

Fairview Hospital - FY2017

Community Benefits Mission Statement

Furthering our charitable purpose as part of Berkshire Health Systems, Fairview Hospital's Community Benefit Mission is to identify, prioritize and address our community's health needs and improve its health status. The overall health status of the region indicates major health disparity among residents, compounded by the complex challenges of a rural environment. As the central provider of primary healthcare, Fairview reviews and develops plans to improve access to health services, strengthen the medical services available, identify and target the needs of vulnerable populations and steward public health status. Fairview Hospital seeks input and meaningful collaboration as it sets goals and implements programs to improve health status and address community needs.

Target Populations

Name of Target Population	Basis for Selection
Uninsured and Underinsured	State economic and unemployment indicators, as well as statistics from Fairview Hospital reflect a gap in access due to insurance coverage and co-pays.
Non- English Speaking Individuals	Local demographic and school statistics reflect a small but growing immigrant, multicultural community.
Elders	Demographics reflect a significantly higher than state average percentage of elders in rural towns and villages in the southern Berkshire service area.
Adolescents and Young Adults	The rural southern Berkshires has an alcohol and substance abuse rate above the state average and has experienced a spike in opioid addiction, reflecting the national epidemic.
Rural poor	The geographic vastness, remote isolation and lack of transportation for many in the service area creates significant and complex obstacles to healthcare, including primary care and chronic disease management, particularly for the most economically vulnerable.
Young children	Local school district statistics reflect significant decline in student enrollment coupled by increased need for support and services among the population.

Publication of Target Populations

Marketing Collateral, Website, Other- Outreach and collaboration with events and communities

Hospital/HMO Web Page Publicizing Target Pop.

www.berkshirehealthsystems.org

Key Accomplishments of Reporting Year

In FY17, Fairview made significant advances in contributing to a healthier southern Berkshire service area through the continuation of the Canyon Ranch Institute's Life Enhancement Program and collaborating with Berkshire Medical Center's PWF and the Berkshire Partnership for Health, bringing important health services to hundreds of people in our community identified as at-risk. In addition, Fairview expanded cardiology services, including cardiopulmonary rehabilitation services, as well as nutrition and diabetes education and management programs, which address significant health issues facing our community. Free education programs and increased collaboration with area events provided more engagement with our communities and the people we serve. Noting the priority issue of access to physicians, Fairview Hospital continues to play a role in strengthening access to medical care through physician recruitment in both primary and specialty care services, coordination of care, and improving access in a federally designated Medical Shortage Area and underserved rural community. Fairview Hospital also served as a launching partner of the Summer Backpack Program, tied to at-risk elementary students, whose families face food insecurity during summer months, sponsored driver safety programs for teens and seniors. Fairview is part of a collaboration with local physician practices to help doctors better educate patients about the dangers of drug addiction from pain killers and alternative pain solutions when they prescribe medications. Fairview also provided area first responders supplies, clinical guidance and training to raise the level of pre-hospital emergency care to strengthen the rural network of care.

Plans for Next Reporting Year

Fairview Hospital will continue to focus on overarching issues of access to healthcare, chronic disease management, prevention

Fairview Hospital will continue to focus on overarching issues of access to healthcare, chronic disease management, prevention and education, as well as community building and the continued development of a medical community and a strong rural emergency network. In addition, Fairview will continue to address identified community needs including opioid abuse, driver and pedestrian safety, pertussis and a continued commitment to raise the health literacy of our community.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Eugene Dellea, President
Anthony Rinaldi, Jr. Executive Vice President
Doreen Hutchinson, Vice President, Chief Nurse
Marsha Moquin, Case Management
Heather Barbieri, Emergency Management
Lauren Smith, Community Relations
Ruth Blodgett, Sr. Vice President, BHS

Community Benefits Team Meetings

Fairview Hospital participates in monthly Community Benefits meetings in Pittsfield with board members and community members. Fairview presents the Community Benefits Report annually to the Patient Family Advisory Council, soliciting feedback and important community input from a diverse group of community members.

