

# Community Benefits Report



OFFICE OF THE ATTORNEY GENERAL OF MASSACHUSETTS

FISCAL YEAR 2008: OCTOBER 1, 2007 THROUGH SEPTEMBER 30, 2008

# **Community Benefits Report**

## **Emerson Hospital**

### **Fiscal Year 2008 (10/1/2007 - 9/30/2008)**

#### **1.0 Mission Statement**

Emerson Hospital is a non-profit, acute care, community hospital that serves approximately 300,000 residents in 25 towns. Emerson was incorporated as a tax-exempt institution in 1911 and, since that time, has been committed to providing both emergency and non-emergency care to all in need, regardless of their ability to pay.

The hospital's mission is to deliver high quality, safe and cost-effective care to our patients and to maintain a professional and respectful environment for all members of the Emerson Hospital community. We define high quality as meeting or exceeding the requirements of our customers: patients, physicians, the community, and payers.

- For patients, this means competent and personal clinical care
- For physicians, this means an environment that facilitates effective and efficient delivery of patient care and encourages professional growth and development
- For employees, this means a positive work environment that encourages and supports the achievement of professional and personal goals
- For the community, this means providing access to a continuum of health care services delivered in a high quality, cost-effective manner. It also means working with diverse community organizations to protect and improve the health status of our community residents.
- For payers this means providing a collaborative environment that promotes cost-effective, high-quality care.

Through strong connections to the community, Emerson is able to respond to the needs of those it serves. The hospital attends to those needs through a coordinated Community Benefits Program, which is mandated by its mission and includes:

- An extensive scope and variety of outreach programs and services to meet the needs of area residents,
- Numerous activities designed to stimulate other organizations in carrying out a broad health agenda in the community, and

- An internal environment that encourages hospital-wide involvement in community benefits programs.

## **2.0 Community Benefits Program Organization and Management**

### **2.1 Program Organization**

The Emerson Hospital Community Benefits Program, formalized in 1995, builds on the hospital's history of commitment to the community and the core values of providing care to all regardless of ability to pay. The implementation of the program is the responsibility of the Marketing and Public Relations department, under the supervision of the Vice President for Planning and Market Development. Individual departments and clinical areas within the hospital provide detailed information on programs and activities that comply with the guidelines for the Community Benefit Program.

### **2.2 Approval of Governing Body**

Community Benefits Programs are the responsibility of the senior management team and activities are reported each month to the hospital's Board of Directors.

### **2.3 Method for Sharing Community Benefit Information**

The Annual Report is distributed to the hospital Board of Directors and to the communities served by the hospital. The Report is also available within the hospital, on the website, and at local libraries. In addition, information regarding Community Benefits Plan activities is disseminated through the hospital's informational materials, including *HealthWorks* magazine, which is mailed to area residents.

Emerson Hospital's Community Benefits Plan is incorporated and communicated to hospital staff at all levels of the organization, through the hospital's strategic plan, as well as at hospital management meetings at both the departmental and supervisory level.

## **3.0 Community Health Needs Assessment**

### **3.1 Process**

To better understand the health needs of Emerson's surrounding communities, a Health Needs Assessment was conducted in 2007-2008 among leaders and representatives of community organizations. This assessment also included an extensive search of health status information available in the public domain using the guidelines of the Health People 2010 Focus Areas, including the Center for Disease Control's "Ten Leading Health Indicators." Specifically, the objectives of this Community Needs Assessment were to:

- Evaluate the community's perceptions of its unmet health needs. (Note this study defined the community as 18 towns including primary services area towns of Concord, Carlisle, Lincoln, Maynard, Acton, Boxborough, Harvard, Bedford,

Westford, Littleton, Stow, Bolton, Sudbury; and secondary service area towns of Ayer, Groton, Townsend, Shirley and Pepperell.)

