

Martha's Vineyard Hospital - FY2009

Summary Narratives

Community Benefits Mission Statement

Martha's Vineyard Hospital's Community Benefit mission is to develop, in concert with other providers and social service agencies, comprehensive community-based primary and preventive health care programs that address major health issues for the people who live on and visit Martha's Vineyard.

Program Organization and Management

Senior Management Team of the Hospital works collaboratively on determining Community Benefits initiatives that meet stated community benefits goals by interacting and meeting with a variety health care providers, social service agencies and other community organization throughout the Vineyard. 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.

Key Collaborations and Partnerships

American Red Cross
Continuum of Care Committee (island-wide)
Dukes County Health Council
Dukes County Public Health Committee
Dukes County Veteran's Agency
Elder Affairs Committee
Elder Services of Cape Cod and The Islands
Family Planning of Martha's Vineyard
Hospice of Martha's Vineyard
Island Health Plan
Martha's Vineyard Association of EMTs
Martha's Vineyard Community Services
Martha's Vineyard Regional High School
Martha's Vineyard Vision Fellowship
Martha's Vineyard Whole Health Alliance
Mental Health and Substance Abuse Working Group
Municipal Health Officers (six island towns)
Oral Health Working Group
Plum TV
Rural Scholars Advisory Committee
Towns of Oak Bluffs, Tisbury & Edgartown Ambulance Services
Tri-town Ambulance Service
Vineyard Health Care Access Program
Visiting Nurse Service
Wampanoag Tribe of Gay Head (Aquinnah)
Windemere Nursing and Rehabilitation Center
Youth Tash Force

Community Health Needs Assessment

Hospital leadership evaluates/responds to community health needs on ongoing basis. Needs/priorities identified through data collection/analysis from sources including:

- Annual Appeals, which include a section for community comments
- Community Health Clerkship Survey - Injury and Fall Prevention for the Elders of Martha's Vineyard
- Continuum of Care Committee
- Correspondence with the hospital from members of the community
- Dukes County Health Council
- Editorials and letters in the local newspapers
- Elder Services of Cape Cod and the Islands Needs Assessment
- Island Health Care
- Martha's Vineyard Community Services Domestic Violence survey
- MV Community Services
- MV Whole Health Alliance
- Press Ganey survey material generated by patients who visit various departments in the hospital, including the Emergency Department, Ambulatory Surgery Unit, Rehabilitation and Wellness Department, and Patient Care Unit
- Vineyard Medical Group
- Wampanoag Tribe of Gay Head (Aquinnah)
- Youth Task Force

Community Benefits Plan

Martha's Vineyard Hospital's target population includes all Vinyarders, including visitors, seasonal, and year-round residents of Martha's Vineyard and the at risk populations within all three groups.

The goal of Martha's Vineyard Hospital's Community Benefits Program this year is to focus primarily on preventive care and primary care. In FY2009, the hospital's short-term goal was to respond to the identified needs of the community, including geographically prevalent health risks on the island, such as tick-borne illnesses and preventive dental care. In the long-term, the hospital will be expanding its outreach with community groups to help identify additional areas of the Vineyard's health care needs through the work of the Dukes County Health Council and its sub-committee among others.

Outcomes and effectiveness are evaluated by community participation in the various programs, change (if any or not) in statistical data resulting from the programs, and community feedback.

Key Accomplishments of Reporting Year

In FY2009, MVH completed approximately two-thirds of the building project for a new hospital facility. Expected completion date is April 2010.

Developed public education programs: balance screenings and flu prevention.

Continued public awareness programs: tick-borne illnesses, breast cancer, lead screening, proper sharps and medication disposal, flu prevention.

Plans for Next Reporting Year

The hospital has the following community benefit initiatives underway for the next reporting year:

- Improving access to primary care
- Completing construction and preparing for the opening of the new hospital facility in FY1020.
- Bringing new IT infrastructure online
- Implementation of Electronic Health Record (EHR) in all physician offices. Anticipated completion date 12/31/09.
- The hospital is updating its website to make it more relevant for both current and prospective patients. The new site is expected to go live in February 2010.
- MVH 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 for the Cape and Islands.
- Planning for establishing a Patient and Family Advisory Council is expected to begin in early FY2010.

