training of fourth year medical students. In FY2012, one student from McGill University participated in this program.
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<b>Program Type</b>	Mentorship/Career Training/Internship
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> County-Dukes</li> <li>• <b>Health Indicator:</b> Other: Education/Learning Issues</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> Adult</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> All</li> </ul>
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### Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

<b>Goal Description</b>	<b>Goal Status</b>
To foster interest in primary care in rural settings	In FY2012 one student from McGill University participated in this program.

### Partners

<b>Partner Name, Description</b>	<b>Partner Web Address</b>
McGill University	<a href="http://www.mcgill.ca/">http://www.mcgill.ca/</a>

<b>Contact Information</b>	Michael Goldfein, M.D. Chief of Staff/MV Hospital , mgoldfein@mvhospital.org
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<b>Detailed Description</b>	Not Specified
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### Martha's Vineyard Hospital Scholarship

<b>Brief Description or Objective</b>	Martha's Vineyard Hospital provides scholarships to graduating seniors and preference is given to students considering a career in health care. In FY2012, scholarships of \$1,000 each were given to two recipients.
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<b>Program Type</b>	Mentorship/Career Training/Internship
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<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> County-Dukes</li> <li>• <b>Health Indicator:</b> Other: Education/Learning Issues</li> <li>• <b>Sex:</b> All</li> <li>• <b>Age Group:</b> Adult-Young</li> <li>• <b>Ethnic Group:</b> All</li> <li>• <b>Language:</b> All</li> </ul>
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### Goals

**Statewide Priority:** Supporting Healthcare Reform

<b>Goal Description</b>	<b>Goal Status</b>
To offer scholarships annually to students considering a career in healthcare	In FY2012, two students were awarded \$1,000 each.

### Partners

<b>Partner Name, Description</b>	<b>Partner Web Address</b>
Martha's Vineyard Regional High School	<a href="http://www.mvrhs.org">http://www.mvrhs.org</a>

**Contact Information** Susan Markwica , smarkwica@partners.org

**Detailed Description** Not Specified

## Sharps Disposal Program

**Brief Description or Objective** This program provides a safe method for community members to dispose of their used needles and syringes. Collection is offered on a monthly basis. In FY2012, Martha's Vineyard Hospital continued to encourage more active community participation in this program by way of a quarterly newspaper ad campaign and regular postings on the hospital's website.

**Program Type** Direct Services

**Target Population**

- **Regions Served:** County-Dukes
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

### Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations

#### Goal Description

To provide community access to proper disposal of used needles/syringes

#### Goal Status

In FY2012, Martha's Vineyard Hospital continued to encourage more active community participation in this program by way of a quarterly newspaper ad campaign and regular postings on the hospital's website.

### Partners

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

Not Specified

**Contact Information** Donna Enos, R.N., MVH Infection Control/Staff Development, denos@partners.org

**Detailed Description** Not Specified

## Community Health Initiative

**Brief Description or Objective** The Community Health Initiative program is intended to foster collaborations between applicant institutions and community-based partners to improve the health status of vulnerable populations and to build community capacity to promote social determinants of good health. In FY2011, MVH awarded four one-year awards, or "mini-grants," of \$5,000 each and four multi-year "priority grants" in the amount of \$51,670 each year for a maximum of five years to community based partners in order to support this goal.

**Program Type** Community Participation/Capacity Building Initiative, Grant/Donation/Foundation/Scholarship, Outreach to Underserved, Support Group

**Target Population**

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

### Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity, Supporting Healthcare Reform

#### Goal Description

To foster collaborations between applicant institutions

#### Goal Status

Second year funding of four "priority grants" to MV

and community-based partners Community Services to improve health status of vulnerable populations. To build community capacity to promote social determinants of good health. enhance Daybreak Clubhouse Health & Wellness Program; Let's Move MV Coalition, subcommittee of DCHC enlisted in national fight against obesity; Hospital of MV children's bereavement