- Establish a baseline of data on the health of the community using data from the U.S. Census, Massachusetts Department of Public Health, the Emerson Youth Risk Behavior Survey, and the Center for Disease Control (CDC).
- Explore opportunities for the provision of new health services and programs to meet unmet health needs.
- Determine how best to allocate Community benefit resources in response to community health needs.
- Explore opportunities for the community to initiate new health programs.

### **3.2 Summary of Findings**

The Community Health Needs Assessment survey revealed that the Emerson Hospital community is an educated, affluent community with good healthcare access. The result is a population with health behaviors and disease rates that are favorable to the general population. Key findings include:

- Emerson's community as a whole is younger, better educated, and more affluent than the Massachusetts average. All of these factors favorably impact the health status of the community's residents.
- Residents have very good access to health care. A high percentage of residents have health insurance, physician to population ratios are favorable, residents report having access to physicians that they need, there is a higher than average rate of women who receive prenatal care, and preventable hospitalization rates are lower than state average.
- A high percentage (77%) of community survey respondents report taking regular preventative health steps such as pap smears, cholesterol screenings, influenza vaccine, PSA tests, pneumonia vaccine, mammograms, and colonoscopies.
- Smoking rates are favorable to state average as self-reported by high school students, pregnant women, and community survey respondents.
- Self-reported teen health behaviors such as substance abuse, seat-belt use, and sexual behaviors are generally favorable to state averages. Binge drinking rates are comparable to state average. Teen births as a percentage of total births are comparable to state average rate in the secondary service area towns of Ayer, Pepperell, and Shirley.
- Community crude death rates from cancer, heart disease, and injuries are lower than state average.

The top three unmet health needs as identified by the qualitative research with community members were:

- youth risk behavior
- mental health
- elderly services

## **4.0 Community Participation**

Emerson fulfills its mission through a coordinated effort with members of local civic organizations, community agencies and government authorities. With input from these constituencies, Emerson develops programs to address the health needs of our community. These partnerships aim to strengthen the network for community-based care by addressing the health issues of greatest concern to the community, such as substance abuse among youth and services for seniors. A list of organizations partnering with Emerson on community benefits projects is provided below:

Acton-Boxborough Community Alliance for Youth (CAFY)

Acton-Boxborough Public Schools

Acton Board of Health

Acton Council on Aging

Acton Fire department

Alzheimer's Association

American Association of Retired Persons (AARP)

American Cancer Society

American Heart Association

American Stroke Association

Bedford Board of Health

Bedford Council on Aging

Bedford Fire Department

Bedford VA Hospital

Bedford Women's Club

Boxborough Local Emergency Planning Committee

Boxborough Fire Department

Carlisle Board of Health

Carlisle Fire Department

Carlisle Senior Center

Chelmsford Board of Health

Chelmsford Senior Center

Community Health Network Area (CHNA15)

Concord Adolescent and Family Services

Concord Board of Health

Concord-Carlisle Alliance for Teen Safety

Concord Council on Aging

Concord-Carlisle Public Schools

Concord Fire Department

Concord Local Emergency Planning Committee  
Concord Police Department  
Concord Rotary Club  
Cooperative Elder Service Councils on Aging  
Deaconess Rivercrest Nursing Home  
Domestic Violence Roundtable  
Groton Dunstable Public Schools  
Groton Dunstable Alliance for Youth  
Hadassah  
Hanscom Air Force Base (Bedford)  
Harvard Public Schools  
Inn at Robbins Brook (Acton)  
Kenneth B. Schwartz Center for Compassionate Care  
Liberty Alzheimer's Partnership  
Lincoln Council on Aging  
Littleton Public Schools  
Massachusetts Department of Public Health Hospital Group Region 4  
Massachusetts Department of Public Health Emergency Systems for Advance  
Maynard Fire Department  
Registration of Volunteer Health Professionals (ESAR-VHP)  
Massachusetts Department of Public Health State Surge Capacity Task Force  
Metropolitan Boston Emergency Medical Services Council Region IV  
Massachusetts Hospital Association  
Massachusetts Melanoma Foundation  
Maynard Public Schools  
Minuteman Senior Services  
Minuteman Suburban Schools-to-Careers Partnership  
Nashoba Regional School District  
National Alliance for the Mentally Ill of Massachusetts  
National Youth Leadership Forum  
Network for Women's Lives  
Northeast Health Resources  
Regional Center for Poison Control and Prevention  
Society for Cardiovascular and Interventional Radiology  
SafeHomes (Westford)  
Sudbury Board of Health  
Sudbury Council on Aging  
Sudbury Fire Department  
Sudbury Senior Center  
The Virginia Thurston Healing Garden  
Westford Board of Health  
Westford Fire Department  
Westford Public Schools  
Weston Council on Aging  
Weston Fire Department