Select Community Benefits Programs

Breast Cancer Awareness Ad Campaign

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| Brief Description or Objective | MVH continues to organize and sponsor an advertising campaign during Breast Cancer Awareness month to raise awareness about and encourage women to get annual mammograms. |
| Program Type | Prevention |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Dukes • Health Indicator:Other: Cancer, Other: Cancer - Breast • Sex:Female • Age Group:Adult-Young, All Adults • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | Not Specified |
| Contact Information | Rachel Vanderhoop, MVH 508-693-4645 x16 rvanderhoop@mvhospital.org |
| Detailed Description | Download/View Attachment (595.772 KB) |

Tick-Borne Illness Prevention Forum

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| Brief Description or Objective | MVH co-sponsored public education form with MA Dept of Public Health to increased awareness about tick-borne illness prevention. |
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Dukes • Health Indicator:Other: Lyme Disease • Sex:All • Age Group:All Adults, All Children • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • Massachusetts Department of Public Health • MVTV • Lisa Crowner, Educator |
| Contact Information | Donna Enos, MVH 508-693-0410 ext. 141 denos@mvhospital.org |
| Detailed Description | Download/View Attachment (595.772 KB) |

Annual Health Fair

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| Brief Description or Objective | MVH hosts an annual health fair, bringing together a wide range of Island health and human service providers. Services offered by MVH included: cholesterol screenings, bone-density testing, blood pressure checks, osteoporosis screening, glaucoma screening, pulmonary function screenings, balance screening. |
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Dukes • Health Indicator:Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Cancer, Other: Domestic Violence, Other: Family Planning, Other: HIV/AIDS, Other: Lyme Disease, Other: Safety, Other: Sexually Transmitted Diseases, Other: Stroke, Other: Vision , Overweight and |

Obesity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use

- **Sex:**All
- **Age Group:**All Adults, All Children
- **Ethnic Group:**American Indian/Alaskan Native, Asian, Black/African American, Hispanic/Latino, Native Hawaiian/Pacific Islander
- **Language:**Not Specified

Partners

- 12 Step Programs & Vineyard House
- Church & Main Natural Therapies
- Hospice of MV(www.hospiceofmv.org)
- Martha's Vineyard Community Services(www.mvcommunityservices.com)
- Martha's Vineyard Whole Health Alliance(mvwholehealth.org)
- Phillips Lifeline(www.lifelinesys.com)
- Sacred Circle of Yoga(www.sacredcircleofyoga.com)
- Tisbury Council on Aging(www.tisburygov.org)
- Vineyard Complementary Medicine(www.vineyardwellness.com)
- Vineyard Nursing Association(www.vineyardnursing.org)
- Vineyard Tennis Center, Workout & Spa(www.vineyardtenniscenter.com)
- Windemere Nursing & Rehabilitation Center(www.windemeremv.org)
- American Red Cross

Curves

Daybreak Clubhouse

Edgartown Council on Aging

Elder Services of Cape Cod & the Islands

Havenside Apartments

Hospice of MV

Integrated Healthcare

Island Council on Aging

Island Elderly Housing

Lily K. Morris - Massage Therapy

Lisa's Studio

MV Boys & Girls Club

Case Management Department, Food & Nutrition, Laboratory, Radiology

Rehabilitation & Wellness Department

Network Health (Mass Healthcare Reform Act)

Oak Bluffs Council on Aging

Up Island Council on Aging

Vineyard Healthcare Associates

- Vineyard House

Vineyard Village at Home

Wampanoag Tribe of Gay Head (Aquinnah)

Contact Information

Erin Rathmell, MVH

508-693-4645 x11

erathmell@mvhospital.org

Detailed Description

[Download/View Attachment](#) (595.772 KB)

Emergency Medical Technician Training

Brief Description or Objective

Emergency Department staff serve as preceptors for individuals who are training to be EMTs and Paramedics and to those who are refreshing their skills. MVH physicians & nurses from the ER Dept. MVH serves as the clinical campus for EMT training in emergency procedures, newborn deliveries and airway management.

