

STURDY MEMORIAL HOSPITAL

211 Park Street
Attleboro, MA 02703

www.sturdymemorial.org

Community Benefits Report for Fiscal Year 2007

COMMUNITY BENEFITS MISSION

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 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
- 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 THE 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.

CONTACT

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SELECTED COMMUNITY BENEFITS PROGRAMS - FY07

PROGRAM OR INITIATIVE	TARGET POPULATION/OBJECTIVE	PARTNER(S)	HOSPITAL CONTACT
<p>Activate Attleboro (with YMCA): Step Challenge – 4 week competition for elementary school children to count their daily steps with a pedometer. Adults from area businesses, including Sturdy, participated as well.</p> <p>Physical Activity Club (PAC) - fun, interactive club for kids which promotes a combination of physical activity and good nutritional practices to establish maintain healthy weights.</p>	<p>Youth ages 9-10 / to effect change in eating habits and physical activity by encouraging them to “eat less and move more.”</p> <p>Youth / comprehensive program to promote the concept of healthy lifestyles.</p>	<p>Attleboro YMCA, Attleboro Public Schools, City of Attleboro, Aramark, Sensata.</p> <p>Attleboro YMCA, area pediatric and family medicine practices, area schools.</p>	<p>Linda Shyavitz, President and CEO, 508/236-8000</p> <p>Lisa McCluskie, Director of Marketing and Planning, 508/236-8010</p>
<p>Attleboro High School Based Health Center</p>	<p>Youth ages 14-18 / to improve education about and provide convenient access to adolescent health care.</p>	<p>Attleboro High School, Massachusetts Department of Public Health.</p>	<p>Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508/236-7040</p>
<p>Community Events: Sponsorship of 18 family oriented programs, including health fairs, barbecues, concerts, themed kids' parties, music and arts festivals, and other activities, in the Hospital's service area.</p>	<p>All ages / support community efforts to provide meaningful, family oriented programs and activities.</p>	<p>Area medical practices, local music and arts associations, civic organizations, area schools.</p>	<p>Kathi Hague, Community Relations Specialist, 508/236-8020</p>
<p>Emergency Planning and Education: Activities included regional disaster planning initiatives, participation in a community wide disaster drill, continuing preparedness education for employees and members of the medical staff. Additionally, several requests for community education on flu pandemic were fulfilled.</p>	<p>The public and area health and safety officials / to educate people and coordinate communications initiatives related to disaster and emergency planning. Continued emphasis in FY07 was on flu pandemic.</p>	<p>Area fire and police officials, health officers, Hospital employees, Hospital supporters, state agencies.</p>	<p>Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508/236-7040</p>
<p>Health Care Reform Informational Sessions and Enrollment Assistance:</p>	<p>Uninsured adult area residents / 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.</p>	<p>Boston Medical Center/HealthNet, area medical practices.</p>	<p>Janet Bianchini Director of Patient Accounts, 508/236-8110</p>

Healthy Choices: School-based health fair education program done monthly on a rotating basis during the academic school year.	Elementary school children / general health education.	Area elementary schools.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010
Healthy Heart Fair	Adults / promote good heart health by providing free blood pressure screenings, stroke screenings, nutritional information, and cholesterol, diabetes, and body fat analyses.	Hospital affiliated cardiologists, and cardiac rehabilitation and nutrition departments.	Sue Nordstrom, RN, Director of Cardiac Rehabilitation, 508/236-7344
Newspaper in Education (NIE):	Youth ages 10-18 / promote literacy, global awareness, and a sense of civic responsibility.	The Sun Chronicle.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010
Reach Out and Read: National program that makes reading materials available to young children through physician offices.	Children ages 6 mos-5 / promote literacy.	Area pediatric and family medicine physician practices.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010
Stroke Awareness Public Service Campaign: 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.	Adults / promote awareness of signs and symptoms of stroke, and the importance of early intervention.	American Stroke Assoc., area medical practices, area newspapers.	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
Wellness, Education and Support: 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.	Primarily adults / education, screening, and health promotion.	American Cancer Society, American Heart Assoc., American Stroke Assoc., MS Society, YMCAs, Hospital medical staff, emergency nursing, nursing education, laboratory, physical therapy, cardiac rehabilitation, respiratory care, oncology, and volunteer departments.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010
Youth Mentoring Programs	Young Adults / mentor high school youths and post secondary adults via internships, shadow opportunities, tours, career days/job fairs, and co-ops.	Wheaton College, area high schools, post secondary schools.	Cheryl Barrows, V.P. of Human Resources, 508/236-8850

COMMUNITY BENEFITS EXPENDITURES

TYPE	ESTIMATED TOTAL EXPENDITURES FOR FY 2007	APPROVED PROGRAM BUDGET FOR FY 2008 *
COMMUNITY BENEFITS PROGRAMS	(1) Direct Expenses - \$346,180 (2) Associated Expenses - NOT SPECIFIED (3) Determination of Need Expenditures - \$0 (4) Employee Volunteerism - NOT SPECIFIED (5) Other Leveraged Resources \$0	NOT SPECIFIED *Excludes expenditures that cannot be projected at the time of the report.
COMMUNITY SERVICE PROGRAMS	(1) Direct Expenses \$0 (2) Associated Expenses \$0 (3) Determination of Need Expenditures \$0 (4) Employee Volunteerism \$0 (5) Other Leveraged Resources \$0	
NET CHARITY CARE AND/OR UNCOMPENSATED CARE POOL CONTRIBUTION AND/OR UNCOMPENSATED CARE FOR THOSE WHO COULD OR WOULD NOT PAY	\$ 1,665,328	
CORPORATE SPONSORSHIPS	\$0	
	\$ 2,011,508	

TOTAL PATIENT CARE-RELATED EXPENSES FOR FY 2007: \$128,000,000

In addition to all of the services that Sturdy Memorial Hospital provides to the community, the facility also provided:

- a. \$3,444,000 in unreimbursed MassHealth services
- b. \$1,064,000 in total bad debt
- c. \$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