

Sturdy Memorial Hospital - FY2005

Summary Narratives

Community Benefits Mission Statement

Sturdy Memorial is dedicated to providing safe, high quality, cost-efficient care and the broadest range of diagnostic, inpatient, outpatient and emergency services, appropriate for a community hospital, to area residents.

The Hospital works to ensure that ample, high quality primary and specialty physician services are accessible to area residents and avoids costly duplication of health care services by coordinating with other area health care providers to the extent practicable.

The Hospital provides leadership while working in cooperation with public and private health, civic and business organizations to enhance and meet the health needs of our communities.

Program Organization and Management

Sturdy Memorial has a Planning Committee as part of its governance structure. The Committee is comprised of community residents and business leaders who work and/or live in the Hospital's service area, and Hospital leadership.

The Planning Committee meets bimonthly and is charged with oversight of Sturdy Memorial's community benefits program. At each meeting, there is an update and discussion about community benefits activities and how the Hospital works cooperatively with area physicians, service providers and civic leaders to respond to appropriate community needs. The Committee's knowledge of our communities and involvement in the planning process helps the Hospital attain its community benefits goals. The Planning Committee reviews the Community Benefits Plan annually prior to submission to the Attorney General's Office.

The Planning Committee reports to the Board of Directors.

Key Collaborations and Partnerships

Sturdy Memorial Hospital enjoys positive, cooperative relationships with area businesses, civic organizations, local and regional health care associations and affiliated medical staff. We actively seek out and facilitate strong partnerships that will enhance the health of the people in our communities. Key organizations we have collaborated or partnered with, and significant programs from FY 2005 follow:

- AARP
- American Cancer Society
- American Heart Association
- American Red Cross
- American Stroke Association
- Attleboro Area Community Council
- Attleboro Area School-to-Career Partnership
- Attleboro High School-Based Health Center
- Bristol Community College
- Bristol County Homeland Security Task Force
- Brown University School of Medicine
- Emergency Preparedness Awareness and Education (w/municipalities)
- Councils on Aging
- EMT Training (w/municipalities)
- Health Agents
- HealthyChoices (health education w/elementary schools)
- Look Good, Feel Better

- Mansfield Community Resource Network
- Mothers Against Drunk Driving (MADD)
- National Multiple Sclerosis Society
- Northeastern University
- Safety Officers (safety programing with municipalities)
- Southeastern Massachusetts Homeland Security Regional Council
- Stericycle (needle disposal)
- The Sun Chronicle (Newspaper in Education)
- TB Clinic (w/DPH)
- Tri-County High School
- Toys for Tots
- United Way of Southeastern Massachusetts
- YMCA
- Wheaton College (student mentoring/clinical outreach)

[Community Health Needs Assessment](#)

Sturdy Memorial's Community Benefits Plan involves a planning process derived from a needs assessment. At the core of this planning is the Statement of Purpose, otherwise known as our Community Benefits Mission (above).

The needs assessment includes formal data gathering, review of clinical issues, and feedback from patients, clinicians, professional forums and program evaluations. The formal data gathering involves market research among area residents and Hospital service utilization statistics. Findings are reviewed for trends or needs in the community. Clinical trend data and patient education needs recognized by clinicians while providing medical or follow-up care are also considered by the Committee. Additionally, members of the community and community groups are encouraged to and often relay programming suggestions directly to the Hospital or through evaluation tools. Hospital staff are able to make qualified recommendations for community benefits activities based on the conclusions drawn from this extensive bank of information.

[Community Benefits Plan](#)

The process for developing Sturdy Memorial Hospital's Community Benefits Plan, as well as defining target populations and priorities, is described above. Program effectiveness and outcomes are reviewed and evaluated annually so that subsequent year plans can be modified accordingly.

Priorities defined via the Hospital's aforementioned needs assessment follow:

- Offer cancer prevention screening, education and support programs to improve early detection of cancer.
- Sponsor programs to improve motor vehicle, recreational and overall public safety.
- Offer cardiac disease prevention, screening, education and support programs and improve access to cardiac care.
- Offer education and support programs to improve women's and children's health.
- Offer general education and support programs to those in need.
- Increase access to physicians in the service area, as area needs suggest.