## 5.0 Community Benefits Plan

Emerson Hospital is committed to a Community Benefit Program designed to improve the overall health status of the populations it serves. This program encompasses a broad range of preventive medicine and wellness initiatives, health education, advocacy and assistance and advanced on-scene life-saving care. The Community Benefit Program also includes a free care component to ensure all people in the hospital's service area have access to medical care regardless of their ability to pay.

The results of the Community Health Needs Assessment indicated that the hospital service area is, for the most part, highly educated with good access to health care. Emerson is considered an integral part of this community and an organization that contributes greatly to the health and well being of the community.

Emerson's past focus on promoting healthy behaviors for youth and educating the community about cancer continue to be important health needs. According to the qualitative research, the community feels that Emerson Hospital has made a positive impact with its past efforts in cancer and pediatrics, including teen developmental issues.

Based on the health needs assessment, the following Community Benefit Programs were identified:

1. **Teen Health** continues to need specific attention. Since 1997, Emerson Hospital has worked in collaboration with local school districts to sponsor the Emerson Hospital Youth Risk Behavior Survey. Our health needs assessment recommended leveraging the survey results to increase awareness of existing mental health and substance abuse resources, to educate pediatricians, and to develop collateral materials on mental health and depression that could be used to educate parents.
2. **Cancer Education and Screenings** to address the growing need for information about cancer and requests for health screenings. Emerson began sponsoring an annual community Cancer Awareness Day in 1994 and has continued this commitment to public screenings and education about cancer. The needs assessment indicated that this outreach is working and recommended continuation.
3. **Preventative Health Screenings** for cholesterol, thyroid, diabetes, pulmonary, blood pressure, and skin cancer for specific populations, including the elderly.
4. **Health Lectures and Information for the Public—including preventative information about stroke** were provided at the hospital and in the communities served by the hospital.

5. **Support Groups and Counseling Services** for substance abuse, cancer, health insurance for seniors (Serving the Health Information Needs for Elders – the SHINE program), diabetes, cardiac care, adjustment for new mothers, and others.
6. **Emergency Management Planning** – The emergency management program included all significant processes and areas. The scope of activities included: mitigation, preparation, response, recovery – and when appropriate-- collaborative planning to integrate the hospital with community wide emergency preparedness efforts.

Emerson regularly partners with local emergency management agencies and Hanscom Air Force Base to conduct disaster drills.

In addition to Emerson Hospital's key Community Benefit Programs listed above, the hospital's clinical and administrative departments are encouraged to provide staffing, support and appropriate diagnostic services for events that benefit underserved and at-risk populations. Emerson funds all staff hours and materials related to these activities.

## **6.0 Progress Report: Community Benefit Activity**

### **6.1 Emerson Hospital Youth Risk Behavior Survey**

**Target population:** The 2008 Emerson Hospital Youth Risk Behavior Survey was administered to 8,677 area students in grades 6, 8, and 9-12 in Emerson's primary and secondary service areas.

**Goal:** Emerson Hospital and seven (7) participating school systems collaborate to jointly design, implement, analyze and present the Youth Risk Behavior Survey.

**Project Partners:** Emerson Hospital partners with the health curriculum coordinators for seven (7) school systems: Acton and Acton-Boxborough Regional Schools, Boxborough Public Schools (grade 6 only), Concord and Concord-Carlisle Regional Schools, Groton-Dunstable Regional Schools, Littleton Public Schools, Maynard Public Schools, and Westford Public Schools.

