

## **MERRIMACK VALLEY HOSPITAL**

### **COMMUNITY BENEFITS ANNUAL REPORT - 2001 - 2002**

Welcome to Merrimack Valley Hospital, an affiliate of Essent Healthcare of MA., Inc. As of September 1, 2001, Essent Healthcare purchased the Haverhill Municipal (Hale) Hospital of Haverhill, MA, a 108 bed acute care hospital. On September 1<sup>st</sup> there were 7 medical/surgical acute care beds, 2 ICU beds and 6 TCU beds staffed. The Emergency Department was on critical care and medical/surgical care divert. Today we have 80 beds open, 50 medical/surgical/telemetry, 10 ICU and 20 in TCU. We are providing full ER, diagnostic and outpatient services also.

Our report reflects our participation in providing benefits to the community for our first 6 months in operation. Some of this information will be included in the next fiscal year's report also but we wanted to take this opportunity to communicate our outreach and commitment to the community we serve.

#### **I. MISSION STATEMENT:**

Our mission is "A New Day...A New Name...A New Vision for the Valley".

A New Day dedicated to growing an essential community hospital. A comprehensive acute care hospital providing a full range of services to ensure that families receive the care they need.

A New Name - Merrimack Valley Hospital named by a young boy in the community as part of a community-wide contest "Name Your Hospital". Our new name reflects our position in Northeastern Massachusetts and a new day for the hospital's future.

A New Vision - our vision to build a regional reputation for providing exceptional patient care and state of the art medical services. We pledge to bring our vision of a first-class hospital to life: one employee, one patient, on day at a time.

A Community Benefits Program has been part of the Mission and Vision as projected by Administration, Essent Healthcare and the newly appointed Community Advisory Board, our Board of Trustees.

#### **II Oversight and Management:**

Our Community Advisory Board functioning as the Board of Trustees includes community business leaders, school department administration, and primary care and

specialty physicians. They assist Administration in identifying needs in the community and how we may best serve those needs.

Board Members:	Arthur Tate, PhD	Scott Cote
	Tim Schiavoni	Ken Adams, MD
	Paul Freedberg, MD	Ron Goldberg, MD
	Peter Rees, MD	Kalister Green-Byrd

During the first month (9/1/01 - 9/30/01) as Merrimack Valley Hospital, the major priorities for the Sr. Management Team were to:

- a. Increase the number of staffed beds to meet the community's healthcare needs
- b. Recruit staff for all other critical areas, ancillary, diagnostic and OPD services, etc. to support the Emergency Department and the inpatient beds
- c. Identify immediate community needs
- d. Plan for servicing the identified needs.

Recruiting, orientating, opening beds, identifying community needs and planning to meet those needs became a joint effort of all members of the organization from the corporate level to rank and file staff. With our operations in effect for just one month of the fiscal year, our report will reflect how we've grown and served the community through March 2002 and some of our plans for the remainder of the year.

### **III. Community Health Needs Assessment:**

#### **A. Process**

In an attempt to restore to the community the health care services it needs and deserves, Merrimack Valley Hospital immediately became involved in service and civil organizations. Input was also obtained from loyal staff who were familiar with the community and new staff that brought with them creative suggestions on how our growth should and could benefit everyone. As Merrimack Valley Hospital became visible in the area community needs that would benefit by intervention and assistance became more apparent.

#### **B. Information Sources**

Our sources of information include, but are not limited to the Haverhill Chamber of Commerce whose Healthcare Committee we chair, the Rotary Club, The Exchange Club, the Haverhill School Department, New England Emergency Services Council, CHNA 12, Merrimack Valley Economic Development Council, Kiwanis, Community Violence Coalition, Northern Essex Community College, Leadership Academy of Merrimack Valley, and other health providers in the community, such as, PMA, Whittier Rehab Services, HHVNA, VNA Hospice, Landmark Health Services, and EMS Providers. Also the patients have come forth requesting services that either were available or new services.

### C. Findings

- Immediate needs continue to be the provision for emergency and elective health care along with free screening as for Blood Pressure, Prostate, Mammography, cancer and other diseases
- Training and education for the community as well as the staff including CPR/ACLS re certification
- Collaboration with financial support for community programs

## **IV. Community Participation:**

### A. Process and Mechanism

This has been primarily through our direct input and solicitation from forums with service organizations in the community as mentioned above and the selection of a Community Advisory Board to serve as our Board of Trustees.

### B. Identification of Community Participants

Primarily as stated above. All employees are considered ambassadors of the organization and are also a resource. There are quarterly “huddles” held with employees soliciting input and response to plans.

### C. Community Role in Development

Community role has been through our involvement and solicitation in community organizations and departments as stated above, CHNA 12 and workforce development initiatives. We are very accessible and available to the community sponsoring main health and safety fairs.

## **V. Community Benefits Plan**

### A. Process of Development of the Plan

Merrimack Valley Hospital Community Benefits Plan for the first few months of existence as a new provider evolved as we grew with our vision of bringing a first class hospital to life. Community and staff brought forth immediate needs that could be addressed. The organization then became actively involved as part of the growth process of the new hospital. There was not time to develop a formal plan nor was there a previous plan in place to use as a resource. Rather, the

organization linked with the community organizations and leaders and worked to meet the needs as identified.

