

Heywood Hospital - FY2013

Community Benefits Mission Statement

Heywood Hospital is dedicated to the community benefit goals of improving the health status of our community, addressing the special health needs of the underserved and collaborating with others to enhance quality and contain the growth of community healthcare costs.

Target Populations

Name of Target Population	Basis for Selection
Those in need of Mental Health and Substance Abuse Services	Needs Assessments
Adults with Chronic Disease/Diabetes	Needs Assessment
Children, pre-school - high school	Needs Assessment, BMI data, underserved populations, at-risk-youth
Underserved populations due to age, race, language, economic capacity or other characteristics	Needs Assessment
Uninsured and those at risk of losing insurance and the newly unemployed	Needs assessment, high-risk population

Publication of Target Populations

Marketing Collateral, Website

Hospital/HMO Web Page Publicizing Target Pop.

www.heywood.org

Key Accomplishments of Reporting Year

The School-based Health Center worked with the Winchendon Project to provide health services for a total of 843 youth and conducted more than 468 on-site mental health visits for the youth of Winchendon through collaboration from Murdock Health Center (MHC), The Winchendon Project (TWP), Community Health Link (CHL), and Murdock Middle High School (MMHS). An average of 79% of Murdock Middle School students are enrolled in the MHC program. With 166 new students enrolling in the 2012/2013 school year. Although staff challenges resulted in less services provided this year than last, staffing issues have been resolved and Dental appointments have been added to the available services.

During the fall of 2012 and the spring of 2013, the afterschool program "Off Our Rockers" provided weekly fitness and nutrition session to 190 K-2 students in the Waterford School in Gardner. In addition, the program was extended to the Helen Mae Sauter School in Gardner, where 25 students attended eight sessions in the spring of 2013. In addition, the J.R. Briggs Elementary School in Ashburnham adopted a modified version of this program, which is sponsored by Heywood Hospital, called The Movin', (Healthy) Munchin' Moose Program, which enrolled 50 kindergarten and first grade students in the spring of 2013. The program consists of 30 minutes of fitness, 20 minutes of nutrition training, and a 25 minute healthy snack. In addition, the Briggs School also offers Project LEAP (Learning, Eating Well, Activity, Partnerships) program which provides healthy snacks and nutrition lessons to kindergarten students three days a week throughout the school year, involving 68 students total.

Targeting Reduction of Chronic Disease/Diabetes in Adults, as indicated by the Community Health Assessment of North Central Mass, the programs have significantly expanded beyond the original program Selection/Preparation for Diabetic Cooking. In 2012/2013 additional free programs were added including Diabetic/Cardiac Cooking, focused cooking/nutrition programs for Seniors, Veterans, and families. In total 22 classes were offered, with a total of 308 participants attending. In addition, 12 monthly articles focusing on nutrition were submitted and published in the Gardner News.

In addition, the hospital began offering community exercise programs in spring of 2013. The initial programs were Tai Chi,

Pilates and Yoga. 73 students participated in these courses offered at very low cost to encourage community members to lead more active lives.

The Suicide Prevention Taskforce was developed to address the high incidence of suicide in the Gardner and surrounding North Central Massachusetts towns, as indicated in the Community Health Assessment of North Central Massachusetts. This inter-agency community outreach initiative is sponsored by Heywood Hospital. With local agencies and those from across the state, now more than 100 key stakeholders are members. The group continues to raise awareness of behavioral health and suicide prevention needs, advocating with local and state government, and providing educational materials to local the Gardner school system.

No longer part of the GHAP program, we now provide Financial 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 7001 community members, helped to complete 847 Free Care applications, referred 29 customers to SNAP or WIC, followed up with 3,638 cases in need, and referred 749 people to appropriate programs, including LUK, CAC and Social Security.

Plans for Next Reporting Year

Continue to work with the Minority Coalition, Joint Coalition on Health and other community agencies to raise awareness and skills among health providers to reduce health disparities and strive for health equity.

Continue focus on high rates of depression, substance abuse and suicide in the Greater Gardner region.

Continue to support child and teen health initiatives such as the Murdock School-based health center, the Winchendon Project and the Off Our Rockers Afterschool program and the Movin' Munchin' Moose afterschool program, designed to reduce childhood obesity.

Continue to address adult chronic diseases/diabetes through expansion of community programs, support groups, health and wellness programs, and other initiatives appropriate for this target population.

Conduct 2014 Community Health Assessment of North Central Massachusetts in conjunction with Joint Coalition on Health and Minority Coalition.