**Activity during Reporting Year:** The Youth Risk Behavior Survey (YRBS) is conducted bi-annually for the last 10 years. The most recent survey was implemented in March 2008 with students in grades 6, 8, 9, 10, 11, and 12 from seven school districts in the hospital's service area. These surveys were primarily based on those developed specifically for middle school and high school students at the Centers for Disease Control and Prevention. Students responded to questions under general categories of risk behaviors including: safety, internet use, violence, suicide, tobacco use, alcohol use, drug use, HIV/AIDS education, sexual behavior, dietary behavior, and physical activity. Emerson Hospital and the school districts contracted with

Northeast Health Resources (NHR) to assist in the design of the survey instrument and to carry out the tabulation and analysis of the data gathered from the YRBS.

In January 2009, the research data was provided directly to health coordinators and school administrators in the nine towns covered by the survey. The hospital also makes the aggregate results available to the news media and a synopsis is also available on our website.

### **Challenges, Accomplishments and Outcomes**

In this year's survey, a new question analyzes gambling patterns in area youth. National statistics indicate that the number of teen gamblers in the United States is rising. In a new question added to this year's survey, 5% of high school respondents report having spent one or more hours online using the Internet to gamble during the month prior to the survey. The incidence of this behavior was highest in grade 11. Sixth grade respondents to the same question report that 2% use the Internet to gamble, while 5% of eighth graders spend an hour or more online gambling. In addition, 14% of sixth grade respondents, 27% of eighth grade respondents, and 35% of high school respondents report having gambled at least once during the previous year.

The Emerson Hospital Youth Risk Behavior Survey also monitors sexual behavior among area teens. Comparative data reflect relatively little change over time in the number of students reporting that they ever had sexual intercourse. Of eighth graders surveyed between 2000 and 2008, the percentages who reported that they ever had sexual intercourse varied from 6% to 11%. Of high school students surveyed between 2000 and 2008, the percentages who reported that they ever had sexual intercourse varied from 26% to 28%.

New questions on oral sex were added to the Emerson Hospital Youth Risk Behavior Survey in 2006. Of eighth graders surveyed in 2008, 11% report having ever participated in oral sex. More than one-third (35%) of high school respondents report having ever participated in oral sex.

While sexual activity statistics remain steady, the Emerson Hospital survey data shows that 49% of high school respondents, 32% of sixth grade respondents, and 38% of eighth grade respondents report having ever talked about AIDS or HIV infection with their parents or other adults in their family.

On a community level, the data has elicited responses from school districts, community agencies and parents. Public dialogues about the survey were held in January – March 2009 in Concord (Concord-Carlisle), Groton (Groton-Dunstable), Littleton, Boxborough, Acton (Acton-Boxborough), Maynard, and Westford.

## **6.2 Cancer Awareness Day, Education and Screening**

**Target population:** Adults in Emerson's primary and secondary service areas.

**Goal:** To inform and educate the community about cancer and to provide preventative health screenings designed to promote early detection.

**Project Partners:** Cancer Awareness Day is sponsored and staffed by Emerson Hospital. However its success is largely determined by collaboration between the hospital, community agencies and other non-profit organizations. These include the local Councils on Aging, the American Cancer Society, local health and fitness clubs, and others.

**Activity during Reporting Year:** Cancer Awareness Day - a community event that includes free screenings, health lectures and information about cancer detection, prevention, and treatment - was held on Saturday, May 3, 2008 from 9 am to 1:30 pm at the hospital in Concord. More than 200 people participated in the free health screenings including: a full body skin cancer screening, an occult blood test for colon-rectal cancer, a respiratory screening, prostate specific antigen (PSA) blood test, blood pressure screening, and lipid profile cholesterol test.

Approximately 30 employees (many who volunteer their time) and 12 physicians (all volunteers) staff the event.