## B. Target Populations

The populations targeted include all populations that we service ranging from preschool, school age children, adults and the elderly. Minority groups are included in all activities.

Some of the involvement of Merrimack Valley Hospital has been in response to needs and requests and some have been part of the hospital's desire to be involved in all age groups in the community.

Population characteristics for 2000 show:

Age 75+	8% - Haverhill	7.1% - Overall Market
65 - 74	7% - Haverhill	7.3% - Overall Market
45 - 64	21% - Haverhill	23.4% - Overall Market
15 - 44	45% Haverhill	41.7% - Overall Market
0 - 14	19% Haverhill	20.6% - Overall Market

Insurance Distribution for Market Area Population:

MCR Risk	4.1%
MCR Nonrisk	12
MDCD Risk	2.2
MDCD Nonrisk	13.3
Private Risk	40.9
Private Nonrisk	17.4
Uninsured	10.1

## C. Short-term Goals

Merrimack Valley Hospital's short-term goal was to reach out to the community in as many ways as possible, while becoming the hospital of choice in our community. The intent was to be of service to the community in programs that would produce immediate effects and positive health outcomes. Merrimack Valley Hospital strives for collaboration with the community and other healthcare providers.

Long term goals would include development of a more formal process that continuously evaluates community health needs including partnering with other providers and service agencies to meet their needs. A community benefits task force of providers is planned.

#### D. Measuring Outcomes and Effectiveness

For this reporting time frame, there has not been enough time to evaluate effectiveness using several modalities. We know that the community has received and utilized our services and programs. Participation continues to grow as we grow in the community. Merrimack Valley Hospital was the recipient of the “Golden Apple” award for its participation in the Business Education / Partnership with the public schools.

Our patient satisfaction survey is a tool we will use to measure effectiveness. The first results are attached. (Attachment A)

#### E. Process for Budgeting

Our initial budget included provisions for community service. As the budget process for the next fiscal year begins more definitive line items will be included based on previous experience and identified needs.

#### F. Reviewing / Updating the Plan

Merrimack Valley Hospital will review and evaluate on an ongoing basis determining if individual programs will continue based on participation, satisfaction and continued need and effectiveness.

### **VI Progress Report**

#### A. Expenditures ( Attachment B)

#### B. Programs and Initiatives

The programs and sponsorships supported to date target all of the populations in the communities we serve.

The asterisked listings represent programs that have taken place between 9/1/01 and 3/31/02. All other activities are planned or occurred after 3/31/02.

#### **Ongoing Programs:**

- \*Blood Pressure Screenings (twice a month)
- \*“We Care” Cancer Support Group
- \*Mental Health Crises Screening (available 24/7)
- \*Seasonal flu vaccines

#### **Sponsorships:**

Chamber of Commerce Business Expo

YWCA Tribute to Women  
\*Merrimack Valley Nursing Task Force (Outstanding Nurse)  
\*Family Connection - NEMH  
ESMV Golf Tournament  
Merrimack Valley Hospice  
\*Haverhill Santa Fund  
\*United Way (Employee Match)  
HES Walk/Wheel Fund Raiser

**Education / Training:**

\*CPR/ACLS Re certification  
Body Image, Adult, Teens, and Children  
Ergonomics at Work  
“Finding Your Balance” (Personal Life Coaching)  
Female Athletes/ACL Injuries  
Preventing Burn-out  
Changing Relationships with Tobacco  
Domestic/Workplace Violence for Nursing  
\*Identifying Bacteria - Elementary School  
\*Partnership with Education  
\*Reading with Children - Elementary School  
\*Career Counseling  
\*Mayor’s Commission on Emergency Preparedness  
Workforce Development

**Other:**

Health Fairs: Georgetown  
Haverhill (2)  
DARE officer Program  
Car Seat Safety (Police Dept.)  
Motorcycle & Helmet Safety (Police Dept.)  
Air Flight, Helicopter Demo (Police Dept.)  
Safety (Red Cross)  
Ambulance/911-EMD Program (Trinity Ambulance &  
Fire)  
Care of Insect & Dog Bites  
BP Clinic  
Choking & Heimlich Demonstration  
Life Line (MVH & VNA)  
Electrical Safety

**Other (cont)**

Pool Safety  
Teddy Bear Clinic  
AED Demo

## Sun Care, Lyme Disease (Public Health Nurse)

Free Meeting Rooms for Community Organizations  
Childrens' Tree Decorating Contest and Party

### **Free Care:**

Merrimack Valley Hospital's responsibility as a healthcare provider includes providing free care for individuals in need regardless of their ability to pay for services.

### **Taxes:**

In addition to funding community programs and services, Merrimack Valley Hospital also pays real estate, sales and unemployment taxes.

### **VII. Next Reporting Year:**

Budgeting and expenditures for the next reporting year are in progress as well as development of projected outcomes.

### **VIII. Contact Information**

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