

MARTHA'S VINEYARD HOSPITAL

FY2009 (April 1, 2008 – March 31, 2009)

Mission

The Martha's Vineyard Hospital (MVH) Board of Trustees approved the following community benefit mission statement on March 14, 1996:

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 year-round 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.

Internal Oversight and Management of Community Benefit 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 benefit goals. The Senior Management Team works with all hospital departments in planning, implementing, and publicizing community benefit 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.

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 include the following:

- The Massachusetts Department of Public Health (DPH), including the 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 in FY2009 included five hospital representatives. The DCHC is a state-recognized subdivision of Community Health Network Area (CHNA) 27. MVH participates in the DCHC and its various working groups, including the Rural Scholars Advisory Committee, Elder Affairs Committee, Oral Health Working Group, Youth Task Force, 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, evaluates the efficiency and effectiveness of the local public health system, as well as, gaps in services and still-needed linkages between providers.

Press Ganey surveys are given to hospital patients who use the Emergency Department, Ambulatory Surgery Department, and Acute Care Services.

Community Participation

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

- Martha's Vineyard Community Services
- Dukes County Health Council
- Dukes County Public Health Committee
- Vineyard Health Care Access Program

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

In addition to analyzing the data that is outlined above, Martha's Vineyard Hospital continues to review feedback from the community to help direct the Community Benefit Program. This feedback is collected from various sources each year. In FY2009 those sources included:

- Dukes County Health Council
- Continuum of Care Committee
- MV Community Services
- Island Health Care
- Wampanoag Tribe of Gay Head (Aquinnah)
- Vineyard Medical Group
- MV Whole Health Alliance
- Youth Task Force
- Martha's Vineyard Community Services Domestic Violence survey
- Elder Services of Cape Cod and the Islands Needs Assessment
- Community Health Clerkship Survey – *Injury and Fall Prevention for the Elders of Martha's Vineyard*
- 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

- 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

Community Benefit Plan

Martha's Vineyard Hospital's Community Benefit Program was developed and continues to evolve through careful analysis of the community needs assessment data that is drawn from a variety of sources at the town, county, and state level, as well as, community feedback.

Martha's Vineyard Hospital's target population includes all Vineyarders, 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 Benefit Program this year focused 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 community needs through the work of the Dukes County Health Council and its sub-committees among others.

Outcomes and effectiveness are evaluated by community participation in the various programs, the change in statistical data resulting from the programs, and community feedback.

The Public Health Council of the DPH 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 Benefit Plan. Martha's Vineyard Hospital has already spent \$925,000 on Primary Care recruitment and retention, and will spend, through a grant process, \$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 years. After receiving approval from the DPH to add a new MRI to the new building project, an additional \$65,000 was added into the CHI "pot".

Key Accomplishments and Activities for FY2009

Major Programs and Initiatives

Facility Planning

In FY2009, Martha's Vineyard Hospital completed approximately two-thirds of the building project for a new hospital facility. The initial site work for the 90,000 square foot building

began in June 2007 following the completion of the local permitting process, including extensive review by the Martha's Vineyard Commission, and the town of Oak Bluffs Planning and Zoning boards. The expected completion date is April 2010.

Primary Care

In FY2009, Martha's Vineyard Hospital welcomed both a second Ob/Gyn physician and a second orthopedic surgeon to its medical staff. The hospital is continuing its recruitment efforts for another primary care physician.

Wellness Program

Martha's Vineyard Hospital again offered courses entitled "Meditation and the Art of Happiness" and "Advanced Meditation and the Art of Happiness" by Dr. Eliot Dacher. Open to both employees and the community, over 40 individuals participated. The benefits of meditation include relaxation and stress reduction. Studies have shown that meditation has a beneficial effect on overall health. A Weight-loss program primarily directed at employees also included community members.

Nurse Training Program

For the second year, a training program to become licensed practical nurses (LPNs) was offered at the Hospital's affiliate, Windemere Nursing and Rehabilitation Center. Martha's Vineyard Hospital matched \$128,364 of a workforce training fund grant received through the Massachusetts Department of Workforce Development. The program's aim in its first year was to continue reduce the nursing home's reliance on expensive agency LPNs and to create a more reliable and consistent workforce by offering educational advancement for employees and community members unable to travel to the mainland. Nine more students are expected to graduate in June of 2009.

Medication Disposal Safety

Through the hospital's website, the community was made aware of the effects of improper medication disposal on our nation's water supply and informed that Martha's Vineyard Hospital follows the guidelines implemented by the Environmental Protection Agency (EPA) and the Mass. Department of Environmental Protection for proper disposal of hazardous wastes. Since the average consumer is often left with little to no options to properly dispose of their own medications, MV Hospital provided links to SMARxT Disposal – an online resource offering information to consumers on how to properly dispose of pharmaceutical waste and in doing so, support protecting the Island's aquifers.

Work Study Plan

In collaboration with Martha's Vineyard Regional High School's work study program, Martha's Vineyard Hospital welcomed two students who spent part of each week during a semester working in the nursing and dietary departments. Students were mentored by the department director and final reviews were provided to the school.

Sharps Disposal Program

This program is for community members who seek a safe method to dispose of their used needles and syringes. MVH offers collection at the Hospital on the first Tuesday of each month. MVH has also begun to more actively encourage the community to participate in this program by creating a quarterly newspaper ad campaign and regularly posting information on the Hospital's website about when, where, and how to dispose of sharps. This is an ongoing program.