#### **Challenges, Accomplishments and Outcomes**

Blood Pressure: 148 people screened.

Diabetes: 155 screened

Cholesterol: 185 screened

PSA: 85 screened

Thyroid: 77 screened

Colon-rectal hemoccult test distribution: 100

Pulmonary Function Tests: 114 screened

Skin Cancer: 132 screened

Body fat analysis: 175 conducted

Oral Cancer: 85 screened

Marrow Donor registrations: 10 eligible donors

Attendees received information on topics ranging from nutrition to testicular cancer and breast self-exams. Representatives from 16 different departments within the hospital including Cancer Services, Breast Health Center, PET/CT Imaging, Physical Therapy and Pain Management staffed these information tables.

"Look Good Feel Better," an American Cancer Society program that teaches cancer patients hands-on cosmetic techniques to help them cope with appearance-related side effects from chemotherapy and radiation treatments, also provided information.

New this year, Emerson worked with the Caitlin Raymond International Registry to offer marrow donor registration to eligible donors. Also new was Jin Shin Jyutsu

treatments, in addition to the massage therapy and reiki mini-sessions that were provided.

Information was offered on the Lund Community Health Library, a hospital resource created to help individuals better understand and cope with the diagnosis of a medical condition and to provide information about the latest treatment methods.

Cancer Awareness Day was developed in response to our community's need for improved access to cancer screenings and to provide information on prevention, detection, and treatment of cancer, as well as for general information on health and wellness. As the event continues to grow in popularity and attracts more attendees, Emerson will continue to build on previous successes, making improvements that will increase its relevance and usefulness to our community.

### **6.3 Health Screenings and Education about Health (Free)**

**Bedford Day** - -Health screenings co-sponsored with the Bedford Board of Health. Emerson Hospital provided blood pressure, cholesterol, thyroid, PSA and diabetes screenings.

**Bedford Employee Health & Benefits Day** - - Emerson Hospital provided blood pressure and respiratory screenings.

**Bedford VA Hospital** - -respiratory screening

**Carlisle Board of Health** – cholesterol, PSA, blood sugar, thyroid screenings

**Acton-Boxborough High School** – Advance Life Support and medical emergency information

**Concord-Carlisle High School Health Week** – Blood pressure and information on sleep deprivation, infection control and diabetes education

**Nashoba Regional School District** – Blood pressure and respiratory screenings

**Sudbury Day Festival** – Emerson's Pediatric Intervention Team offered information on "emotional first aid."

**Boxboro Fire Department Open House** – blood pressure

**Littleton Health Fair** – Pediatric Intervention Team

**Westford Health Fair** – Screenings for respiratory, blood pressure, cholesterol, thyroid, PSA and diabetes

**Businesses:** Blood pressure and respiratory screenings with health benefits fair: Ciena Corporation, Acton; Army Corps of Engineers, Bedford; Juniper Networks, Westford

**Monthly blood pressure and diabetes screenings** — Sponsored by Emerson and held at Roche Brothers Supermarket in Acton

**Hanscom Air Force Base (Bedford)** – Diabetes and respiratory screenings

**Blood pressure screenings for seniors** - Emerson Hospital Home Care offered health fairs in the hospital's service area. The Home Care Department also provides informational and educational presentations, and monthly wellness programs at assisted living facilities.

**Education and screening about cardiac health** - During Cardiac Rehabilitation Week, Emerson employees held a health fair at the hospital to help increase awareness of heart health and healthy eating. Screenings for risk factors, including high blood pressure were offered.

