

Marlborough Hospital - FY2014

Community Benefits Mission Statement

Marlborough Hospital is committed to improving the health status of all those it serves, reducing health disparities, and promoting wellness of vulnerable populations in collaboration with our community partners.

Target Populations

Name of Target Population	Basis for Selection	
Families without health insurance	Community need input: There are still many families in our communities without health insurance	
Children	Community need input: Obesity in children is on the rise in the communities we serve.	
Teens	Community need input: The school systems in our communities have identified the need for communication to and programs for the teen population.	
Adults	Community need input: Obesity and Diabetes have been identified as an epidemic in our community.	

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

marlboroughhospital.org

Key Accomplishments of Reporting Year

Working with the Community Benefits Advisory Committee,

- Developed stronger relationships with community partners (such as Metrowest Moves, public schools, Marlborough and Hudson Boards of Health, Senior Centers) to assist in creating new programs
- Provided assistance for walking programs at elementary schools
- Provided assistance and education to help seniors stay healthy
- Educated Public School Nurses regarding healthcare changes and access to insurance
- Provided financial counseling and insurance assistance

Plans for Next Reporting Year

Focus on programs aimed at the top 3 priorities:

1. Promote Health and Wellness
2. Increase Access to Health Care
3. Increase Awareness of Mental Health Issues

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

- Fran Hurley – Board of Trustees, Chair, Boys & Girls Club of Metrowest (also sits on the UMass Memorial CBAC)
- Ellen Carlucci – VP Marketing and Development, Marlborough Hospital
- Mary Ann Stein – Volunteer Services Director, Marlborough Hospital

- Leda Celedon – Interpreter Services Supervisor, Marlborough Hospital
- Darren McLaughlin – Wayside Racquet & Swim Club and Marlborough Wellness Council
- Jennifer Claro – Marlborough Senior Center
- Martin Levins – Global Access Partners, Marlborough Chamber of Commerce and Marlborough Wellness Council
- Mary Zakrzewski – Marlborough Public Schools
- Jenny Gormley – Hudson Public Schools
- Toni Wolf – Employment Options
- Kathy Ek Dahl – Hudson parent
- Sam Wong – Hudson Board of Health
- Lee Waingortin – Hudson Public Schools
- Nilsa Roman – SMOC

Community Benefits Team Meetings

Community Benefits Advisory Council met on May 3, 2014. As part of the Community Health Implementation Plan, other meetings were held to address plans for key areas identified in the Community Benefits Needs Assessment.

Community Partners

The community partners, namely: Community Coalition of MetroWest (CHNA 7), Edward M. Kennedy Community Health Center, Local Boards of Health, MetroWest Health Foundation, MetroWest Medical Center, and Southboro Medical Group/Atrius Health gathered data about already existing activities and developed specific actions as part of the Community Health Implementation Plan.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Target areas for Marlborough Hospital's community benefits initiatives are identified through a needs assessment that is conducted every three years. Assessment activities began the beginning of April, 2013. Presentation of final results was made to the MetroWest community on November 15, 2013. Priorities have been identified and implementation plan is being developed in conjunction with Community Partners.

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Hospital, Interviews, Public Health Personnel, Surveys, Other - Health Care Utilization, DPH data

Select Community Benefits Programs

Boys and Girls Clubs of Metrowest

Brief Description or Objective	Promote active and healthy living among innercity youth.
Program Type	Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none">• Regions Served: Hudson, Marlborough• Health Indicator: Other: Child Care

- **Sex:** Female, Male
- **Age Group:** Child-Preteen, Child-Primary School
- **Ethnic Group:** All
- **Language:** All

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

Offer scholarships to camp.
Offer scholarships to camp.

Goal Status

2 scholarships
1 basketball team

Partners**Partner Name, Description**

Boys and Girls Club of
Metrowest

Partner Web Address

www.bgcmetrowest.org

Contact Information

Ellen Carlucci Marlborough Hospital 157 Union St Marlborough Ma 01752 Ellen Carlucci 508-486-5807, steven.mccue@umassmemorial.org

Detailed Description

Not Specified

Health Insurance Enrollment**Brief Description or Objective**

Marlborough Hospital staffs a department that aids community members in enrolling in the commonwealth connector and SNAP programs.