Community Partners

Berkshire Medical Center
Berkshire Health Systems
Community Health Programs
Volunteers in Medicine
East Mountain Medical
Berkshire Faculty Services
Canyon Ranch Institute
Southern Berkshire Chamber of Commerce
Berkshire Public Health Alliance
Berkshire Taconic Foundation
The People's Pantry
The Sheffield Pantry
Berkshire County ARC
United Way of the Berkshires
Massachusetts Hospital Association
Berkshire South Community Center
Farmington River School District
Southern Berkshire Regional School District
Berkshire Hills Regional School District
Southern Berkshire Volunteer Ambulance Squad
Western Mass Emergency Medical Services
Sandsfield Rescue Squad
New Marlborough Ambulance Squad
Otis Rescue Squad
Great Barrington Rehab and Health Care
Timberlyn Rehabilitation and Care Services
Fairview Commons
Berkshire Meadows
Berkshire Immigrant Center
Berkshire County Boards of Health Assoc.
Hillcrest Education Centers
American Heart Association
Berkshire Community College

UMASS School of Nursing
 Simon's Rock College of Bard
 Mildred Elley School
 TRIAD (Egremont, Alford, Great Barrington)
 Alzheimer's Association of Western Mass
 American Red Cross
 Western Mass Medical Reserve Corp
 Western Mass Disaster Animal Response Team
 Berkshire County CERT
 Berkshire Visiting Nurse Association
 Massachusetts Department of Transportation
 Western Mass READY
 Mass Department of Public Health
 Berkshire Theatre Festival
 Great Barrington Fire and Police Department
 Egremont Fire and Police Department
 Sheffield Fire and Police Department
 Otis Fire and Police Department
 Stockbridge Police and Fire Department
 West Stockbridge Police and Fire Department

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Fairview is currently in the process of completing a Community Health Needs Assessment as well as a Rural Community Survey. The information that is the basis for the current report includes:

- Berkshire Health Systems CHNA 2011
- Berkshire Regional Planning Commission Median Household
- 2013 Mass Prevention Needs and Assessment Survey
- Massachusetts County Health Rankings (Robert Wood Johnson Foundation)
- Mass. Department of Elementary and Secondary Education Adult and Community Learning Service Program
- Canyon Ranch Institute Survey/South County

Consultants/Other Organizations

Not Specified

Data Sources

Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel

Select Community Benefits Programs

Chronic Disease Management Programs

Brief Description or Objective	Fairview provides chronic disease rehabilitation and diverse health programs engage individuals to improve their health status and quality of life. Access to these programs is especially valuable due to the high rate of rural elderly living in the region. In FY17, continued to meet expanding demand by growing both cardiac and pulmonary rehabilitation programs adding classes and services to allow more participation to meet the need for post-acute care.
Program Type	Direct Services
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: Access to Health Care • Sex: All • Age Group: All • Ethnic Group: All

- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations

Goal Description	Goal Status
Fairview supports diabetics through education teaching skills to manage disease and optimize health status independently. Fairview Diabetes educators have expanded to serve more patients with addition hours of service.	In FY17, Fairview treated 120 unduplicated patients in its comprehensive Diabetes Self-Management Program.
Fairview will make post-acute cardiac care available to individuals locally to decrease the likelihood of a recurring cardiac episode or help them improve their quality of life with cardiac disease.	In FY17, Fairview's program expanded to offer three levels of cardiac rehabilitation which served over 120 patients.
Fairview will provide an ongoing service to promote functional and emotional health among individuals with Parkinson's Disease.	Fairview offered a weekly support and exercise program that served 17 unique patients, more than doubling the number from FY16.
Fairview has identified the high rate of COPD and oxygen-dependent patients in our community and will offer services to these individuals.	Fairview's Pulmonary Rehabilitation Program offers a supportive, evidence-based program that provides a safe environment to improve exercise tolerance, therapy, monitoring and education to 37 unique patients in both regular and maintenance programs.
Fairview will offer programs and outreach to raise awareness of diabetes and help individuals who are pre-diabetic to avoid becoming diabetic through better information and strategies to help improve health status.	In FY17, Fairview offered community education and programming as well as participated in events sponsored by local health and safety partners to increase health literacy.

