



Community Benefits Report – 2002 – Full Text Version

I. MVH COMMUNITY BENEFITS MISSION

(Approved by the Hospital Board of Trustees on 3/14/96)

- Martha's Vineyard Hospital's Community Benefit mission is to strengthen hospital-community partnerships. The hospital continues to develop, in concert with other providers and social service agencies, comprehensive community-based primary and preventive health care programs that come from a needs assessment of major health risks for the people that live on and visit Martha's Vineyard.
- Martha's Vineyard Hospital serves the island community as well as visitors to the island. We have long recognized and provided special programs that serve children, women, the elderly, and the underprivileged and will work to expand such programs. We will continue to respond to the needs of different cultures as they emerge in our community.
- Martha's Vineyard Hospital has a tradition of providing services to the uninsured and underinsured. We will continue to expend resources for charity care; no one is turned away because of an inability to pay.
- Recognizing that health care does not simply mean responding to illness, Martha's Vineyard Hospital pledges its resources to help the members of the island community protect themselves from disease and accidents through prevention and wellness programs that include education and screening.
- Martha's Vineyard Hospital (MVH) will pursue these goals within the framework of a formal Community Benefits Plan adopted by the Board of Trustees, administration and staff. This will include a periodic evaluation process, including health status and needs assessment. At all times, the process will include the opportunity for public input and comment. MVH is committed to the continued promotion of cooperative and collaborative relationships with other providers, agencies, schools, and with officials in the various towns that make up the island of Martha's Vineyard.

II. Internal Oversight and Management of Community Benefits Program

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

- Information about community benefits mission and programs are shared, as necessary and appropriate, at the regular monthly meetings of the department directors and in internal memoranda and the employee newsletter.

III. Community Health Needs Assessment

- Analysis of data from the Department of Public Health was conducted.
- Analysis of data from the Hospital's Emergency Department was conducted.
- An education and training needs assessment was conducted by the Martha's Vineyard Hospital Emergency Department Medical Director with the Island Emergency Medical Services (EMS) squads.
- Analysis of community needs/perceptions is ongoing by the Community Relations Office.
- Needs and priorities are identified through MVH's participation on the Wellness & Prevention and Chronic Illness committees of the Dukes County Health Council

IV. Community Participation

MVH develops and ensures the vitality of its Community Benefits program in close collaboration with the following community organizations:

- 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)

V. Community Benefits Plan

- A. Ongoing monitoring of DPH data as well as recognition and treatment of cases of chronic pain and other conditions directly related to tick-borne infections shows need for consistent education and prevention programs around tick-borne illnesses.
 - Long-term goal: to develop tick information telephone "hot line" and Web site "hot button" with links to island tourist and visitor information networks.
- B. Safety programs around 2-wheel vehicle (particularly mopeds) usage are developed and monitored using data gathered from EMS and ED.
- C. Assessment of ED and EMS training needs determines MVH-sponsored programs to enhance EMS readiness and outcomes.
- D. As a popular tourist destination, particularly during the warmer months, numerous cases present to the ED involving conditions and/or injuries related to sun, heat, insects, swimming, boating, and water-sports. ED and Community Relations target tourist population with "summer safety" information campaigns throughout the summer.
- E. A key component of the Community Benefits program and budget is the health and wellness screenings and clinics such as cholesterol, prostate cancer, and flu vaccines, as well as

professional development workshops such as CPR and telemetry, for both health-care workers and “good Samaritans.”

- F. Whenever possible, MVH community health screenings and public forums are publicized in Portuguese to reach out to island’s burgeoning Brazilian population.

VI. Key Accomplishments and Activity During Reporting Year

A. Expenditures, Community Benefits Programs*

Direct Expenses	\$74,797
Associated Expenses	\$50,122
Determination of Need Expenditures	\$13,241
Employee Volunteerism	\$20,500
Approved Program Budget for 2003	\$60,000
Net Charity Care	\$1,305,568
Corporate Sponsorships	\$10,000
Total Expenditures	\$1,474,228
Total Patient Care-related expenses for 2002	\$1,322,509

* 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.

B. Major programs and initiatives

Cholesterol Screening: 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.

Healthy Heart Workshop: Usually as a follow-up to the cholesterol screening, our dietician and cardiac rehab manager conduct a workshop to provide information on how to buy and prepare foods that do not contribute to high cholesterol and other risk factors.

Weight-loss Classes: Our dietician conducts eight-week weight-loss classes for a nominal charge to cover materials.

Women’s Health: MVH supports VNA-sponsored women’s health services by providing substantially discounted fees for breast biopsies, mammograms, GYN surgery, Pap smears, and ultrasound exams.

Public Health Seminars: 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.

Nursing Scholarship: MVH provides an annual scholarship to a senior at MV Regional High School who seeks to pursue a career in nursing. This year's recipient was Morningstar Tarter.

CPR, Telemetry Training Workshops: MVH provides periodic workshops to island health professionals and first responders in CPR and Telemetry.

HealthWise Handbooks: A collaboration with the Dukes County Health Council, these books offer consumers tips for self care as a means of monitoring and understanding health conditions without having to make trips to the hospital emergency department for nonemergency care. MVH provided a “corporate sponsorship” of \$10,000 toward the publication of the HealthWise Handbooks.

Two-Wheel Vehicle Study: Annual data collection and analysis of two-wheel vehicle crashes, primarily to monitor effectiveness of island-wide moped safety program launched in 2001. This MVH study provided the impetus for meetings involving local public safety officials, state officials, and moped rental businesses that led to the state-sanctioned island-wide moped safety initiative. MVH ED Director, Alan Hirshberg, M.D., M.P.H., F.A.C.E.P., collects, enters, and analyzes the data over some 160 hours per year of volunteer time outside of his normal full-time ED schedule.

Prostate Cancer Screening: 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. MVH assumes the cost of all lab work and physician time.

Flu Vaccine Clinics: Two, sometimes three clinics per year are offered (November, December, and January) providing free flu vaccines to the island’s adult population.

Use of MVH facilities as a Community Benefit:

- Free space is provided by the hospital to the Island Counseling Center of Martha’s Vineyard Community Services for counseling programs and acupuncture detox.
- MVH rents space at significantly lower than market rates (\$15/s.f.) to the Vineyard Nursing Association, Elder Services of Cape Cod and the Islands, Council on Aging, and Hospice of Martha’s Vineyard.
- Space is provided free-of-charge to a wide range of 12-step and other support groups.
- An interfaith chapel/meditation room is used by 12-step and community groups.
- Meeting space is made available to community groups free-of-charge on an ongoing basis.

Other activities during this reporting year include:

- Public forum about tularemia, specifically targeting landscapers
- HazMat training for first responders
- “Aftermath of Sept 11” forum with MV Community Services; videotaped for airing on local cable
- Tai Chi classes offered by MVH Rehab & Wellness department
- Island-wide Medication Safety Task Force, led by MVH pharmacy department

VII. Next Reporting Year

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

VIII. Contact Information

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