

Sturdy Memorial Hospital - FY2007

Summary Narratives

Community Benefits Mission Statement

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

The Hospital works to ensure that ample, high quality primary and specialty physician services are accessible to area residents. Additionally, we try to avoid 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 organizations, as well as civic and business organizations, to meet the health care 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 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 2007 follow:

- AARP
- American Cancer Society
- American Heart Association
- American Red Cross
- American Stroke Association
- Attleboro Area Chamber of Commerce
- Attleboro Area Community Council
- Attleboro Area School-to-Career Partnership
- Attleboro Food Bank
- Attleboro YMCA
- Bristol Community College
- Bristol County Homeland Security Task Force
- Brown University School of Medicine
- Councils on Aging
- Emergency Preparedness Awareness and Education (w/municipalities)
- EMT Training (w/municipalities)
- HealthyChoices (health education w/elementary schools)

- Hockomock Area YMCA
- Look Good, Feel Better
- Massachusetts Service Alliance
- Mothers Against Drunk Driving (MADD)
- National Multiple Sclerosis Society
- Southeastern Massachusetts Homeland Security Regional Council
- Students Against Drunk Driving (SADD)
- The Sun Chronicle
- Town Health Agents
- Town Safety Officers (safety programming with municipalities)
- Tri-County Regional Vocational Technical High School
- United Way of Southeastern Massachusetts
- Wheaton College (student mentoring/clinical outreach)

Community Health Needs Assessment

Sturdy Memorial's Community Benefits planning process is 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 data gathering, review of clinical issues and feedback from patients, clinicians, professional forums and program evaluations. The data gathering involves market research among area residents, patient satisfaction surveys 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 do, relay programming suggestions directly to the Hospital or through evaluation tools. Hospital staff 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 aforementioned needs assessment follow:

- Offer cancer prevention screening, education and support programs to improve early detection of cancer.
- Support wellness programming and education for area youth which promotes good nutritional habits and activity, and ultimately, reduce obesity.
- Promote stroke education and offer support programs.
- Offer cardiac disease prevention, screening, education and support programs, and promote access to cardiac care.
- Offer education and support programs to improve women's and children's health.
- Offer general education and support programs based on patients' needs and/or clinical significance to the community.
- Sponsor programs to improve overall public safety.
- Increase access to physicians in the service area, as area needs suggest.

Key Accomplishments of Reporting Year

Sturdy Memorial engaged in more than 130 initiatives related to its FY 2007 Community Benefits Plan. The Hospital also hosted or supported 18 family-related activities, like kids' parties and community fairs, as well as coordinated important events like the area's annual volunteer day luncheon for service agency volunteers, safety helmet donations to safety officers, 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 community benefits activities for FY 2007 in a PDF file at www.sturdymemorial.org, which contains the Hospital's annual report.

Plans for Next Reporting Year

Sturdy Memorial Hospital's estimated expenditures for FY 2008 community benefits programming are expected to be comparable to FY 2007, as are the goals and program initiatives.

Select Community Benefits Programs

Emergency Planning and Education

Brief Description or Objective	Educate people and coordinate communications initiatives related to disaster and emergency planning. Continued emphasis in FY07 was on flu pandemic.
Program Type	Not Specified
Target Population	<ul style="list-style-type: none">• Regions Served:Other-Southeastern MA• Health Indicator:Other: Public Safety• Sex:All• Age Group:Not Specified• Ethnic Group:Not Specified• Language:Not Specified
Partners	<ul style="list-style-type: none">• Area fire and police officials, health officers, Hospital employees, Hospital supporters, and state agencies
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

Brief Description or Objective	General health and cancer screenings, educational programs and support groups, CPR training, EMT training, first aid training, babysitter training, poison prevention, medical profile cards, women's wellness programming, childbirth education, and parenting programs.
Program Type	Not Specified
Target Population	<ul style="list-style-type: none">• Regions Served:Other-Southeastern MA• Health Indicator:Not Specified• Sex:All• Age Group:Adult• Ethnic Group:Not Specified• Language:Not Specified
Partners	<ul style="list-style-type: none">• American Cancer Society• American Heart Association• National Multiple Sclerosis Society• American Stroke Association• Hospital emergency nursing, nursing education, laboratory, physical therapy, cardiac rehabilitation, respiratory care, oncology, volunteer and medical staffs• Area YMCAs
Contact Information	Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcluskie@sturdymemorial.org
Detailed Description	Not Specified

Stroke Awareness Public Service Campaign

Brief Description or Objective	Hospital initiated and financed media campaign involving newspaper ads, flyers, bill inserts, radio advertising, public relations, stroke screening, and more to promote awareness of the nation's #3 killer.
Program Type	Community Education
Target Population	<ul style="list-style-type: none"> • Regions Served:Other-Southeastern MA • 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 Association, area medical practices, area newspapers
Contact Information	<p>Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508-236-7040</p> <p>Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org</p>
Detailed Description	Not Specified

Activate Attleboro (with YMCA): Step Challenge and Physical Activity Club (PAC)

Brief Description or Objective	To promote the concept of healthy lifestyles. To effect change in eating habits and physical activity of youth by encouraging them to “eat less and move more.”
Program Type	Healthy Communities Partnership
Target Population	<ul style="list-style-type: none"> • Regions Served:Attleboro • 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 • Attleboro Public Schools • City of Attleboro • Aramark • Sensata
Contact Information	<p>Linda Shyavitz, President and CEO, 508-236-8000</p> <p>Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org</p>
Detailed Description	Not Specified

Health Care Reform Informational Sessions and Enrollment Assistance

Brief Description or Objective	Educate people about health care reform in Massachusetts and their options under the new law. Enroll those eligible in a health plan and find providers that meet their needs.
Program Type	Health Coverage Subsidies or Enrollment
Target Population	<ul style="list-style-type: none"> • Regions Served:Other-Southeastern MA

- **Health Indicator:** Access to Health Care
 - **Sex:** All
 - **Age Group:** Not Specified
 - **Ethnic Group:** Not Specified
 - **Language:** Not Specified
- Partners**
- Boston Medical Center/HealthNet, area medical practices

Contact Information

Janet Bianchini
 Director of Patient Accounts,
 508/236-8110
jbianchini@sturdyhospital.org

Detailed Description Not Specified

Program Type	Estimated Total Expenditures for FY2007	Approved Program Budget for 2008
Community Benefits Programs	<u>Direct Expenses</u> \$346,180 <u>Associated Expenses</u> Not Specified <u>Determination of Need Expenditures</u> \$0 <u>Employee Volunteerism</u> Not Specified <u>Other Leveraged Resources</u> \$0	\$350,000 * 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	\$1,665,328	
Corporate Sponsorships	\$0	
	Total Expenditures \$2,011,508	

Total Patient Care-Related Expenses for FY2007	\$128,000,000
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Comments: In addition to all of the services that Sturdy Memorial Hospital provides to the community, the facility also provided:

- \$3,444,000 in unreimbursed MassHealth services;
- \$1,064,000 in total bad debt;
- \$6,114 for expenses related to our patient financial counselors efforts to enroll and educate the community on health care reform as a community service program.