



Community Benefits Full Narrative Report Fiscal Year 2008

Massachusetts Eye and Ear Infirmary
Boston, Massachusetts
www.MassEyeAndEar.org
Region Served: Greater New England

I. Mission Statement

A. Summary

In compliance with the Massachusetts Attorney General's voluntary Community Benefits guidelines, we are pleased to submit the Massachusetts Eye and Ear Infirmary's Community Benefits Plan and a listing of some of our activities for fiscal year 2008.

The Mass. Eye and Ear was founded in 1824 as a charitable clinic to provide eye and ear care to Boston's needy. Although the health care field and medicine have undergone many changes during the last 184 years, Mass. Eye and Ear's commitment to provide the highest quality eye and ear, nose and throat care to those in need of it, regardless of a person's ability to pay, has not wavered.

During fiscal year 2008, Mass. Eye and Ear dedicated – without receiving remuneration – a portion of its financial and personnel resources to treat, preserve and restore vision, hearing and voice in people from Boston, New England, the United States and the world who otherwise could not afford the care. As a unique resource, the Mass. Eye and Ear treats a large number of patients from a broader geographic area than many other Massachusetts hospitals. In addition, Mass. Eye and Ear acts as a resource in its specialties for the Massachusetts General Hospital, which attracts patients from throughout the state and does not have its own departments of ophthalmology and otolaryngology.

In addition to all of the services that Mass. Eye and Ear provided to the community as either a community benefit or a community service program, we also provide the following:

- a. \$520,501 in unreimbursed Medicare Services
- b. \$0 in unreimbursed MassHealth Services
- c. \$301,321 in unreimbursed Health Safety Net Services
- d. \$43,475 in services that were written off as part of Mass. Eye and Ear's internal financial assistance program.
- e. \$1,354,794 total payment made to fund the Health Safety Net
- f. \$67,009 payment to cover Mass. Eye and Ear's portion of the operational assessment of the Division of Health Care Finance and Policy

\$ 2,287,100 total Charity Care

Mass. Eye and Ear's Community Benefits Mission Statement is as follows. It was re-examined and re-approved by the hospital's Board of Directors on October 22, 2002:

Be it Resolved:

“Be it resolved that the Massachusetts Eye and Ear Infirmary (“the Infirmary”) hereby reaffirms its commitment to serve the identified health care needs of its constituent communities/patient populations (“the designated community”).

That designated community is further defined for this purpose as residents of the Greater Boston area with, or at risk of, disorders of vision, hearing, voice or speech, with a special emphasis on underserved populations.

That such a commitment is recognized as an integral part of the mission of the Infirmary.

That efforts to fulfill this commitment will build upon traditional partnerships between the Infirmary and the designated community, recognizing the value of such collaboration.

That Infirmary will develop, implement, and update as necessary a formal plan for fulfilling this commitment, which will include allocation of appropriate resources to address identified health care needs of the designated community.”

B. Approval of Governing Body

Mass. Eye and Ear's Community Benefits Mission Statement was initially reviewed and approved by Mass. Eye and Ear's Board of Directors on September 7, 1994. The mission statement was re-examined and revised by the Community Benefits Advisory Committee and re-approved by Mass. Eye and Ear's Board of Directors on October 22, 2002. The Board of Directors receives regular updates on the hospital's community benefits activities.

II. Internal Oversight and Management of the Community Benefits Program

The Mass. Eye and Ear established a Community Benefits Advisory Committee in early 1995 to promote community and hospital-based involvement in the development of its Community Benefits program. The Community Benefits mission statement serves as the Community Benefits Advisory Committee's guiding principles.

The committee consists of representatives from Boston-area nonprofit agencies and organizations, members of Mass. Eye and Ear's medical, resident and management staffs, members of the Mass. Eye and Ear Board, and Mass. Eye and Ear Trustees. Mass. Eye and Ear's two-person Office of Public Affairs provides the main staffing support. The committee's membership is intentionally dynamic, allowing for the committee to expand or contract as needed.