Community Benefits Process

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 with reporting and feedback occurring 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)

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

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, Hospital, Interviews, Surveys

Select Community Benefits Programs

SCHOOL-BASED HEALTH CENTER

Brief Description or Objective

The Murdock Health Center is a DPH-funded school health center at Murdock Middle/Senior High School, Winchendon. It is staffed by an NP and provides medical services. Mental health services are provided in collaboration with the Winchendon Project and a clinician from Community Healthlink -Lipton and other community providers. The Murdock Health Center is committed to working towards the creation of a student body that is free from risky behavior, free from domestic violence, free from drug and alcohol and most importantly free to make healthy choices. The school based health center program reduces both non-financial and financial barriers to care and reduces risky behaviors to include adolescent relationship abuse and substance use. It accomplishes this goal by providing on-site confidential, integrated

medical and behavioral health services and education and by connecting students and families to community service providers and other appropriate resources, significantly addressing gaps in care and improving compliance. The target population for the Murdock Health Center is middle and high school students residing in the rural community of Winchendon (pop. 10,085). 99.4% of Winchendon residents speak English well or very well. 95% are non Hispanic Caucasian with 0.6% Black, 1.8% Hispanic and .9% Asian. 17.9% of Winchendon residents have less than a high school education compared to the state rate of 9.3%. 10% live below the 100% of the federal poverty level compared to the state rate of 9.3% and 25.6% live below 200% of the federal poverty level vs. the states at 21.7%. Winchendon has one of the highest foreclosure rates in the Commonwealth.

Program Type

Direct Services, Health Screening, Outreach to Underserved, School/Health Center Partnership

Target Population

- **Regions Served:** Winchendon
- **Health Indicator:** Access to Health Care, Injury and Violence, Mental Health, Other: Nutrition, Other: Safety, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Other: Stress Management, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** English , Spanish

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

The goal of the school based health center program is to reduce both non-financial and financial barriers to care and reduce risky behaviors to include adolescent relationship abuse and substance use. It accomplishes this goal by providing on-site confidential, integrated medical and behavioral health services and education and by connecting students and families to community service providers and other appropriate resources, significantly addressing gaps in care and improving compliance.

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

Health Foundation of Central Mass.

Robinson-Broadhurst Foundation

Massachusetts Department of Public Health

Murdock Middle High School
Winchendon School Committee
Joint Coalition on Health**Contact Information**

Dawn Casavant Vice President, Philanthropy and External Affairs Heywood Hospital 242 Green Street Gardner, MA 01440, dawn.casavant@heywood.org

Detailed Description

Not Specified

Reduce Incidence of Chronic Disease/Diabetes

Brief Description or Objective	The objective of this program is to address the incidence of Adult Chronic Disease in in greater Gardner, including Type II diabetes. The Community Health Assessment of North Central Massachusetts demonstrates that many of the health concerns of residents are directly attributable to chronic disease, including obesity-related conditions such as Type II diabetes. This program strives to provide nutritional outreach to adults. Program provides community outreach including nutritional instruction and demonstration. Managed by registered dietitians.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: Ashburnham, Gardner, Hubbardston, Templeton, Westminster, Winchendon • Health Indicator: Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Overweight and Obesity • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Not Specified
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Goal Description	Goal Status
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To improve community health through the prevention of chronic disease and diabetes in at-risk populations through education, awareness and lifestyle change focusing on nutrition and fitness.	
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Denise Foresman, MS, RD, LDN, Heywood Hospital, 242 Green Street, Gardner, MA 01440 Tel: 978-630-6289, for.d@heywood.org
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Detailed Description	Not Specified
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Off Our Rocker Program

Brief Description or Objective	The "Off Our Rockers" program addresses childhood obesity in the K-2 elementary school age population. The objective is to reduce the incidence of childhood obesity, increase fitness levels, and introduce healthy lifestyle habits to children and their families. Managed by registered dietiticians and a registered nurse.
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Program Type	Community Education, Prevention, School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Gardner • Health Indicator: Other: Diabetes, Other: Nutrition, Overweight and Obesity, Physical Activity • Sex: All • Age Group: Child-Primary School • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Not Specified
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Goal Description	Goal Status
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To improve community health and prevent childhood obesity through the education of students regarding the importance of proper nutrition and fitness for good health.	
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Partners

Partner Name, Description Partner Web Address

Gardner Public Schools

Contact Information

Denise Foresman, MS,RD,LDN, Heywood Hospital, 242 Green Street, Gardner MA. Tel:978-630-6820, for.d@heywood.org