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| Program Type | Health Professional/Staff Training |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Dukes • Health Indicator:Other: First Aid/ACLS/CPR, Other: Public Safety • Sex:All • Age Group:All Adults • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • MV EMTs and Paramedics |
| Contact Information | Dr. Timothy Tsai, MVH 508-693-0410 ext. 433 ttsai@mvhospital.org |
| Detailed Description | Download/View Attachment (595.772 KB) |

Quality Assurance and Education

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| Brief Description or Objective | The Emergency Department provides quality assurance and education for Island EMS Services. Every month the hospital's Director of Emergency Services, who also serves as EMS Medical Director, conducts evening call review and lecture. |
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Dukes • Health Indicator:Other: First Aid/ACLS/CPR, Other: Public Safety • Sex:All • Age Group:All Adults • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • MV EMS |
| Contact Information | Dr. Timothy Tsai, MVH 508-693-0410 ext. 433 ttsai@mvhospital.org |
| Detailed Description | Download/View Attachment (595.772 KB) |

| Program Type | Estimated Total Expenditures for FY2009 | Approved Program Budget for 2010 | | | | | | | | | | |
|--|---|---|---------------|-------------------------------------|---------------|--|---------------|---------------------------------------|---------------|---|---------------|--|
| Community Benefits Programs | <table border="0"> <tr> <td>Direct Expenses</td> <td>\$100,000</td> </tr> <tr> <td>Associated Expenses</td> <td>Not Specified</td> </tr> <tr> <td>Determination of Need Expenditures</td> <td>Not Specified</td> </tr> <tr> <td>Employee Volunteerism</td> <td>Not Specified</td> </tr> <tr> <td>Other Leveraged Resources</td> <td>\$500,000</td> </tr> </table> | Direct Expenses | \$100,000 | Associated Expenses | Not Specified | Determination of Need Expenditures | Not Specified | Employee Volunteerism | Not Specified | Other Leveraged Resources | \$500,000 | Not Specified <small>* Excluding expenditures that cannot be projected at the time of the report.</small> |
| Direct Expenses | \$100,000 | | | | | | | | | | | |
| Associated Expenses | Not Specified | | | | | | | | | | | |
| Determination of Need Expenditures | Not Specified | | | | | | | | | | | |
| Employee Volunteerism | Not Specified | | | | | | | | | | | |
| Other Leveraged Resources | \$500,000 | | | | | | | | | | | |
| Community Service Programs | <table border="0"> <tr> <td>Direct Expenses</td> <td>Not Specified</td> </tr> <tr> <td>Associated Expenses</td> <td>Not Specified</td> </tr> <tr> <td>Determination of Need Expenditures</td> <td>Not Specified</td> </tr> <tr> <td>Employee Volunteerism</td> <td>Not Specified</td> </tr> <tr> <td>Other Leveraged Resources</td> <td>Not Specified</td> </tr> </table> | Direct Expenses | Not Specified | Associated Expenses | Not Specified | Determination of Need Expenditures | Not Specified | Employee Volunteerism | Not Specified | Other Leveraged Resources | Not Specified | |
| Direct Expenses | Not Specified | | | | | | | | | | | |
| Associated Expenses | Not Specified | | | | | | | | | | | |
| Determination of Need Expenditures | Not Specified | | | | | | | | | | | |
| Employee Volunteerism | Not Specified | | | | | | | | | | | |
| Other Leveraged Resources | Not Specified | | | | | | | | | | | |
| Net Charity Care | \$429,749 | | | | | | | | | | | |

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|---|---------------------------|--------------|
| Corporate Sponsorships | Not Specified | |
| | Total Expenditures | \$1,029,749 |
| Total Patient Care-Related Expenses for FY2009 | | \$42,000,000 |

Comments: 1. All numbers are rounded except for the Net Charity Care figure, which, as required, is reported as the actual amount.

2. Where Not Specified is reported, it should be noted that although amounts are not available for reporting, Partners hospitals, health centers, and physicians provide substantial contributions.

3. Health Safety Net amounts reported in hospital summaries are as reported by the Division of Health Care Finance and Policy (DHCFP). In the full text reports of the hospitals, Health Safety Net amounts are also as reported from the hospitals' financial systems.

4. Corporate Sponsorships: Partners hospitals make a number of donations to community organizations.

5. Total Patient Care-Related Expenses for FY2009: These are as reported to the Division of Health Care Finance and Policy (DHCFP) on Schedule 18 of the 403 Cost Report. When community benefit spending is expressed as a percent of total patient care-related expenses, doctors' community benefit spending is removed, since their expenses are not included in the 403 patient care-related expenses. As of February, 2010, final 403 reports for FY2009 had not been filed by the hospitals, so amounts were estimated by inflating FY2008 numbers by 3.4%.

6. Approved Program Budget for FY2010: Resources allocated to community benefit programs will be commensurate with the previous years.

7. Prior to FY2006, amounts for Grants for Community Health Centers (included in Direct Expenses) represented only certain types of grants to health centers.