Program Type

Health Coverage Subsidies or Enrollment

Target Population

- **Regions Served:** Hudson, Marlborough, Northborough, Southborough
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Supporting Healthcare Reform**Goal Description**

Increase coverage by assisting
community members looking
to enroll in Mass Healthcare

Goal Status

Ongoing

Partners**Partner Name, Description**

Marlborough Hospital

Partner Web Address

www.marlboroughhospital.org

Contact Information

Kelley Horan Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5858, kelley.horan@umassmemorial.org

Detailed Description

Not Specified

Keep Your Heart in Shape**Brief Description or Objective**

Education session discussing various ways to help with cardiovascular health.

Program Type

Community Education

Target Population

- **Regions Served:** Hudson, Marlborough
- **Health Indicator:** Other: Cardiac Disease
- **Sex:** All
- **Age Group:** Adult, Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Chronic Disease Management in Disadvantage Populations**Goal Description**

Address and manage the risk factors associated with heart disease by educating and communicating to community members.

Goal Status

8 were educated

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

Not Specified

Contact Information

Ellen Carlucci Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5807, ellen.carlucci@umassmemorial.org

Detailed Description

Not Specified

Marlborough HS Post Grad program**Brief Description or Objective**

We offer opportunities for post grad students who remain for services through their 22nd birthday and are interested in gaining work/life skills.

Program Type

School/Health Center Partnership

Target Population

- **Regions Served:** Marlborough
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description**

Assist disadvantaged young adults in becoming independent by providing opportunities in the hospital to gain valuable work experience.

Goal Status

10 students participated

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

Marlborough High School

Contact Information

Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688 , maryann.stein@umassmemorial.org

Detailed Description

Not Specified

Safe Summer Fun Day**Brief Description or Objective**

Annual event where we provide health screenings, fun and interactive educational instruction to children and their families.

Program Type

Community Education,Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** Berlin, Bolton, Hudson, Marlborough, Northborough, Southborough, Stow, Sudbury, Westborough
- **Health Indicator:** Other: Child Care, 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
Distribute free bike helmets to every child who attends	350 helmets distributed
Injury prevention program targeted at children and families.	2000 attendees

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Ellen Carlucci Marlborough Hospital 157 Union St Marlborough MA 01752 508-486-5807, ellen.carlucci@umassmemorial.org
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Detailed Description	Not Specified
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Senior Health Fair

Brief Description or Objective	We participate in the health fair by communicating information about stroke, stroke prevention and heart failure in addition to conducting cholesterol screenings and blood pressure checks.
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Program Type	Health Screening
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Other: Cardiac Disease, Other: Stroke • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All
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Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Conduct cholesterol screenings and blood pressure checks.	Served 500 seniors
Educate our elderly population on stroke, stroke prevention and heart failure	Ongoing

Partners

Partner Name, Description	Partner Web Address
Senator Jamie Eldridge	senatoreldridge.com

Contact Information	Mary Ann Stein Marlborough Hospital 157 Union St Marlborough MA 01752 508-486-5, ann.dambra@umassmemorial.org
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Detailed Description	Not Specified
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Young Adult Initiative Board

Brief Description or Objective	The YAIB builds partnerships in the community with many different organizations to enable individuals between the ages of 16 through 24 to become self-sufficient and gain employment.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Outreach to Underserved
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Target Population	<ul style="list-style-type: none"> • Regions Served: Hudson, Marlborough, Northborough, Southborough • Health Indicator: Other: Education/Learning Issues, Other: Language/Literacy • Sex: All • Age Group: Adult-Young, Child-Teen • Ethnic Group: All • Language: All
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Goals**Statewide Priority:** Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
Strengthen disadvantaged youth by providing time and training	Ongoing
Aid employment and self-sufficiency of youth by assisting with YAIB activities	Ongoing
Pilot program for disadvantaged students considering nursing.	4 students participated