Current members of the committee are as follows:

Diane E. Kaneb	Board Chair, Mass. Eye and Ear
Mary E. Leach	Committee Coordinator, Director of Public Affairs, Mass. Eye and Ear
Linda Belkner, R.N.	Nurse Manager, Mass. Eye and Ear
Melanie Kazlas, M.D.	Acting Director, Pediatric Ophthalmology, Mass. Eye and Ear
Chris Regan	Vice President of Human Resources, Mass. Eye and Ear
Beth Caruso	Staff Member, Perkins School for the Blind
Camille Condon	Director, International Patient Services, Mass. Eye and Ear
Donna Hultman	Audiologist, Mass. Eye and Ear
Carl Munroe	Past President, Mass. Lions Eye Research
John O'Sullivan Francis	Community Development Corp., Mass. Eye and Ear Trustee
Andrea Galvin	Mass. Commission for the Deaf
Janice Gatty, Ph.D.	Staff Member, Clark School for the Deaf
Janet Huettig, LICSW	Director of Social Work, Mass. Eye and Ear
Mary McNulty-Anglin, R.N.	Liaison and School Nurse, Neighborhood House Charter School, Dorchester

Yu Sing Jung	Jung/Brannen Associates, Mass. Eye and Ear Trustee
Alan Cregg	Executive Director, Vision Coalition
Susan Williams	General Counsel, Mass. Eye and Ear (Committee Invitee)
Angela Turlba, M.D.	Chief Resident, Ophthalmology, Mass. Eye and Ear
Sam Merchant, M.D.	Otolaryngology, Mass. Eye and Ear
Mary Lou Jackson, M.D.	Director, Vision Rehabilitation, Mass. Eye and Ear
Vannessa Carrington	Coordinator, Public Affairs, Mass. Eye and Ear
Jennifer Street	Vice President, Communications, Mass. Eye and Ear
Anita Nasra	Kit Clark Senior Services
John Fernandez	President, Mass. Eye and Ear

A. Methods for Sharing Information about Community Benefits Mission/Programs with Staff at all Levels of the Institution

Mass. Eye and Ear shares information with staff of all levels at Mass. Eye and Ear through articles in E-Forum -- the hospital's internal newsletter -- and via all-staff emails. We share information about our program externally by posting it on Mass. Eye and Ear's website: **www.MassEyeAndEar.org** and by including articles in "Contact," our external newsletter, and in Mass. Eye and Ear's annual report.

III. Community Health Needs Assessment

A. Process, Including Participants

Because Mass. Eye and Ear is a specialty hospital, it was difficult to conduct a community health needs assessment. Mass. Eye and Ear cares for patients from all over the Commonwealth, the United States and the world. The Community Benefits Advisory Committee discussed on several occasions the development of a Community Benefits Plan.

The committee agreed that the Mass. Eye and Ear should continue providing the community services it has historically provided, including lectures, support groups, educational opportunities and medical missions as part of the formal Community Benefits Plan. They decided to explore new options for proactive Community Benefits to add to this plan.

The committee brainstormed on new projects that would become Mass. Eye and Ear's proactive plan for Community Benefits. The committee members initially suggested an array of possible projects, ranging from efforts to eradicate African river blindness to developing an education program to reduce industrial eye and ear injuries. Upon the committee's request, the two staff members from the Public Affairs Office, which oversees Community Benefits, researched and collected information on specific suggestions. Communication with committee members continued during the year.

To narrow its focus, the committee defined the term "community" for purposes of Mass. Eye and Ear's Community Benefits Plan as follows:

"The Massachusetts Eye and Ear Infirmary has a unique role in both the local community and state, and the regional and national levels. For the purpose of its Community Benefits Plan, the Mass. Eye and Ear defines its "community" as residents of the Greater Boston area with, or at risk of, disorders of vision, hearing, voice or speech, with a special emphasis on underserved populations."

The committee ultimately narrowed its focus to one segment of the defined community: school-age children with potential vision and hearing problems. Through research, the Public Affairs staff learned that public schools provide vision and hearing screening to their students. They discovered that charter schools do not provide screenings upon receiving a telephone call to Mass. Eye and Ear from the headmaster of the Neighborhood House Charter School in Dorchester, Mass., who had heard about the development of Mass. Eye and Ear's Community Benefits program and expressed a need for its services.

