

# Athol Memorial Hospital - FY2013

## Community Benefits Mission Statement

The mission of the Community Benefits Program is to encourage healthy lifestyles through outreach, education, and support to the communities we serve (Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell).

This underlying principle of encouraging healthy lives guides our existing Community Benefits activities now and moving forward.

## Target Populations

Name of Target Population	Basis for Selection
Communities served: Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell.	Mission statement
Adults with Chronic Health Conditions	Community Needs Assessment 2011 - 2012
Adults and Teens with Substance Abuse Issues	Community Needs Assessment 2011 - 2012
Adults and Children with Nutritional Needs	Community Needs Assessment 2011 - 2012
Adults with Behavioral Health Needs	Community Needs Assessment 2011 - 2012
Senior Health Needs	Community Needs Assessment 2011 - 2012
Uninsured, those in need of health coverage or experiencing financial hardship	Community Needs Assessment 2011-2012

## Publication of Target Populations

Marketing Collateral, Website

## Hospital/HMO Web Page Publicizing Target Pop.

[www.atholhospital.org](http://www.atholhospital.org)

## Key Accomplishments of Reporting Year

In fiscal 2013, our Community Benefits Programs continued to reach out to our surrounding North Quabbin communities. During this time, we installed 29 new Lifeline systems, for a total of 131 subscribers. With the transportation, economic and technological challenges of this rural target area, this Lifeline truly serves as a life saving support system for many elderly, disabled, chronically ill community members. In addition, our Community Health Outreach Nurse participated in numerous health and wellness education activities, senior health fairs, free blood pressure screenings and flu/immunization

clinics. We participated in the Franklin Hampshire North Quabbin Opiate Prevention Taskforce, with a goal to reduce opiate use/abuse in our region; the Childrens Health and Wellness Taskforce; and we participated in 48 blood pressure screenings in Athol, Phillipston, Erving, and Royalston; and 12 Flu Clinics throughout the region. We helped provide office support for transportation services offered with Community Transit Services, provided space for Support Groups and community agencies/groups, contributed to community agencies and events in terms of cash or materials.

We now provide Fiancial Counselors in-house to help uninsured populations, including those who have recently lost insurance coverage, long-term non-insured and those with financial hardship to enroll in appropriate programs to ensure healthcare coverage. During the 2012-2013 fiscal year, our Financial Counselors worked with 3190 community members, helped to complete 668 Free Care applications, referred 1 customers to SNAP or WIC, followed up with 1621 cases in need, and referred 145 people to appropriate programs, including LUK, CAC and Social Security.

### **Plans for Next Reporting Year**

We will continue to support the community with programs and services which meet the health needs of our region as determined in our Community Health Needs Assesment, including programs targeting elderly populations, those with limited access to healthcare services, those with chronic disease, children's health and wellness, and those with substance abuse issues.

In addition, we will be participating in a 2014 Community Health Needs assesment in conjunction with with Heywood Hospital, the Joint Coalition on Health, the Minority Coalition, and the North Quabbin Community Coalition that encompasses Athol and the surrounding towns of Phillipston, Royalston, Erving, Petersham, New Salem, Orange, Warwick and Wendell.

# Community Benefits Process

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## Select Community Benefits Process

### Community Benefits Leadership/Team

The Community Benefits program is led by the Director of Marketing and Public Relations through the Community Relations Department, in consultation with the Community Outreach Nurse. Reporting and feedback occurs at frequent meetings of the Executive Management Team which includes the President/CEO, Chief Operating Officer and other Vice Presidents of the Hospital Administration team.

### Community Benefits Team Meetings

Community Benefit is undertaken by a number of managers and staff members who meet at intervals throughout the year.

### Community Partners

American Heart Association  
American Red Cross  
Athol Area YMCA  
Athol Senior Center  
Athol-Royalston Regional School District  
Athol/Orange Area Rotary Club (Lifeline Program)  
Community Health Center of Franklin County  
Community Transit Services  
Franklin County Home Care Corporation  
Gardner VNA  
Health Access Physicians Network Program  
Henry Heywood Hospital (SBIRT)  
HRSA, Emergency Preparedness Consultants Massachusetts College of Pharmacy and Health Sciences  
Massachusetts State Office of Rural Health  
Mount Wachusett Community College (Nursing Program, Lab Program)  
North Quabbin Community Coalition  
Petersham Lions Club  
Ralph C. Mahar Regional School District  
Seeds of Solidarity  
Towns of Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell (Councils on Aging, Emergency Preparedness)  
Suicide Prevention Taskforce  
Childrens Health and Wellness Taskforce

### Community Health Needs Assessment

#### Date Last Assessment Completed and Current Status

Completed in 2012 by the North Quabbin Community Coalition.