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

Young Adult Initiative Board

Contact Information

Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org

Detailed Description

Not Specified

Human Services Coalition**Brief Description or Objective**

Presentation to Human Services Coalition

Program Type

Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** Hudson, Marlborough
- **Health Indicator:** Not Specified
- **Sex:** All
- **Age Group:** Adult-Elder, All Children
- **Ethnic Group:** All
- **Language:** Not Specified

Goals**Statewide Priority:** Reducing Health Disparity

Goal Description	Goal Status
Collaborate with other agencies to identify and leverage resources to address needs	Ongoing

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

Not Specified

Contact Information

Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752, maryann.stein@umassmemorial.org

Detailed Description

Not Specified

Algonquin High School Post Grad Program**Brief Description or Objective**

We offer opportunities for post grad students who remain for services through their 22nd birthday and are interested in gaining work/life skills.

Program Type

School/Health Center Partnership

Target Population

- **Regions Served:** Marlborough, Northborough
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult

- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description**

Assist disadvantaged young adults in becoming independent by providing opportunities in the hospital to gain valuable work experience

Goal Status

Ongoing

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

Algonquin High School

Contact Information

Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org

Detailed Description

Not Specified

Medication Compliance**Brief Description or Objective**

Presentation on medication adherence and common pitfalls.

Program Type

Community Education

Target Population

- **Regions Served:** Hudson, Marlborough
- **Health Indicator:** Other: Alcohol and Substance Abuse
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description**

Keep adults safe by helping them understand the necessity of complying with proper medication use.

Goal Status

Ongoing

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

Not Specified

Contact Information

Lisa McCabe Marlborough Hospital 157 Union St Marlborough, MA 01752, yang.zsun@umassmemorial.org

Detailed Description

Not Specified

Social Media**Brief Description or Objective**

Various topics and health tips posted on a variety of social media

Program Type

Community Education

Target Population

- **Regions Served:** Marlborough
- **Health Indicator:** Not Specified
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals**Statewide Priority:** Reducing Health Disparity**Goal Description**

Disseminate health and wellness information through an additional channel

Goal Status

Active

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

Not Specified

Contact Information

Ellen Carlucci Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688, ellen.carlucci@umassmemorial.org

Detailed Description

Not Specified

Walking School Bus**Brief Description or Objective**

Walk to school with students to encourage exercise and wellness

Program Type

School/Health Center Partnership

Target Population

- **Regions Served:** Marlborough
- **Health Indicator:** Other: Public Safety
- **Sex:** All
- **Age Group:** Child-Preteen, Child-Primary School
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

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

Encourage wellness through exercise at an early age.

Goal Status

180 elementary students walked

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

MPS Wellness Council

Contact Information

Mary Ann Stein Marlborough Hospital 157 Union Street Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org

Detailed Description

Not Specified

Community Benefits Advisory Council**Brief Description or Objective**

The Advisory Committee meets during the year to coordinate the community benefits programs, set objectives and plans for the following year.

Program Type

Community Benefits Planning Process

Target Population

- **Regions Served:** Hudson, Marlborough
- **Health Indicator:** Access to Health Care, Mental Health, Physical Activity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** Not Specified

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

Address community needs as identified in the Community

Goal Status

Ongoing

Needs Assessment.

Partners

Partner Name, Description Partner Web Address

Marlborough Public Schools
Hudson Public Schools
Marlborough Dept of Health
Hudson Dept of Health
Local Businesses

Contact Information Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org

Detailed Description Not Specified

Community Benefits Operations

Brief Description or Objective Coordination and staffing of Community Benefits program

Program Type Community Benefits Planning Process

Target Population

- **Regions Served:** Not Specified
- **Health Indicator:** Not Specified
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

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

Goal Description Goal Status

Provide staff to assist in planning and coordinating community events that address needs determined by assessment

Ongoing

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information Mary Ann Stein Marlborough Hospital 157 Union Street Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org

Detailed Description Not Specified

Community Education

Brief Description or Objective A variety of sessions are offered to educate the community on topics in the forefront health education. These sessions are focused on promoting health and wellness and included joint replacement, cancer treatments and healing through art and nature.