Key Accomplishments of Reporting Year

Sturdy Memorial engaged in more than 100 initiatives related to its FY 2005 Community Benefits Plan. The Hospital also hosted or supported 19 family-related activities, like kids' parties, family barbecues and concert series, as well as initiated important events like the area's annual volunteer day luncheon for service agency volunteers, safety helmet donations to safety officers for distribution, and educational programming for town health officers. In addition, Sturdy Memorial continued to take a leadership role to develop a coordinated approach to local and regional disaster management. See all FY 2005 community benefits activities in Hospital's annual report at www.sturdymemorial.org.

Plans for Next Reporting Year

Sturdy Memorial Hospital's estimated expenditures for FY 2006 community benefits programming are expected to

be comparable to FY 2005, as are the goals and program initiatives.

Select Community Benefits Programs

Healthy Choices

| | |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief Description or Objective | School-based general health education "fair" program for elementary age children. |
| Program Type | Not Specified |
| Target Population | <ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Other: Education/Learning Issues• Sex:All• Age Group:Child-Primary School• Ethnic Group:Not Specified• Language:Not Specified |
| Partners | <ul style="list-style-type: none">• Area Elementary Schools |
| Contact Information | Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org |
| Detailed Description | Not Specified |

School Based Health Center

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|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief Description or Objective | Improve education about and provide convenient access to adolescent health care. |
| Program Type | Not Specified |
| Target Population | <ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Access to Health Care• Sex:All• Age Group:Child-Teen• Ethnic Group:Not Specified• Language:Not Specified |
| Partners | <ul style="list-style-type: none">• Attleboro High School• MA Department of Public Health |
| Contact Information | Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services. 508-236-7040 |
| Detailed Description | Not Specified |

Wellness, Education and Support

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|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief Description or Objective | Education, screening and health promotion including support groups, CPR, EMT, first aid and babysitter training, poison prevention, medical profile cards, women's wellness, childbirth education and parenting programs. |
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Other: Chronic Pain• Sex:All |

| | |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Age Group: Adult <ul style="list-style-type: none"> • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • American Cancer Society • American Heart Association • YMCAs • National Multiple Sclerosis Society • Hospital emergency nursing, nursing education, cardiac rehabilitation, laboratory, respiratory care, physical therapy, oncology, volunteer and medical staffs |
| Contact Information | Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org |
| Detailed Description | Not Specified |

Physical Activity Club (PAC)

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|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief Description or Objective | Study aimed at increasing kids' physical activity and promoting good nutritional practices. |
| Program Type | Not Specified |
| Target Population | <ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Physical Activity • Sex:All • Age Group:Child-Primary School • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • Attleboro YMCA, area pediatric and family medicine practices, schools, Mass DPH, UMass, MA Alliance of YMCAs. • Attleboro YMCA, area pediatric and family medicine practices, schools, MA DPH, UMass, MA Alliance of YMCAs. |
| Contact Information | Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org |
| Detailed Description | Not Specified |

Stroke Awareness Public Service Campaign

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|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief Description or Objective | Hospital initiated and financed multi media campaign to promote awareness of the nation's #3 killer. |
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Other: Stroke • Sex:All • Age Group:Adult • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • American Stroke Associations, area medical practices, area newspapers • American Stroke Association, area medical practices, area newspapers |
| Contact Information | Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508-236-7040 |

Lisa McCluskie, Director of Marketing and Planning, 508-236-8010
lmcluskie@sturdymemorial.org

Detailed Description

Not Specified

| Program Type | Estimated Total Expenditures for FY2005 | Approved Program Budget for 2006 |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Community Benefits Programs | <u>Direct Expenses</u> \$282,850 <u>Associated Expenses</u> Not Specified <u>Determination of Need Expenditures</u> \$25,000 <u>Employee Volunteerism</u> Not Specified <u>Other Leveraged Resources</u> \$0 | \$200,000 * Excluding expenditures that cannot be projected at the time of the report. |
| Community Service Programs | <u>Direct Expenses</u> \$0 <u>Associated Expenses</u> \$0 <u>Determination of Need Expenditures</u> \$0 <u>Employee Volunteerism</u> \$0 <u>Other Leveraged Resources</u> \$0 | |
| Net Charity Care | \$1,997,501 | |
| Corporate Sponsorships | \$0 | |
| | Total Expenditures \$2,305,351 | |

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|-------------------------------------------------------|----------------------|
| Total Patient Care-Related Expenses for FY2005 | \$115,000,000 |
|-------------------------------------------------------|----------------------|

Comments: These figures do not include expenditures related to bad debt and shortfalls from the Medicaid program.