

## Martha's Vineyard Hospital - FY2002

---

### Summary Narratives

#### Community Benefits Mission Statement

Principal goals of the Martha's Vineyard Hospital (MVH) mission statement:

- strengthen hospital-community-based partnerships
- develop comprehensive, community-based primary and preventive health-care and wellness programs
- respond to needs of different cultures
- expand resources for charity care
- collaborate with other providers and agencies to stay current with community health needs

#### Program Organization and Management

The community benefits coordinator is the liaison with community groups and recommends to MVH senior management the initiatives that meet the stated community benefits goals. The community benefits coordinator is responsible for implementing and publicizing community benefits programs and evaluating their effectiveness, and for filing the annual report.

#### Key Collaborations and Partnerships

Vineyard Nursing Association  
Martha's Vineyard Community Services  
MV Prostate Cancer Support Group  
Dukes County Health Council  
Vineyard Health Care Access Program  
Foundation for Island Health  
Martha's Vineyard Association of EMTs  
Visiting Nurse Association of Cape Cod  
Martha's Vineyard Chamber of Commerce  
Municipal Health Officers (six island towns)

#### Community Health Needs Assessment

- analysis of DPH data
- analysis of MVH emergency department (ED) data
- analysis of emergency medical services (EMS) data and training and equipment needs
- analysis of community health needs, trends, and perceptions
- MVH participation on Wellness & Prevention and Chronic Illness committees of the Dukes County Health Council

#### Community Benefits Plan

- DPH data determine need for education and prevention programs around tick-borne illnesses; incidence of tick-related illnesses presenting to MVH is monitored and programs designed/adjusted according to need. Long-term goal: to develop tick information telephone "hot line" and Web site "hot button" with links to island tourist and visitor information networks
- ED and EMS data determine need for safety programs around 2-wheel vehicle (particularly mopeds) usage
- ED and EMS training needs assessment determines MVH-sponsored programs to enhance EMS readiness and outcomes
- ED & community relations target tourist population with "summer safety" information (e.g., sun, heat, insects, swimming, boating, water-sports)
- community relations monitors demand for and effectiveness of MVH-sponsored screenings and clinics, as well as professional development workshops (e.g. CPR, telemetry)
- Where possible, community health screenings and public forums are publicized in Portuguese to reach out to island's burgeoning Brazilian population.

## Key Accomplishments of Reporting Year

- public forum on tick-borne illness prevention presented by DPH and MVH staff
- public forum about tularemia, targeting landscapers (Chamber of Commerce assists with contact lists), presented by DPH and MVH staff
- cholesterol screening and follow-up weight-loss and healthy-heart workshops
- prostate cancer screening with Cape Cod VNA
- HazMat training for first responders
- "Aftermath of Sept 11" forum with MV Community Services; videotaped for airing on local cable
- In partnership with Dukes County Health Council, the "Healthwise" self-care handbooks, one volume for over-50 population, one for under-50
- HealthWise fair to launch handbooks and to showcase island providers
- continuing provision of free office space to MV Community Services for detox counseling and acupuncture programs
- continuing provision of free meeting space to 12-step and other support groups
- Tai Chi classes offered by MVH Rehab & Wellness
- Medication safety task force, led by MVH pharmacy department
- State-sanctioned island-wide moped safety program launched with guidance from MVH ED director
- Flu vaccine clinic for adults

## Plans for Next Reporting Year

MVH plans to continue programs listed in this report; new programs will be implemented as needed and as feasible. Growing island-wide interest in integrated telecommunications and Internet services will enhance MVH community benefits outreach efforts. Our mentoring opportunities for island high-school and area college students will hopefully be expanded.

## Select Community Benefits Programs

### Cholesterol Screening

<b>Brief Description or Objective</b>	Cholesterol screening provides opportunity for islanders to identify their health risk factors, obtain follow-up care if needed, and learn the benefits of prevention as a path to wellness
<b>Program Type</b>	Health Screening
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b> County-Dukes</li><li>• <b>Health Indicator:</b> Other: Cardiac Disease</li><li>• <b>Sex:</b> All</li><li>• <b>Age Group:</b> All Adults</li><li>• <b>Ethnic Group:</b> All</li><li>• <b>Language:</b> All</li></ul>
<b>Partners</b>	<ul style="list-style-type: none"><li>• n/a</li></ul>
<b>Contact Information</b>	Maia Gaillard Director of Community Relations, MVH 508 693-0410, ext. 804 <a href="mailto:mgaillard@mvhospital.org">mgaillard@mvhospital.org</a>
<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (55.808 KB)

