

## **Summary Narratives**

### **Community Benefits Mission Statement**

#### Community Benefits Mission

- To promote healthy lifestyles by providing access to health information and education.
- To serve as a leader within the community by encouraging collaborative planning between local organizations for affordable, accessible, and high quality health care.
- To address the special health needs of the under-served in our community.
- To identify and address the health care needs of those we serve.
- To improve the health of community members by continuing our tradition of working with healthcare institutions, physicians, and community organizations.

### **Program Organization and Management**

Hallmark Health's Community Services' focus includes facilitating community-based public health opportunities, targeting unmet community health needs and serving to advocate and link various institutional program offerings and the community. The Department Director reports to the Senior Vice President of Strategic Planning and Public Affairs, who in turn reports directly to the President and Chief Executive Officer. The Department of Community Services works on a collegial basis with staff, managers and directors of both clinical and non-clinical service areas within the institution and its subsidiaries. In addition, Community Services staff are represented on all of Hallmark Health Community Outreach teams as well as external boards and coalitions including Healthy Malden, Medford Board of Health, Melrose Excellence In Education program and others.

### **Key Collaborations and Partnerships**

As part of its efforts to improve the health status of its core communities, Hallmark Health participates in a variety of broad-based community coalitions and initiatives that work towards addressing the specific and general health needs in these cities and towns. A sample of current membership include: Malden High School Teen Parent Task Force, the Everett Community Partnership and Lead Prevention Committee, the Malden School to Career Club, Mystic Valley Elder Services Provider Task Force, Malden Council on Aging, Medford Council on Aging, Healthy Families Community Coalitions, Medford Family Resource Coalition, and the Malden, Everett, and Medford Family Networks.

In addition, in 2004, Hallmark Health was represented in more than 40 service organizations, such as the Malden, Medford, Wakefield, and Everett Rotary clubs, the Malden, Medford, and Melrose Kiwanis clubs, the Malden, Melrose, Wakefield and Everett chambers of commerce, among others.

### **[Community Health Needs Assessment](#)**

The Department of Community Services at Hallmark Health helps to facilitate the linkage of staff in clinical and non-clinical service areas to partner with and address the health service needs of the community at-large. Projects are developed that respond to public health issues and identified community service gaps to address the unmet needs of the under- or un-insured. Community partnerships involve collaboration on projects, representation on health and community agency boards, grants development, and technical support. In 2004, these partnerships included the Children's Trust Fund, the Medford Board of Health, Healthy Malden, Inc., Medford Health Matters, the Joint Committee for Children's Health Care in Everett, the Massachusetts Department of Public Health, Mystic Valley Elder Services, local Community Health Network Alliance, and others. Current programming is focused on promoting the health of families and older adults, and facilitating access to care.

### **[Community Benefits Plan](#)**

Our plans for 2005 call for an increasing collaborative and visible role in the community from Hallmark Health staff and providers throughout the system. The primary elements for our FY2005 community benefits plan include strengthening programs that provide services for teenagers, families, and older adults; ensuring health access; further developing Community Teams; and providing information about access to and education on end-of-life care. Programs will be developed and strengthened through the use of health data outcomes/stats, surveys, and focus groups. Outcome measurement tools will be developed in each of these areas and program effectiveness will be evaluated based on these tools.

### **Key Accomplishments of Reporting Year**

Hallmark Health offered \$7,359,923 with \$2,407,923 in Community Benefits/Service program contributions in 2004.

Key Accomplishments included:

- Stewardship/Volunteerism: Employee volunteerism grew considerable this past year, with employees contributing their efforts and time to charitable causes throughout the region. In addition to the 2,700 hours donated by "Community Team" members, Hallmark Health's Leadership/Management staffs donated an additional 1,900 hours.
- The Hallmark Health Visiting Nurse Association, through its Community Outreach for Older Adults and Parish Nurse Program, provided health education and wellness programs, and free health screenings to more than 4,000 individuals in 2004; conducted 12 health fairs, 50 health education programs; and 300 health care counseling clinics in senior housing sites in Malden and Medford.
- The Hallmark Health Healthy Families Program, WIC, and the North Suburban Family Network provided workshops and educational programs on parenting, growth and development, and nutrition information to young families in the northern suburbs of Boston.

### **Plans for Next Reporting Year**

Hallmark Health's plan for 2005 calls for increasing collaboration within the System in developing and implementing community-based health initiatives.

The primary elements of Hallmark Health's Community Benefits Plan for the Fiscal Year 2005 include the following:

- Strengthening Public Health Partnerships: Partnerships will focus on integrating clinical care, public health concepts, and community health education seeking creative collaborations.
- Health Care Access: Continue to conduct follow-up and case management with individuals applying for MassHealth and identify barriers to healthcare access for the underinsured and uninsured.
- Access to and Education about End of Life: Provide education to community, health care professionals, and extended care facilities regarding palliative and hospice care.
- Identification of Service Gaps: Encourage more community planning within the Hallmark Health System and with community groups to more effectively address service gaps in the region.
- Expansion of Community Teams and development of a Stoneham team

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### **Select Community Benefits Programs**

## Community Benefits Programs

No community benefits programs identified.

Program Type	Estimated Total Expenditures for FY2004	Approved Program Budget for 2005
Community Benefits Programs	<a href="#">Direct Expenses</a>	\$215,553
	<a href="#">Associated Expenses</a>	\$233,819
	<a href="#">Determination of Need Expenditures</a>	Not Specified
	<a href="#">Employee Volunteerism</a>	\$36,269
	<a href="#">Other Leveraged Resources</a>	\$1,375,764
Community Service Programs	<a href="#">Direct Expenses</a>	\$322,230
	<a href="#">Associated Expenses</a>	\$62,228
	<a href="#">Determination of Need Expenditures</a>	Not Specified
	<a href="#">Employee Volunteerism</a>	\$91,880
	<a href="#">Other Leveraged Resources</a>	\$28,050
Net Charity Care	\$4,127,044	
Corporate Sponsorships	\$42,130	
	<b>Total Expenditures</b>	\$6,447,910

\* Excluding expenditures that cannot be projected at the time of the report.

### Total Patient Care-Related Expenses for FY2004

\$197,309,455

Comments: Net charity care does not include \$45,463 of charity care provided by Hallmark Health Visiting Nurse Association

Total: does not include bad debt which totaled \$8,874,630

Total Patient Care Related Expenses for FY2004 will be submitted in March 2005