Partners

Partner Name, Description	Partner Web Address
VIM	www.vimberkshires.org
Berkshire Medical Center	www.berkshirehealthsystems.org
East Mountain Medical Associates	https://emma.portalforpatients.com
Community Health Program	www.chp.org

Contact Information

Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description [Download/View Attachment](#)(48.07 KB)
File Name: AACVPR Accred Pulmonary2016.docx

Physician Recruitment/Retention for Underserved Population

Brief Description or Objective Accessible primary care is a challenge in all rural communities. Fairview's service area is designated an Underserved Medical Population. Fairview has played a pivotal role in stabilizing existing practices, and strengthening access to primary care by recruiting and supporting physicians in rural practice and stabilizing existing private practice, supporting the nearby local Federally Qualified Health Center and the practices through collaboration and support.

Program Type Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Due to limited transportation access, coupled with a national physician shortage for rural primary care, Fairview has supported the addition of primary care providers to the community.	The Senior Administration and Medical leadership have committed to invest and support the stabilizing local medical professionals in affiliated and private practices as well as the local federally-qualified health care center.

Partners

Partner Name, Description	Partner Web Address
Community Health Program	www.communityhealthprograms.com
Fairview Internal Medicine	www.berkshirehealthsystems.org
Barrington Family Medicine	susan@bfmedicine.com
MACONY Pediatrics	www.berkshirehealthsystems.org

Contact Information Anthony Rinaldi, Executive Vice President Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230, ARinaldi@bhs1.org

Detailed Description [Download/View Attachment](#)(48.11 KB)
File Name: HickeyMDWelcome.docx

Community Benefits

Brief Description or Objective Fairview's Community Benefits efforts provide an integrated framework for partnership, assessment, quantification and feedback to assess and address the health needs and improve the health status of members in our community.

Program Type Community Benefits Planning Process

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All

- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Fairview Hospital will be an active participant with Berkshire Medical Center in identifying, responding and quantifying community benefits efforts that serve our community.	Fairview Hospital actively participates in monthly meetings, outreach, engagement, planning and implementation as well as reporting community benefits efforts to the Massachusetts Attorney General.
Fairview Hospital will communicate the Community Benefits Report to members of the southern Berkshire community.	In addition to reporting Community Benefits to the BHS Community Benefits Committee, Fairview Hospital presents the Community Benefits Report annually to the Patient Family Advisory Committee for feedback and input into needs.

Partners

Partner Name, Description	Partner Web Address
Berkshire Medical Center	www.berkshirehealthsystems.org

Contact Information Lauren Smith Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230, lsmith@bhs1.org

Detailed Description Not Specified

Rural Community Emergency Response Capacity Building

Brief Description or Objective Fairview serves as the medical hub for the rural communities we serve, providing a wide range of services that strengthen access to and quality of pre-hospital emergency response and community response efforts. During FY17, Fairview Hospital worked closely with first response teams in rural villages to support the challenges of providing emergency care in rural communities.

Program Type Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Hospital professionals will partner with rural response teams in an ongoing process of quality improvement extending clinical skills and capacity beyond the hospital campus.	Fairview's Director of Quality and Director of Emergency Services provide ongoing quality assessment, training and quality improvement feedback with area emergency response teams.