## **6.4 Support Groups and Counseling Services**

- Alcohol and Substance Abuse
- Better Breathers Club
- Breastfeeding Support
- Cardiac Rehabilitation
- Chronic Lung Disease Program
- Diabetes Support
- Gambling Problems
- Cardiac Rehabilitation Support
- Heart Failure Program
- Melanoma Support
- Mothers Offering Mothers Support (M.O.M.S.)
- New Mothers Group
- Nutritional Counseling
- Pastoral Care
- Pediatric Bereavement Workshop
- REACH (hotline for domestic violence)
- SHINE Program
- Sleep Disorders Support
- Warm line Program
- Consulting and Counseling services to local schools on an as-needed basis

## **6.5 Health Lectures, Seminars, Presentations and Fairs (Free)**

- Genetic testing for inherited breast cancer (Concord)
- Nutrition wise: cancer-fighting strategies (Concord)

- The latest in wound care: local expertise at the Center for Wound Care and Hyperbaric Medicine (Concord)
- Aching shoulders: what's new and next in arthritic shoulder surgery (Concord)
- Diabetes update: advice from the physician, nurse and patient perspective (Concord)
- Preserving sight: current technologies (Concord)
- Updates on women's health: HPV vaccine, breast cancer and menopause (Concord)
- Plastic surgery in 2008 (Concord)
- New innovations in spine care (Concord)
- Nutrition wise: the diet-colon cancer connection (Concord)
- Frankly speaking about cancer therapies (Concord)
- Travel medicine: your passport to healthy international travel (Concord)
- Health – Help – Hope: programs, services and resources for cancer patients (Concord)
- Laser ablation: EVLT for painful or unsightly varicose veins (Concord)
- Prostate health: what every man should know (Concord)
- Dealing with shoulder issues (Weston COA)
- Healthy heart (Bedford Women's Club)
- Minimally invasive surgery (Chelmsford Senior Center)
- Thyroid problems (Chelmsford COA)
- Emergency care (Retired Men's Club)
- AARP Safe Driving Program (\$10 fee – Concord)
- Sexually transmitted diseases (Bedford Board of Health)
- Women's pelvic health (Carlisle Senior Center)
- Diabetes update (Acton COA)
- New technologies (National Association of Retired Federal Employees)
- Diabetes (Concord-Carlisle High School)
- Dizziness & balance issues (Weston COA)
- Diabetes (MITRE Corp., Bedford)
- Incontinence issues (Chelmsford Senior Center)
- Women's Pelvic Health (Billerica & Concord COA)
- Early signs of heart attack (Sudbury COA)

## **6.6 Emergency Management Planning**

**Emergency planning** consulting including co-chairing Concord's Local Emergency Planning Committee; development and implementation of a functional drill for the deployment of the Concord Fire Department's Mass Decontamination Unit (MDU).

## **6.7 Other Community Services Programs to Benefit the Community**

## **Emergency Services**

- Paramedics (Advanced Life Support) treat more than 1,700 people annually. The service covers 13 towns with two non-patient transport vehicles. Emerson assumes the cost of operating the service and receives no funding from participating communities.
- The Emergency Medical Services (EMS) Department conducts in-service training and education, assists in accident simulations, attends health fairs, participates in educational events of the local community groups and provides Advanced Life Support (ALS) coverage for various community events. EMS averages one event per month (12 per year).
- ED nurses serve as free instructors/facilitators in the local area Critical Incident Stress Debriefing Program for first responders. Two nurses donate 30 hours each annually.

## **Programs for Children and Adolescents**

- The Pediatric Intervention Team provide pediatric bereavement workshops for children 4-14 years of age who have lost a parent.
- The Pediatric Intervention Team helped children cope with the psychological trauma of hospitalizations.
- Emerson offered job shadowing for high school students from Acton, Boxborough, Concord, Carlisle, and Chelmsford in departments throughout the hospital. In this fiscal year, Emerson was recognized by the Middlesex West Chamber of Commerce with its School Business Partnership Award for our long standing commitment to this program.
- Emerson's Summer Volunteer Program offered adolescents the opportunity to work in a hospital environment and explore possible career choices in the field of health care.
- Critical Incident Consultations were made available to local school systems. This program offered intervention and consultations with school staff, students and parents in response to an event such as a student death or suicide.

## **Programs for Seniors**

- Emerson worked with the local Serving Health Information Needs of Elders (SHINE) Program providing administrative support.
- In conjunction with Maynard, Stow, Carlisle and Concord Boards of Health and COA, Emerson offered influenza immunization clinics for people over 60.