Understanding that the Mass. Eye and Ear is a small specialty hospital with limited staff and resources, the committee determined that it was best to continue the numerous community service projects it has provided for years and to focus its energies on a Community Benefits (proactive, planned) project that was achievable: providing screenings and any necessary follow-up care to the students at the Neighborhood House Charter School.

The Neighborhood House Charter School Vision and Hearing Care Program was developed, and we have been providing vision and hearing screenings and follow-up care to the students of this growing school ever since. The program has grown as the school's population has grown. Services were initially provided to 50 students. We now care for the current student population of more than 400 children in their new location on Queen Street. Working with the school at the end of fiscal year 2007, we determined that our services were still needed in fiscal year 2008. We planned to continue the screening and needed follow-up process in fiscal year 2008 and carried out this plan.

B. Information Sources

Public Affairs staff members spoke to various representatives in the Boston Public School System to learn the extent of current screening programs and to members of the Neighborhood House Charter School to discuss needs.

C. Summary of Findings

The Public Affairs staff learned that public schools provide vision and hearing screenings, yet charter schools do not. The Neighborhood House Charter School in Dorchester, Mass., was identified as a charter school in need of vision and hearing services. The school continued to need our help in fiscal year 2008 and we made the plan to provide assistance.

IV. Community Participation

A. Process and Mechanism

Mass. Eye and Ear's Community Benefits Plan is posted on Mass. Eye and Ear's website, www.MassEyeAndEar.org, and feedback is sought on how the Mass. Eye and Ear can help its community better meet its needs. The large "Give Us Feedback" box on most pages of the website solicits ideas for ways Mass. Eye and Ear can serve the community. Committee members are encouraged to share their ideas, as are Mass. Eye and Ear employees.

B. Information Sources

During the initial planning stage, the Mass. Eye and Ear sought people to become members of the Community Benefits Advisory Committee, both from the hospital and from the community. We sought members who have an interest in or knowledge of the needs of the visually or hearing impaired. Today, we carefully consider requests made from the community and implement community services when possible.

C. Summary of Findings

The Community Benefits Advisory Committee initially reviewed Community Benefits activities historically underway at the Mass. Eye and Ear. They also reviewed and approved the Community Benefits Plan to provide Mass. Eye and Ear screenings to the Neighborhood House Charter School and received copies of Mass. Eye and Ear's annual report. Mass. Eye and Ear's Board of Directors receives updates on Community Benefits activities and copies of the report.

V. Community Benefits Plan

A. Process of Development of the Plan, Including How the Community was Involved (if not previously described)

Please see section IV above.

B. Choice of Target Population/Identification of Priorities, Including an Explanation of How These Relate to the Results of the Community Health Needs Assessment

The Community Benefits Advisory Committee narrowed its focus to school-age children after reading research that showed children who can see and hear well will achieve more in school and ultimately in life. In our informal needs assessment, we learned that the Neighborhood House Charter School in Dorchester, Mass., lacked vision and hearing services. Given Mass. Eye and Ear's resources and staffing, the committee agreed to formally "adopt" this school and provide whatever services were needed. Each year we revisit this need and renew this commitment if necessary. We are planning to provide screenings in fiscal year 2009.

C. Short-term (One Year) and Long-term (Three to Five Year) Strategies and Goals

Mass. Eye and Ear's short-term goal was to provide free vision and hearing screenings and any necessary follow-up care to students at this adopted school. Longer-term goals include expanding the scope of involvement at this school by providing educational experiences and mentoring. As staffing permits, we hope to eventually be able to provide this service to another school that is in need of assistance. We are held some screenings in Stoneham, Mass., and in Camp Harbor View (Long Island, Boston) this fiscal year and will evaluate the need for fiscal year 2009.