Fairview Hospital supports the effectiveness of area response teams in the field.	Fairview donates needed pharmaceuticals (Narcan, epipens and other medications) to be used in the field in emergency situations by trained emergency professionals.
Fairview Hospital will support local emergency response teams in skills training.	Fairview Hospital will offer first responders training utilizing the state-of-the art Simulation Laboratory at Fairview Hospital.
Fairview Hospital will collaborate with area health and safety officials to create an emergency prepared community.	Fairview Hospital plays a leading role in the Southern Berkshire Regional Emergency Planning Committee which plans annual drills, trainings and education, as well as monthly meetings to improve collaboration and communication.

Partners

Partner Name, Description	Partner Web Address
American Red Cross	www.redcross.org
Western Mass Medical Reserve Corps	www.wmmrc.org
Western Mass Disaster Animal Response Team	www.wmdart.org
Berkshire County CERT	ww.citizenscorps.gov
TRIAD	bruce.h.bernstein@verizon.net
BVNA	www.berkshirehealthsystems.org
Simon's Rock College at Bard	www.simons-rock.edu
BHRSD	www.bhrsd.org
SBRSD	www.sbrsd.org
Berkshire Medical Center	www.berkshirehealthsystems.org
Western Mass READY	www.westernmassready.org
SBVAS	www.sbvas.com
Otis Rescue Squad	www.townofotisma.com
New Marlborough Ambulance Squad	www.newmarlboroughma.gov
Sandisfield Ambulance Squad	www.sandisfield.org
Southern Berkshire Regional Emergency Planning	hbarbieri@bhs1.org
Western Mass Emergency Medical Services	www.wmems.org

Contact Information Heather Barbieri Director of Emergency Management (413) 854-9656, hbarbieri@bhs1.org

Detailed Description Not Specified

Prevention and Wellness

Brief Description or Objective Improving the health and wellness of our community requires a new partnership with our patients and community. Fairview will serve as a leader in life enhancement and improvement

in health status by making information, services and social support available through a broad range of free and low-cost programs that engage community members to improve their health.

Program Type

Community Education

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Fairview will serve as a community leader in promoting environmentally sustainable living through promoting recycling and composting.	Fairview's Food Service teams follows environmentally friendly processes including composting over 30 tons of food/materials waste annual and actively promoting recycling methods on the hospital campus.
Fairview will improve access to first response care for both laypersons and health professionals to improve outcomes of patients.	Fairview Hospital offers a full range of life-safety classes including CPR, AED, Infant CPR, First Aid and Chokesaver class. Fairview also provides CPR for Healthcare providers, supporting area facilities and businesses raise their level of preparedness.
Fairview Hospital will collaborate with other area providers to increase resources and promote programs that improve wellness.	Fairview Hospital engaged area partners and spearheaded a successful grant proposal to the federal government for the Rural Health Network Planning Grant that will provide funds to implement planning for the future health needs of our community.
Citing the high rate of vehicular death due to cell phone use during driving, Fairview will raise awareness of this dangerous habit in our community.	Fairview Hospital sponsors radio ads which encourage drivers to put down their phones and reinforce the awareness of the dangers of driving while texting.
Citing the high number of seniors in our community, Fairview will sponsor programs designed to improve driving skills.	Fairview Hospital sponsored three AARP Driver Safety Programs for area seniors.
Fairview Hospital serves a rural community where not all services are easily accessible. Fairview will partner with national and regional organizations to bring important services to our rural neighbors	Fairview Hospital partners with The Alzheimer's Association, the BMC Cancer Center, HospiceCare in the Berkshires, FEMA, MEMA, Elder Services and other organizations to provide

