

MARTHA'S VINEYARD HOSPITAL – OAK BLUFFS, MASSACHUSETTS

Community Benefits Report – Full Text Version FY2006 (April 1, 2005 – March 31, 2006)

I. MVH COMMUNITY BENEFITS MISSION

(Approved by MVH 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 issues for the people who live on and visit Martha's Vineyard.
- Martha's Vineyard Hospital (MVH) serves the island community as well as visitors to the island. The hospital has long recognized and provided special programs that serve children, women, the elderly, and the underprivileged and will work to expand such programs. MVH 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. MVH 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 will pursue these goals within the framework of the formal Community Benefits Plan adopted by the Board of Trustees, administration and staff. This will include a review of the community's health status through an ongoing 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 entire Senior Management Team all serve as liaisons within the community. Along with the Chief Executive Officer, the Senior Management Team works in collaboration with all hospital departments and community agencies to determine and meet the stated community benefits goals. The Senior Management Team works with all hospital departments in planning, implementing, and publicizing community benefits programs and assists in evaluating their effectiveness.
- Information about the Community Benefit 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

Martha's Vineyard Hospital is continually evaluating and responding to the health needs of the community on the Vineyard. Needs and priorities are identified through the collection and analysis of data from various sources that included the following:

- The Department of Public Health including the Mass. DPH Rural Health Advisory Council
- Martha's Vineyard Hospital's Emergency Department
- Dukes County Health Council (DCHC) – formed in 1995, the Council's membership is made up of a variety of consumers and provider agencies and has included no less than two hospital representatives. The DCHC is a state-recognized subdivision of Community Health Network (CHNA) 27. MVH's participation in the DCHC and its various working groups, includes the Primary Care Working Group and the Mental Health and Substance Abuse Working Group.
- Dukes County Public Health Committee, with input from approximately 100 providers, consumers, institutional representatives and local opinion leaders, evaluated the efficiency and effectiveness of the local public health system (LPHS) as well as gaps in services and still-needed linkages between providers.
- Press Ganey surveys are given to hospital patients who use the Emergency Room, Ambulatory Surgery Department, and Acute Care Services.

IV. Community Participation

Martha's Vineyard Hospital develops and ensures the vitality of its Community Benefits Program in collaboration with the following community organizations:

- Vineyard Nursing Association
- Martha's Vineyard Community Services
- Dukes County Health Council
- Dukes County Public Health Committee
- Vineyard Health Care Access Program
- Foundation for Island Health
- Martha's Vineyard Association of EMTs
- Martha's Vineyard Chamber of Commerce
- Municipal Health Officers (six island towns)
- Wampanoag Tribe of Gay Head (Aquinnah)
- AIDS Alliance of Martha's Vineyard
- Visiting Nurse Service
- Island Health Plan
- Elder Services of Cape Cod and The Islands
- Windemere Nursing and Rehabilitation Center
- American Red Cross
- Family Planning of Martha's Vineyard
- Hospice of Martha's Vineyard
- Martha's Vineyard Whole Health Alliance
- Dukes County Veteran's Agency

In addition to analyzing the data that is outlined in section III, Martha's Vineyard Hospital continues to review feedback from the community to help direct the Community Benefits Program. This feedback is collected from various sources, including the following:

- Community forums
- Editorials and letters in the local newspapers
- Correspondence with the hospital from members of the community
- The hospital's Annual Appeals, which include a section for community comments

V. Community Benefits Plan

- A. Martha's Vineyard Hospital's Community Benefits Program was developed and continues to evolve through a careful analysis (conducted by hospital staff) of the data outlined in section III and community feedback outlined in section IV.
- B. Martha's Vineyard Hospital's target population can be defined as the visitors, seasonal and year-round residents of Martha's Vineyard.
- C. The goal of Martha's Vineyard Hospital's Community Benefits Program is to help safeguard the health of Martha's Vineyard community. The hospital's short-term goal is to continue to respond to the needs of the community by providing programs focused on prevalent health risks on the island such as tick-borne illnesses. In the long-term, the hospital will strive to continue adapting its programs to the changing needs of the community.
- D. Outcomes and effectiveness are evaluated by community participation in the various programs, the change in statistical data resulting from the programs, and community feedback.
- E. The budget is determined by analyzing the cost and the need for various community programs as well as the financial feasibility of the hospital supporting these programs.
- F. The plan is continually being reviewed and evaluated by hospital staff, through a careful analysis of Island health statistics and community feedback, as described above.
- G. The Public Health Council of the Massachusetts Department of Public Health approved a Determination of Need (DoN) application on December 20, 2005 to build a new hospital. This called for a DPH-mandated \$2 million Community Benefits Plan which will spend \$925,000 on Primary Care services, \$575,000 on Preventive Care, \$400,000 on Behavioral Health/Substance Abuse services and \$100,000 on Emerging Needs/New Initiatives over the next five (5) years.