### Women's Health

<b>Brief Description or Objective</b>	MVH supports VNA-sponsored women's health services by providing substantially discounted fees for breast biopsies, mammograms, GYN surgery, Pap smears, and
---------------------------------------	---

	ultrasound exams
<b>Program Type</b>	Direct Services
<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b>County-Dukes</li> <li>• <b>Health Indicator:</b>Access to Health Care</li> <li>• <b>Sex:</b>Female</li> <li>• <b>Age Group:</b>Adult</li> <li>• <b>Ethnic Group:</b>All</li> <li>• <b>Language:</b>All</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>• Vineyard Nursing Association Oak Bluffs, MA 02557(n/a)</li> </ul>
<b>Contact Information</b>	<p>Kathy Rose, RN, President &amp; CEO Vineyard Nursing Association 508 693-6184 <a href="#">n/a</a></p>
<b>Detailed Description</b>	Not Specified

## Public Health Seminars

<b>Brief Description or Objective</b>	Public forums on tick-borne illnesses are featured annually, with support and participation from the Mass. Dept. of Public Health, to educate target populations (e.g., landscapers) who are exposed to potentially life-threatening tick-borne infections.
<b>Program Type</b>	Community Education
<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b>County-Dukes</li> <li>• <b>Health Indicator:</b>Other: Lyme Disease</li> <li>• <b>Sex:</b>All</li> <li>• <b>Age Group:</b>All</li> <li>• <b>Ethnic Group:</b>All</li> <li>• <b>Language:</b>All</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>• Martha's Vineyard Chamber of Commerce(<a href="http://www.mvy.com">www.mvy.com</a>)</li> <li>• Massachusetts Department of Public Health(<a href="http://www.state.ma.us/dph">www.state.ma.us/dph</a>)</li> <li>• Island Health Officers(n/a)</li> <li>• School Nurses(n/a)</li> </ul>
<b>Contact Information</b>	<p>Maia Gaillard Community Relations Director, MVH 508 693-0410, ext. 804 <a href="mailto:mgaillard@mvhospital.org">mgaillard@mvhospital.org</a></p>
<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (56.832 KB)

## Nursing Scholarship

<b>Brief Description or Objective</b>	MVH provides scholarship monies to a senior at MV Regional High School who seeks to pursue a career in nursing. This year's recipient was Morningstar Tarter.
<b>Program Type</b>	Grant/Donation/Foundation/Scholarship
<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> </ul>

	<ul style="list-style-type: none"> <li>• <b>Age Group:</b>Child-Teen</li> <li>• <b>Ethnic Group:</b>All</li> <li>• <b>Language:</b>All</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>• Martha's Vineyard Regional High School(n/a)</li> </ul>
<b>Contact Information</b>	Maia Gaillard Community Relations Director, MVH 508 693-0410, ext. 804 <a href="mailto:mgaillard@mvhospital.org">mgaillard@mvhospital.org</a>
<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (20.48 KB)

## Prostate Cancer Screening

<b>Brief Description or Objective</b>	Prostate cancer screening provides opportunity for men over the age of 50 to identify their health risk factors, obtain follow-up care if needed, and learn the benefits of prevention as a path to wellness
<b>Program Type</b>	Health Screening
<b>Target Population</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b>County-Dukes</li> <li>• <b>Health Indicator:</b>Other: Cancer - Prostate</li> <li>• <b>Sex:</b>Male</li> <li>• <b>Age Group:</b>Adult-Elder</li> <li>• <b>Ethnic Group:</b>All</li> <li>• <b>Language:</b>All</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>• Cape Cod VNA (no contact; funding has been temporarily cut)(n/a)</li> <li>• MV Prostate Cancer Support Group(n/a)</li> </ul>
<b>Contact Information</b>	Maia Gaillard Community Relations Director, MVH 508 693-0410, ext. 804 <a href="mailto:mgaillard@mvhospital.org">mgaillard@mvhospital.org</a>
<b>Detailed Description</b>	<a href="#">Download/View Attachment</a> (55.808 KB)

Program Type	Estimated Total Expenditures for FY2002	Approved Program Budget for 2003
Community Benefits Programs	<a href="#">Direct Expenses</a> \$74,797 <a href="#">Associated Expenses</a> \$50,122 <a href="#">Determination of Need Expenditures</a> \$13,241 <a href="#">Employee Volunteerism</a> \$20,500 <a href="#">Other Leveraged Resources</a> Not Specified	\$60,000  <small>* Excluding expenditures that cannot be projected at the time of the report.</small>
Community Service Programs	<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	
Net Charity Care	\$1,305,568	

Corporate Sponsorships		\$10,000	
	<b>Total Expenditures</b>	\$1,474,228	
<b>Total Patient Care-Related Expenses for FY2002</b>			\$1,322,509

Comments: The community benefits programs outlined in this report took place between November 2001 (when the FY01 report was filed), and December 2002. The 2002 fiscal year for MVH technically is April 1, 2001-March 31, 2002. While not in sync with our fiscal year, we felt it was important to cover all of the Community Benefits activities since our last report was filed with the Attorney General's Office in November of 2001.