	access to information and support.
Fairview will implement a telemedicine grant designed to provide behavioral health services to patients in need.	Fairview Hospital oversaw a grant-funded telemedicine initiative which connected behavioral health services to primary care providers.
Fairview will support access to immunizations that will improve the health status of the community.	Fairview Hospital offered three free flu vaccination clinics that took place in local schools to be more accessible to families.
Fairview will support access to immunizations to high vulnerable populations that will improve the health status of the community.	Fairview Hospital offered free tDap vaccinations at the three local flu clinics to address the spike in pertussis reported the previous year.
Citing food insecurity in the community, Fairview will support local initiatives to provide food for vulnerable families and individuals.	Fairview donated over 300 meals to the local homeless shelter. Fairview is also a key partner in the Summer Backpack Program for children and their families during the summer months when school food programs are not available. Fairview donates over \$1000 to food pantries and staff work handing out food at the monthly food distribution of the Western Mass Food Bank.
Fairview Hospital will offer free and low-cost programs to increase health literacy in the southern Berkshire community.	Fairview Hospital offers over twenty community programs that provide community access to important health information that respond to prevalent community need. Programs included Asthma, COPD and Respiratory Distress, Eye Care, Asthma in Children, Dizziness and Vertigo, Ergonomics for the Home Work Station, Living with Cancer, Caregiving- Helping Your Loved Ones and Yourself, Resources to Help Navigate, Mindful Eating Awareness, and other topics to support our community having access to health information.
Citing the danger of visibility on the roads, Fairview will participate with area agencies to increase the visibility of pedestrians.	In conjunction with TRIAD, Fairview Hospital donated 720 high visibility vests to area senior agencies in order to make pedestrians more visible to drivers.
Fairview Hospital will actively participate in regional health initiatives the support the	Fairview Hospital actively participated in the BHS sponsored Prevention Wellness Trust Fund providing

southern Berkshire community programs and outreach in key it serves. health issues facing our community.

Fairview will collaborate with local officials to improve coordination and collaboration between the medical community and town leaders. Fairview Hospital convened a task force to build stronger relationships and align efforts of Fairview Hospital and local government leaders to address the opioid epidemic in our community. Meetings take place bi-monthly at Fairview Hospital and the group has discussed prescriber practices and effective patient education.

Partners

Partner Name, Description	Partner Web Address
Great Barrington Rotary Club	gb-rotary.org
Berkshire Medical Center	www.berkshirehealthsystems.org
Volunteers in Medicine	www.vimberkshires.org
American Heart Association	www.aha.org
Southern Berkshire Chamber of Commerce	www.sbcoc.org
SBRSD	www.sbrsd.org
BHRSD	www.bhrsd.org
Berkshire County Boards of Health	www.bcboha.org
Great Barrington Police and Fire Departments	www.townofgb.org
Farmington River School District	www.firsd.org
Egremont Fire Department	www.townofegremont.org
Sheffield Fire Department	www.townofsheffield.org
Alford Fire Department	www.townofalford.org
Monterey Fire Department	www.townofmonterey.org
Stockbridge Police and Fire Departments	www.townofstockbridge.org
Berkshire Theatre Group	www.berkshiretheatregroup.org

Contact Information Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description Not Specified

Advocacy for Access

Brief Description or Objective Free assistance in accessing health coverage for the uninsured and underinsured in the southern Berkshires. Advocacy staff take an active role to help individuals navigate processes to connect to the coverage they need as well as provide proactive community outreach to raise access to health and health literacy.

Program Type Health Coverage Subsidies or Enrollment

- Target Population**
- **Regions Served:** County-Berkshire
 - **Health Indicator:** Access to Health Care
 - **Sex:** All

- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Fairview will be a proactive resource for community providers in helping their patients facilitate access to needed services and care.	Fairview consults with area health care providers on a daily basis to assist and guide them in enabling access to services. The advocacy team fields an average of seven requests a day to assist with individuals needing information.
Fairview will provide support to individuals, including initial and follow-up to improve the ease and decrease the stress of applying to state and federal healthcare coverage.	In FY17, Fairview assisted 4000 individuals pursue health coverage or access other services that support access to services and resources.
Fairview collaborates with area schools to reach families in need of healthcare.	Fairview's Advocacy staff works with area school nurses to provide outreach and information.
Fairview is committed to reach out to populations that face obstacles to care.	Fairview's Advocacy staff actively engage with the community at formal community events as well responding to community requests for information.