Detailed Description

Not Specified

Mental Health and Suicide Prevention Taskforce

Brief Description or Objective

To focus on addressing the serious mental health and substance abuse needs in our communities which lead to some of the states highest suicide rates. Apart from refugee-specific mental health-related issues, concerns articulated in the Community Health Assessment of North Central MA were connected to socio-economic factors, including fear of being unemployed or unemployment, prohibitive cost of healthcare which results in the delay or elimination of treatment, and expense of out-of-pocket healthcare. Youth also had a significantly higher rate of depression and suicide attempt than the state average. Three areas had a significantly higher rate of Special Education due to emotional disability for youth, including Gardner at 2.6%, as compared to the state avg of 1.4%. Heywood Hospital established the Suicide Prevention Task Force servicing the city of Gardner and surrounding towns including: Ashburnham, Baldwinville, Hubbardston, Templeton, Westminster and Winchendon with assistance from the Massachusetts Department of Public Health. This is in direct response to Community Health Needs Assessment indicating Suicide Mortality Rates per 100,000 of 12.3 in Gardner and 10.3 in Gardner Area Towns, significantly higher than the state average of 7. Also, to address the mortality rate of those with mental disorders, per 100,000, 37.1 in Gardner Area Towns and 36.7 in the city of Gardner. In addition to Heywood representatives from Mental Health and Social Services specialties, key stakeholders from the region and state participate in the Suicide Prevention Taskforce, including MDPH, MDMH, law enforcement, clergy, business leaders, suicide survivors, business community, minority coalition, mental health and other community healthcare providers.

Program Type

Community Education,Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** Ashburnham, Gardner, Hubbardston, Templeton, Westminster, Winchendon
- **Health Indicator:** Mental Health, Substance Abuse
- **Sex:** All
- **Age Group:** Adult, Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Educate health professional, service providers and the public to recognize and help prevent suicide Provide resources and assistance for those in need Raise funds for suicide prevention Address high incidence of suicide in Gardner and surrounding towns Raise awareness through the use of media, including internet, radio, television, print and social media,

Goal Status

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information	Barbara Nealon, LSW, FAPA, CMC CCJS, CDVC, SWAC, CHS-I, CFSW Director of Social Service & Multicultural Services Heywood Hospital 242 Green Street Gardner, Ma 01440 978-630-6386 , barbara.nealon@heywood.org
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Detailed Description	Not Specified
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Health Care Coverage and Enrollments

Brief Description or Objective	To connect eligible uninsured with healthcare coverage and care by assisting them to enroll and maintain insurance coverage, and to overcome barriers to accessing needed care and services.
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Program Type	Community Health Needs Assessment, Health Coverage Subsidies or Enrollment, Outreach to Underserved
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Target Population	<ul style="list-style-type: none"> • Regions Served: Ashburnham, Gardner, Hubbardston, Templeton, Westminster, Winchendon • Health Indicator: Access to Health Care, Other: Uninsured/Underinsured • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English , Spanish
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Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
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To provide community members improved healthcare services through facilitating enrollment in insurance, programs and coverage that will enable maximum access.

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Terry Hibbert Director, Patient Financial Services Heywood Hospital & Athol Hospital Administration Annex 242 Green Street Gardner, MA 01440 terry.hibbert@heywood.org Phone 978-630-6209 Fax 978-630-6564,
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Detailed Description	Not Specified
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Community Health Needs Assessment

Brief Description or Objective	
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Program Type	Community Health Needs Assessment
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Target Population	<ul style="list-style-type: none"> • Regions Served: Ashburnham, Gardner, Hubbardston, Templeton, Westminster, Winchendon • Health Indicator: All • Sex: All • Age Group: Adult • Ethnic Group: Black/African American, Hispanic/Latino, White • Language: English , Spanish
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Goals

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

Goal Description	Goal Status
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To conduct a comprehensive assessment of the needs of the region served by Heywood Hospital; obtain direct

feedback to analyze and determine health needs of the populations.

Partners

Partner Name, Description Partner Web Address

Joint Coalition on Health and Minority 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

Expenditures

Program Type	Estimated Total Expenditures for FY2013	Approved Program Budget for 2013
Community Benefits Programs	Direct Expenses \$353,434 Associated Expenses \$0 Determination of Need Expenditures \$120,465 Employee Volunteerism \$33,567 Other Leveraged Resources \$83,375	\$200,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$673,097 HSN Denied Claims Not Specified Free/Discount Care \$1,150,079 Total Net Charity Care \$1,823,176	
Corporate Sponsorships	Not Specified	
	Total Expenditures \$2,414,017	
Total Patient Care-Related Expenses for FY2013		\$94,143,836
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 Not Specified

[Resources](#)

Total Community Service Programs	Not Specified
Bad Debt:	Not Specified Not Specified
IRS 990:	Not Specified