Emerson also offered several public flu clinics for adults 18 and over.

- Emerson worked with 18 area Councils on Aging to produce pamphlets with listings of resources for seniors.
- Emerson physicians and caregivers respond to requests for speakers from area councils on aging.
- Emerson Speech-Language pathologists provided free counseling to the Parkinson's support group. Clinicians provided education on communication and swallowing difficulties associated with the disease.
- Emerson Hospital Home Care staff provided blood pressure screenings, informational and educational presentations, and monthly wellness programs to area assisted living facilities.
- In 2007, Emerson Hospital continued to address the needs of the geriatric population through two standing committees:
  - the Geriatric Clinical Committee which seeks ways to improve hospital services for older patients – from the emergency department to the transitional care unit
  - the Geriatric Community Committee which works with area councils on aging and others on improving issues related to transportation and access to care.

### **Donations and In-Kind Contributions**

- Driver Safety Program (co-sponsored with AARP): Emerson provided the facility, meals and publicity for the two-day driver education/refresher course.
- Pharmaceutical: Emerson pharmacists offered comprehensive counseling services to diabetic and cardiac patients regarding medications and potential side effects.
- Flu shots and TB tests were given to all hospital volunteers.

### **Consumer Information**

The Emerson Medical Library provides health information to the medical community on an on-going basis. Local public libraries rely upon Emerson to assist people seeking medical information not available in their respective institutions.

In addition, Emerson Hospital produced publications and electronic communications to inform and educate the community about health issues and free educational offerings. The primary methods of communication are *HealthWorks Magazine*, the hospital website, [www.emersonhospital.org](http://www.emersonhospital.org) and a toll-free physician referral service, 1-877-9-Emerson, which is available 24/7.

*HealthWorks Magazine* is published three times each year and is mailed to 95,000 area residents. Readers can become more informed about new facilities, physicians, programs and services offered by the hospital. It also includes a list of health and wellness classes, free health lectures, and health columns that address questions frequently asked by patients.

The hospital distributes press releases to the local and regional papers announcing all free events. In addition, public service announcements are sent to the electronic media in an effort to educate the public about health issues and to announce free screenings. The hospital also places paid advertisements in the local papers announcing upcoming screenings, free events and information on clinical services; and promotes these events through its new, toll free physician referral call center.

## **6.8 Community Benefit Expenditures**

Youth Risk Behavior Survey	36,700
Cancer Awareness Day	15,000
Health Screenings, Support Groups and Counseling, Lectures, Fairs	22,000
Laboratory Charges	71,900
Promotion - Free Events, Screenings, Lectures	22,500
Staff Hours	70,000
Publications	83,200
ALS support	100,000
Website	25,000
Call center	19,500
<b>TOTAL:</b>	<b>\$465,800</b>
Annual payment to the Pool	\$2,610,062
Unreimbursed UC Costs	\$35,904
Charity Care	\$2,610,062
<b>TOTAL</b>	<b>\$5,256,028</b>
<b>COMBINED TOTAL</b>	<b>\$5,721,828</b>

## **7.0 Next Reporting Year Activity**

During fiscal year 2009, Emerson Hospital will maintain its Community Benefits Program as a continuation of the commitment described in this report.

## 8.0 Contacts

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 Concord, MA 01742

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### Community Benefits Programs Contacts

Program/Initiative	Hospital Contact
Youth Health Risk Survey	Bonnie Goldsmith bgoldsmith@emersonhosp.org
Cancer Awareness Day	Jan Quinty Jquinty@emersonhosp.org
Health Screenings	Jan Quinty Jquinty@emersonhosp.org
Emergency Management Planning – Functional Drill for Mass decontamination and Mass influx of patients to the hospital	Joe Piechocki jpiechocki@emersonhosp.org
Support Groups and Counseling Services	Mary Lou Cunningham, RN Mccunningham@emersonhosp.org