Partners

Partner Name, Description	Partner Web Address
BHRSD	www.bhrsd.org
SBRSD	www.sbrsd.org
Southern Berkshire Chamber of Commerce	ww.sbcoc.org
Berkshire Taconic Foundation	www.berkshiretaconic.org
Free Legal Clinic	www.flcberkshire.wordpress.com
The People Pantry	www.ishcc.org
BCARC	www.bcarc.org
Volunteers in Medicine	www.vimberkshires.org
Mass Hospital Association	www.mha.org
Berkshire South	www.berkshiresouth.org
Elder Services of the Berkshires	www.esbci.org
Construct Homeless Shelter	www.constructinc.org
Farmington River School District	www.frrsd.org

SCHOOL DISTRICT

Berkshire Community College www.berkshirecc.edu

Community Health Programs www.communityhealthprograms.com

Contact Information Cheryl Thomson Fairview Hospital 29 Lewis Avenue, Great Barrington, MA 01230, cthomson@bhs1.org

Detailed Description Download/View Attachment(13.53 KB) File Name: Cheryl Thomson.docx

Future Workforce Career Development

Brief Description or Objective Meeting current staffing needs for skilled care in a rural community today and in the future is at the foundation of Fairview Hospital's commitment to investing in education and career training for staff as well as students currently enrolled in medical training programs. In addition, Fairview encourages local students to explore medical careers and develop career skills through a comprehensive internship program aligned to local high schools.

Program Type Mentorship/Career Training/Internship

- Target Population
• Regions Served: County-Berkshire
• Health Indicator: Access to Health Care
• Sex: All
• Age Group: All
• Ethnic Group: All
• Language: All

Goals
Statewide Priority: Reducing Health Disparity

Goal Description Fairview Hospital will invest in the community by offering career development programs designed to engage students and provide valuable skills and insight into medical careers.
Goal Status Fairview Hospital provides high quality high school internships, shadow experiences, clinical training and oversight to students who aspire to a future career in health services.

Partners

Table with 2 columns: Partner Name, Description and Partner Web Address. Rows include BHRSD, SBRSD, Berkshire Community College, University of Massachusetts, Simon's Rock College at Bard, and Mildred Elley School.

Contact Information Elizabeth Nichols Director of Education Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)528-2336, enichols@bhs1.org

Detailed Description Not Specified

Expenditures

Table with 3 columns: Program Type, Estimated Total Expenditures for FY2017, and Approved Program Budget for 2017.

<u>Community Benefits Programs</u>	<u>Direct Expenses</u> \$1,192,360 <u>Associated Expenses</u> \$14,225 <u>Determination of Need Expenditures</u> \$0 <u>Employee Volunteerism</u> \$0 <u>Other Leveraged Resources</u> \$77,106	\$1,000,000 *Excluding expenditures that cannot be projected at the time of the report.
<u>Net Charity Care</u>	<u>HSN Assessment</u> \$226,599 <u>HSN Denied Claims</u> \$12,899 <u>Free/Discount Care</u> \$3,925 <u>Total Net Charity Care</u> \$243,423	
<u>Corporate Sponsorships</u>	\$12,390	
	Total Expenditures \$1,539,504	
Total Patient Care-Related Expenses for FY2017		\$45,627,708
Comments: None		

Optional Information

Expenditures	Amount	
<u>Community Service Programs</u>	<u>Direct Expenses</u> Not Specified <u>Associated Expenses</u> Not Specified <u>Determination of Need Expenditures</u> Not Specified <u>Employee Volunteerism</u> Not Specified <u>Other Leveraged Resources</u> Not Specified	
Total Community Service Programs	Not Specified	
Bad Debt:	Not Specified	Not Specified
IRS 990:	Not Specified	