Program Type Community Education

Target Population

- **Regions Served:** Not Specified
- **Health Indicator:** Not Specified
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide education on joint replacement, cancer treatments and healing through art and nature.	Active - 3 sessions held

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Ellen Carlucci Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5807, ellen.carlucci@umassmemorial.org
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Detailed Description	Not Specified
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Conference Room Use

Brief Description or Objective	Marlborough Hospital allows community groups to use their conference rooms free of charge instead of having to pay room rental fees at area hotels. Groups include diabetes support, narcotics anonymous, elder collaborative, children's center and middle school.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Health Professional/Staff Training,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Not Specified • Sex: Not Specified • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified
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Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Groups include diabetes support, narcotics anonymous, elder collaborative, children's center and middle school educators.	Ongoing

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Ann D'Ambra Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5805, annmaria.dambra@umassmemorial.org
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Detailed Description	Not Specified
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Hoarding - ClearPath Task Force

Brief Description or Objective	This program offers support for Seniors and their families who struggle with hoarding. Many of these are in low income housing. Increasing awareness of mental health issues is one of our priority areas and hoarding falls in the mental health category.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Not Specified • Sex: Not Specified • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified
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Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Participate in ClearPath Hoarding task force support groups.	2 established so far
Educate seniors on the impact hoarding can have on falls.	2 sessions presented
Support families who deal with members who hoard	Plans underway

Partners

Partner Name, Description	Partner Web Address
Human Services Coalition	

Contact Information	Mary Ann Stein Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5688, maryann.stein@umassmemorial.org
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Detailed Description	Not Specified
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Reality Fair

Brief Description or Objective	Marlborough Hospital team members participated in a Reality Fair which allowed seniors to experience the reality of day to day living by "collecting a paycheck, paying rent, buying groceries, paying for utilities and buying health insurance."
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Program Type	Community Participation/Capacity Building Initiative
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Not Specified • Sex: Not Specified • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured
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Goal Description	Goal Status
Establish foundation of insurance and health needs in adolescents	Spoke with 200 students

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Dot Ahlman Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5405, dorothy.ahlman@umassmemorial.org
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Detailed Description	Not Specified
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Scholarships and Donations

Brief Description or Objective	Scholarships given to youth within our service areas to pursue studies in the health care field. Donations given to the underserved such as cognitively challenged (GMPI), childhood literacy (Reach Out and Read), those needing help with living conditions.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Not Specified • Sex: Not Specified • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified
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Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Provide scholarships to youth	3 scholarships given
Donate to a variety of causes that support our community benefit goals	Provided donations to 7 organizations

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

Not Specified

Contact Information

Ellen Carlucci Marlborough Hospital 157 Union St Marlborough, MA 01752 508-486-5807, ellen.carlucci@umassmemorial.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2014	Approved Program Budget for 2014
Community Benefits Programs	Direct Expenses \$231,431 Associated Expenses Not Specified Determination of Need Expenditures \$0 Employee Volunteerism Not Specified Other Leveraged Resources \$0	\$200,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$1,055,260 HSN Denied Claims \$528,533 Free/Discount Care \$0 Total Net Charity Care \$1,583,793	
Corporate Sponsorships	Not Specified	
	Total Expenditures \$1,815,224	
Total Patient Care-Related Expenses for FY2014		\$66,502,721
Comments: None		

Optional Information

Expenditures	Amount
Community Service Programs	Direct Expenses Not Specified Associated Expenses Not Specified Determination of Need Expenditures Not Specified Employee Not Specified

	Volunteerism	
	Other Leveraged Resources	Not Specified
Total Community Service Programs		Not Specified
Bad Debt:		\$2,551,008 Certified
IRS 990:		Not Specified