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. This is an ongoing program.

Tick-Borne Diseases

In 2009, tick-borne illnesses were still a major concern for both the Vineyard community, as well as, members of the hospital's medical staff. Martha's Vineyard Hospital sponsored an educational event in collaboration with the Massachusetts Department of Public Health to advise the public on the most up-to-date information available about the nature of tick-borne illnesses and how the community can protect themselves from contracting these debilitating diseases using preventive measures. The guest speaker was Lisa Crowner.

Children's Lead Screening

MVH offered free lead screenings for children ages one to four in January. As in past years, the advertisements for the screening were translated into Portuguese as the Hospital continues to reach out to the growing Brazilian population in the community.

Scholarship Program

Every year, MVH provides scholarships to two seniors at MV Regional High School and provides internship opportunities for junior and senior students.

Hospital Tours

Martha's Vineyard Hospital hosted tours for kindergarten and preschool age children during the spring and fall to introduce young children to their community hospital at a time when the children are healthy rather than in need of services. This is an ongoing program each year.

Health Fair

Each March, Martha's Vineyard Hospital's annual health fair brings together a wide range of Island health and human service providers. More than 30 representatives from these organizations were on hand to talk about their programs and offer information on a variety of subjects and many hospital departments were there to highlight services offered at MV Hospital. Because of the interest in alternative therapies by many island residents, alternative medicine providers have also been invited to participate for the last five years. Providers must be certified or licensed by a recognized organization. Some of the services offered at the fair included:

- Cholesterol screenings – \$5
- Skin Cancer Screenings – Free
- Bone Density Scanning – Free
- Massage Therapy & Acupuncture – Free
- Balance Screenings – Free
- Blood Pressure Screenings – Free
- Yoga Demonstrations and class sign-up – Free

The 2010 Health Fair is scheduled for March 13.

Emergency Medical Technician Training

Emergency Department staff serve as preceptors for individuals who are training to be EMTs and Paramedics, and to those who are refreshing their skills. Physicians and nurses from the Emergency Department serve as Examiners in regularly scheduled skill refreshers for Island EMTs. Martha's Vineyard Hospital serves as a clinical campus for EMT training in emergency procedures, newborn deliveries, and airway management.

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, who also serves as EMS Medical Director, conducts an evening call review with a lecture on cases of particular interest. The director of Emergency Services also chairs the EMS Quality Assurance Committee which oversees all medical care provided by the Island's ambulance services.

Medical Control

The Emergency Department provides online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by the Town of Oak Bluffs Ambulance Service to off-island facilities. The director of Emergency Services reviews all such transports for quality assurance and educational purposes.

Use of MVH Facilities

- 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 Elder Services of Cape Cod and the Islands, and Hospice of Martha's Vineyard.

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 FY2010.
- 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 benefit outreach efforts.
- Implementation of Electronic Health Record (EHR) in all physician offices. Anticipated completion date is December 31, 2010. The hospital will continue to develop its website to make it more relevant for both current and prospective patients.
- 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, for 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.

Planning for establishing a Patient & Family Advisory Council is expected to begin in early FY2010.

Measuring the Commitment

One way to measure MVH’s commitment to the community is by the amount spent on health care services and programs. The following table calculates this in two different ways: first, according to the guidelines promulgated by the Attorney General’s Office, and second, according to a broader definition that considers additional components of spending or revenue loss.

Components of FY2009 Community Commitment
(in \$ Millions)
Compiled According to the Attorney General Guidelines

Community Benefit Programs			
Direct Expenses			
	Program Expenses		0.1
	Health Center Subsidies (Net of HSN Care)		N/A
	Grants for Community Health Centers		N/A
Associated Expenses			N/A
DoN Expenses			N/A
Employee Volunteerism			N/A
Other Leveraged Resources			
	Grants Obtained		0.5
	Doctors Free Care		N/A
Hospital Health Safety Net (HSN) Care			0.4
Corporate Sponsorships			N/A
Total per AG Guidelines			1.0

Components of FY2009 Community Commitment
(in \$ Millions)
Compiled According to a Broader Definition

Community Benefit Programs		
Direct Expenses		
	Program Expenses	0.1
	Health Center Subsidies(net of HSN and Payer Losses)	N/A
	Grants for Community Health Centers	N/A
Associated Expenses		N/A
DoN Expenses		N/A
Employee Volunteerism		N/A
Other Leveraged Resources		
	Grants Obtained	0.5
	Doctors Free Care	N/A
Hospital Health Safety Net (HSN) Care		0.6
Bad Debt (at Cost)		
	Hospitals	1.0
	Doctors	N/A
Medicaid Loss (at Cost)		
	Hospitals	1.6
	Doctors	N/A
Medicare Loss (at Cost)		
	Hospitals	0.6
	Doctors	N/A
Unreimbursed Expenses for Graduate Medical Education		N/A
Linkage/In Lieu/Tax Payments		N/A
Total Broader Definition		4.4

Notes: Where N/A is reported, it should be noted that although amounts are not available for reporting, Partners hospitals, health centers and physicians provide substantial contributions.

Depending upon the definition used, MVH contributed between more than two and nearly 11 percent of patient care-related expenses to the community in FY2009.

Contact Information

For questions about this report, or for more information about Martha's Vineyard Hospital's community benefit activities, please contact:

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