## Partners

### Partner Name, Description

### Partner Web Address

Dukes County Health Council	<a href="http://www.dukescounty.org/pages/DukesCountyMA_HealthCouncil">http://www.dukescounty.org/pages/DukesCountyMA_HealthCouncil</a>
MA Department of Public Health	<a href="http://www.mass.gov/dph">http://www.mass.gov/dph</a>
MV Community Services	<a href="http://www.mvcommunityservices.com">www.mvcommunityservices.com</a>

### Contact Information

Dedie Wieler Chief Quality Officer, MVH, [dwieler@mvhospital.org](mailto:dwieler@mvhospital.org)

### Detailed Description

Not Specified

## Permanent Endowment Fund

### Brief Description or Objective

Created in 1945 and transferred to the Permanent Endowment in 1986, this fund honors two distinguished and devoted Vineyard physicians, Orland S. Mayhew and Clement C. Nevin. The fund helps pay for the medical expenses of families and individuals in need who have received care from the Martha's Vineyard Hospital.

### Program Type

Grant/Donation/Foundation/Scholarship

### Target Population

- **Regions Served:** County-Dukes
- **Health Indicator:** Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

### Goals

**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

### Goal Description

To provide support to patients of Martha's Vineyard Hospital in financial need

### Goal Status

In FY2012 MVH provided matching grants for patients on payment plans.

## Partners

### Partner Name, Description

### Partner Web Address

Permanent Endowment for Martha's Vineyard	<a href="http://www.endowmv.org/">http://www.endowmv.org/</a>
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### Contact Information

Andrea Jason, Permanent Endowment Fund 508-338-4665,

### Detailed Description

Not Specified

## Diabetes 101



**Brief Description or Objective** Education and management of chronic condition through individualized diet and lifestyle changes. In FY2012 12 patients participated in the education series.

**Program Type** Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Screening,Prevention

- Target Population**
- **Regions Served:** County-Dukes
  - **Health Indicator:** Other: Diabetes
  - **Sex:** All
  - **Age Group:** Adult-Young, All Adults
  - **Ethnic Group:** All
  - **Language:** All

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

<b>Goal Description</b>	<b>Goal Status</b>
Management of chronic condition and lifestyle change	In FY2012, MVH delivered six classes to diabetes patients.

**Partners**

<b>Partner Name, Description</b>	<b>Partner Web Address</b>
Not Specified	

**Contact Information** Mary Gross, mgross6@partners.org

**Detailed Description** Not Specified

**Expenditures**

Program Type	Estimated Total Expenditures for FY2012	Approved Program Budget for 2012
<a href="#">Community Benefits Programs</a>	<a href="#">Direct Expenses</a> \$92,604 <a href="#">Associated Expenses</a> Not Specified <a href="#">Determination of Need Expenditures</a> \$226,680 <a href="#">Employee Volunteerism</a> Not Specified <a href="#">Other Leveraged Resources</a> \$60,685	\$1,252,884  *Excluding expenditures that cannot be projected at the time of the report.
<a href="#">Net Charity Care</a>	<a href="#">HSN Assessment</a> \$870,865 <a href="#">HSN Denied Claims</a> \$0 <a href="#">Free/Discount Care</a> Not Specified <a href="#">Total Net Charity Care</a> \$870,865	
<a href="#">Corporate Sponsorships</a>	\$2,050	
	<b>Total Expenditures</b> \$1,252,884	
<b>Total Patient Care-Related Expenses for FY2012</b>		<b>\$54,395,808</b>
<b>Comments:</b> None		

**Optional Information**

Expenditures	Amount
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<a href="#">Community Service Programs</a>	<a href="#">Direct Expenses</a> <a href="#">Associated Expenses</a> <a href="#">Determination of Need Expenditures</a> <a href="#">Employee Volunteerism</a> <a href="#">Other Leveraged Resources</a>	Not Specified Not Specified Not Specified Not Specified Not Specified	
<b>Total Community Service Programs</b>		Not Specified	
<b>Bad Debt:</b>		Not Specified    Not Specified	
<b>IRS 990:</b>		Not Specified	