#### Consultants/Other Organizations

Not Specified

#### Data Sources

Community Focus Groups, Interviews, Surveys

## Select Community Benefits Programs

### Lifeline

<b>Brief Description or Objective</b>	Subsidized program offering greatly reduced fee services for individuals.
<b>Program Type</b>	Direct Services
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b> Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell</li><li>• <b>Health Indicator:</b> Access to Health Care, Injury and Violence, Other: Homebound</li><li>• <b>Sex:</b> All</li><li>• <b>Age Group:</b> Adult, Adult-Elder</li><li>• <b>Ethnic Group:</b> Not Specified</li><li>• <b>Language:</b> Not Specified</li></ul>

### Goals

**Statewide Priority:** Not Specified

Goal Description	Goal Status
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To provide immediate access to emergency healthcare for rural population. Help meet and support the specific needs of senior and vulnerable populations.

### Partners

Partner Name, Description	Partner Web Address
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Athol/Orange Area Rotary Club

<b>Contact Information</b>	Judy Howland LifeLine Program Manager Athol Hospital 2033 Main Street Athol, MA 01331 978 249-1145, <a href="mailto:jhowland@atholhospital.org">jhowland@atholhospital.org</a>
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<b>Detailed Description</b>	Not Specified
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### Health and Wellness Education

<b>Brief Description or Objective</b>	Presentations and interactive health and wellness efforts
<b>Program Type</b>	Community Education
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b> Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston</li><li>• <b>Health Indicator:</b> Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Arthritis, Other: Asthma/Allergies, Other: Cancer, Other: Cardiac Disease, Other: Diabetes, Other: First Aid/ACLS/CPR, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Pulmonary Disease/Tuberculosis, Other: Safety, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Overweight and Obesity, Physical Activity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use</li><li>• <b>Sex:</b> Not Specified</li><li>• <b>Age Group:</b> Not Specified</li><li>• <b>Ethnic Group:</b> Not Specified</li><li>• <b>Language:</b> Not Specified</li></ul>

### Goals

**Statewide Priority:** Not Specified

Goal Description	Goal Status
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Promote senior wellness,

improve awareness and access to healthcare services to a rural underserved population. Address chronic disease prevention and development of healthy lifestyle choices.

## Partners

Partner Name, Description	Partner Web Address
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Athol Area YMCA	
Local Area Councils on Aging	
Athol/Royalston Regional School District	
Mahar Regional School District	
American Heart Association	
Massachusetts College of Pharmacy and Health Sciences	

<b>Contact Information</b>	Amanda MacFadgen Director of Marketing/Public Relations Heywood Healthcare 242 Green Street Gardner, MA 978-669-5982, amanda.macfadgen@heywood.org
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<b>Detailed Description</b>	Not Specified
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## Support Groups

<b>Brief Description or Objective</b>	Provides space, publicity, and in some cases, staffing, for a variety of Support Groups to address health related issues in the community
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<b>Program Type</b>	Support Group
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<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b> Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Other-Central MA, Petersham, Phillipston, Royalston</li><li>• <b>Health Indicator:</b> Immunization, Mental Health, Other: Alcohol and Substance Abuse, Other: Bereavement, Other: Cancer, Other: Diabetes, Other: Gambling, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use</li><li>• <b>Sex:</b> All</li><li>• <b>Age Group:</b> All Adults</li><li>• <b>Ethnic Group:</b> Not Specified</li><li>• <b>Language:</b> Not Specified</li></ul>
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## Goals

**Statewide Priority:** Not Specified

Goal Description	Goal Status
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Provide free community access to support groups which will improve the overall health of our region.	
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## Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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<b>Contact Information</b>	Amanda MacFadgen Director, Marketing/Public Relations Heywood Healthcare 242 Green Street Gardner, MA 01440 978-669-5982, amanda.macfadgen@heywood.org
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<b>Detailed Description</b>	Not Specified
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## Community Outreach Nurse