VI. Key Accomplishments and Activities for FY2006 (April 1, 2005 – March 31, 2006)

A. Expenditures, Community Benefits Programs

Community Benefit Programs

Direct Expenses	97,595
Associated Expenses	19,189
Determination of Need Expenditure	241,500
Employee Volunteerism	150
Other Leveraged Resources	623,000

Community Service Programs

Direct Expenses	13,750
Associated Expenses	
Determination of Need Expenditures	
Employee Volunteerism	
Other Leverage Resources	

Corporate Sponsorships	5,390
------------------------	-------

Net Charity Care	1,024,034
-------------------------	------------------

Total Expenditures	2,024,608
---------------------------	------------------

Total Patient Care-related Expenses for 2006	34,424,461
---	-------------------

B. Major programs and initiatives

- **Breast Cancer Awareness Ad Campaign** – MVH organized and sponsored an advertising campaign during Breast Cancer Awareness month to raise awareness and encourage women to get mammograms.
- **Summer Soiree** – Martha's Vineyard Hospital supported Hospice of Martha's Vineyard's Summer Soiree fundraiser.
- **Pharmacy Outreach** – Martha's Vineyard Hospital's Pharmacy Department presented information on medication safety and poison control to local schools. Additionally, pharmacy employees gave presentations at senior centers on topic ranging from diabetes to Parkinson's disease.

- **Tick removers** – The hospital gave out free tick removers to the community.
- **Children’s Lead Screening** – In collaboration with the Visiting Nurse Service of Martha’s Vineyard Community Services, MVH offered free lead screenings for children ages 1-4 during the fall.
- **Tick-Borne Illness Prevention Forum** – Martha’s Vineyard Hospital convened a panel of experts to educate the public about how people can protect themselves from a variety of tick-borne diseases. Panelists included Dr. Alan Hirschberg, MVH director of emergency medicine, Susan Soliva, Mass. Dept. of Public Health researcher, and Donna Enos, RN, MVH Director of Infection Control.
- **Scholarship Program** – Every year, MVH provides scholarships to two seniors at MV Regional High School.
- **Hospital Tours** – Martha’s Vineyard Hospital hosted tours for kindergarten and preschool age children during the spring and fall.
- **Health Fair** – Martha’s Vineyard Hospital’s annual health fair brought together a wide range of Island health and human service providers. Representatives from these organizations were on hand to talk about their programs and offer information on a variety of subjects. This year, many alternative medicine providers were also invited to attend. Some of the services offered by MVH included:

Cholesterol screenings – \$5
 Glaucoma screenings – Free
 Bone-density testing – Free
 Blood pressure checks – Free
 Osteoporosis screenings - Free
 Pulmonary function screenings - Free

- **Emergency Training** – Emergency Department nurses serve as preceptors for individuals who are training to be EMTs and Paramedics and to those who are refreshing their skills. Martha’s Vineyard Hospital’s ER nurses provide these individuals with the clinical part of their education.
- **Quality Assurance and Education** – The Emergency Department provides quality assurance and education for Island EMS Services. Every month the hospital’s Director of Emergency Services and an Emergency Department nurse give a lecture and a case review.

- **Medical Control** – The Emergency Department provides medical control (assumes responsibility) for advanced cardiac life support transport services for Oak Bluffs and Tisbury ambulance services. The hospital also provides ongoing education (on a monthly basis) to ensure the quality of these services.
- Throughout FY06 hospital leadership continued holding public forums and receptions to solicit comments and feedback from community members on the need and plans to build a new hospital facility. A total of fifteen (15) meetings took place in FY06

Use of MVH facilities as a Community Benefit:

- Free space is provided by the hospital to the Island Counseling Center (ICC) of Martha's Vineyard Community Services for counseling programs and acupuncture detox.
- Martha's Vineyard Hospital provides free space in the Emergency Department for the ICC Counselors to conduct DMH-funded Emergency Services for those in the midst of a mental health crisis prior to, or in lieu of, transport off-island for institutionalization.
- Martha's Vineyard Hospital rents space at lower than market rates to the Vineyard Nursing Association, Elder Services of Cape Cod and the Islands, Council on Aging, and Hospice of Martha's Vineyard.
- Free space is provided to a wide range of 12-step and other support groups.
- An interfaith chapel/meditation room is used by 12-step and community groups.
- Free meeting space is made available to community groups on an ongoing basis.

VII. Next Reporting Year

- Improving access to primary care and dental health for the Vineyard community will continue to be a priority for Martha's Vineyard Hospital.
- A significant focus over the next 12 months will be the hospital's efforts to continue meeting with the public regarding planning and fundraising for a new facility.
- Martha's Vineyard Hospital investment in IT infrastructure combined with growing island-wide interest in integrated telecommunications and Internet services will enhance Martha's Vineyard Hospital's community benefits outreach efforts. The hospital will continue to develop its website.
- Internship and mentoring opportunities for island high school and area college students will continue to expand.
- Martha's Vineyard Hospital plans to expand public involvement in and awareness of public health issues including emergency preparedness for flu pandemic.
- Martha's Vineyard Hospital will continue to become more active in regional community benefit initiatives by routinely sending a representative to and becoming actively involved in community benefit efforts of the Department of Public Health's Community Health Network Area (CHNA) 27, the Cape and Islands.
- Martha's Vineyard Hospital plans to continue programs listed in this report; new programs will be implemented as needed and as feasible.

VIII. Contact Information

Rachel Vanderhoop, Director of Development
Martha's Vineyard Hospital
One Hospital Road
P.O. Box 1477
Oak Bluffs, MA 02557
Telephone: 508 693-4645
Fax: 508 693-6291
E-mail: rvanderhoop@mvhospital.org