<b>Brief Description or Objective</b>	Flu clinics, outreach education, prevention efforts
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<b>Program Type</b>	Direct Services
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## Target Population

- **Regions Served:** Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell
- **Health Indicator:** Immunization, Other: Alcohol and Substance Abuse, Other: Asthma/Allergies, Other: Cancer, Other: Cancer - Skin, Other: Diabetes, Other: HIV/AIDS, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Safety - Home, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Other: Stroke, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All Adults, Child-Primary School, Child-Teen
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

## Goals

**Statewide Priority:** Not Specified

### Goal Description

To raise awareness of and help manage chronic disease in the community. Address healthcare needs of a vulnerable rural population. Provide an on-site resource for a transportation-challenged population.

### Goal Status

## Partners

### Partner Name, Description Partner Web Address

Not Specified

### Contact Information

Pam Jobst, RN Outreach Nurse Athol Hospital 2033 Main Street Athol, MA 01331 978 249-1283 , pjobst@atholhospital.org

### Detailed Description

Not Specified

## Community Health Needs Assessment

### Brief Description or Objective

To conduct a comprehensive assessment of the communities served by Athol Hospital; using direct feedback, determine the health needs of the population to target care to meet these requirements.

### Program Type

Community Health Needs Assessment

### Target Population

- **Regions Served:** Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell
- **Health Indicator:** Access to Health Care
- **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

### Goal Description

To obtain comprehensive insight into the community health needs of the populations served by Athol Hospital to enable focused services and community benefit programs that meet these unique requirements.

### Goal Status

## Partners

**Partner Name, Description Partner Web Address**

Heywood Hospital, the Joint Coalition on Health, the Minority Coalition and the North Quabbin Community Coalition

**Contact Information**

Dawn Casavant, Vice President of External Affairs and Chief Philanthropy Officer Heywood Healthcare 242 Green Street Gardner, MA 01440 Tel (978) 630-6431 Cell (978) 751-1289 Fax (978) 630-6434 , dawn.casavant@heywood.org

**Detailed Description**

Not Specified

**Financial and Health Coverage Counselling****Brief Description or Objective**

In-house Financial Counselors help uninsured populations, including those who have recently lost insurance coverage, long-term non-insured and those with financial hardship, to enroll in appropriate programs to ensure healthcare access and coverage.

**Program Type**

Direct Services, Health Coverage Subsidies or Enrollment, Outreach to Underserved

**Target Population**

- **Regions Served:** Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** English , Spanish

**Goals**

**Statewide Priority:** Address Unmet Health Needs of the Uninsured

**Goal Description****Goal Status**

To improve healthcare access for underserved populations, and those without healthcare coverage.

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

Not Specified

**Contact Information**

Terry Hibbert Director, Patient Financial Services Heywood Hospital & Athol Hospital Administration Annex 242 Green Street Gardner, MA 01440 Phone 978-630-6209 Fax 978-630-6564, terry.hibbert@heywood.org

**Detailed Description**

Not Specified

**Expenditures**

<b>Program Type</b>	<b>Estimated Total Expenditures for FY2013</b>	<b>Approved Program Budget for 2013</b>
<a href="#">Community Benefits Programs</a>	<a href="#">Direct Expenses</a> \$8,627 <a href="#">Associated Expenses</a> Not Specified <a href="#">Determination of Need Expenditures</a> Not Specified <a href="#">Employee Volunteerism</a> \$10,549 <a href="#">Other Leveraged Resources</a> \$22,938	\$100,000  *Excluding expenditures that cannot be projected at the time of the report.

<a href="#">Net Charity Care</a>	<a href="#">HSN Assessment</a>	\$178,631	
	<a href="#">HSN Denied Claims</a>	Not Specified	
	<a href="#">Free/Discount Care</a>	\$346,953	
	<a href="#">Total Net Charity Care</a>	\$525,584	
<a href="#">Corporate Sponsorships</a>		Not Specified	
	<b>Total Expenditures</b>	\$567,698	
<b>Total Patient Care-Related Expenses for FY2013</b>			\$18,473,832
<b>Comments:</b> None			

### Optional Information

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