D. Process for Measuring Outcomes and Evaluating Effectiveness of the Program

The evaluation process for the success of the Neighborhood House Charter School Vision and Hearing project focuses mainly on analyzing information from interaction with school and Mass. Eye and Ear officials. The key areas of interest include the percentage of students who received needed follow-up care, Mass. Eye and Ear's communication process with the school and the parents, and ways the Mass. Eye and Ear can improve the testing and follow-up process. The school nurse is a vital component of the success of this program as she interacts with the parents.

E. Process and Considerations for Determining a Budget

It is difficult to plan for an exact budget figure for the Neighborhood House Charter School Vision and Hearing project because it is dependent on the care needed by the students. The budget for the Neighborhood House Charter School project could exceed \$20,000 per year. This figure is dependent on the number of students who come to the Mass. Eye and Ear for their follow-up care, as well as what is needed for that follow-up care. In-kind contributions of staff time, equipment and materials equal approximately \$10,000 per year. The Mass. Eye and Ear is committed to caring for these children's vision and hearing needs regardless of cost.

F. Process for Reviewing, Evaluating and Updating the Plan

Mass. Eye and Ear Community Benefits Advisory Committee initially formed the Community Benefits Plan. This committee was reinvigorated in fiscal year 2002, reviewed the current plan, and submitted the Community Benefits mission statement to Mass. Eye and Ear Board of Directors for re-approval. The committee agreed to continue with the current plan, adding new activities as appropriate and as needed.

VI. Progress Report: Activity During the Reporting Year

(1) Expenditures

TYPE	ESTIMATED TOTAL EXPENDITURES FOR [FY07]	APPROVED PROGRAM BUDGET FOR [NEXT FISCAL YEAR]*
COMMUNITY BENEFITS PROGRAMS	(1) Direct Expenses \$20,000 (2) Associated Expenses (3) Determination of Need Expenditures (4) Employee Volunteerism \$10,000 (5) Other Leveraged Resources	<u>We expect to spend similar amounts to previous years.</u> *Excluding expenditures that cannot be projected at the time of the report.
COMMUNITY SERVICE PROGRAMS	(1) Direct Expenses \$62,792 (2) Associated Expenses (3) Determination of Need Expenditures (4) Employee Volunteerism \$ 56,180 (5) Other Leveraged Resources \$124,145	
NET CHARITY CARE	\$1,354,794	
CORPORATE SPONSORSHIPS		
	TOTAL \$1,627,911	

A. Major Programs and Initiatives

In fiscal year 2008 (Oct. 1, 2007-Sept. 30, 2008) the Mass. Eye and Ear, its employees, and full-time medical staff were involved in many community service projects. In addition to the vision screenings at the Neighborhood House Charter School, Mass. Eye and Ear also participated in many screenings throughout the community.

The following is a listing of some of the specific efforts in fiscal year 2008:

Services for Children

Neighborhood House Charter School Vision and Hearing Care Program

Donation: Mass. Eye and Ear’s budget for the project could exceed \$20,000 per year. This figure is dependent on the number of students who come to the Mass. Eye and Ear for their follow-up care, as well as what is needed for that follow-up care.

In Kind: Staff time, equipment and materials (approximately \$10,000)

Provided vision and hearing screenings at Dorchester-based school. The school now has more than 400 students, ages 4 through 13, in grades K-8. The Mass. Eye and Ear's program involved conducting vision and hearing screenings and then working with the students' parents/guardians to ensure that those who need follow-up care receive it, regardless of their ability to pay.

This year many children were found to be in need of corrective lenses and some needed more extensive hearing tests. Mary McNulty-Anglin, the school nurse, followed up with the parents of each child who needed further attention. All children who failed hearing and vision screenings were invited to come to the Mass. Eye and Ear for free care if care by their own pediatricians was unavailable.

Staff who participated: Naoko Kohara and Dr. Melanie Kazlas (Pediatric Ophthalmology); Lauren Tsevdos (Facilities); Mary Leach, Christine Denning and Vanessa Carrington (Public Affairs); Leslie Dennis and Christine Ferreira (Development); Beth Grande (Marketing); and Ophthalmology residents Drs. Angela Turalba, Rajesh Rao, Anthony Daniels, Rebecca Stacy and Kenneth Mandell.

Camp Harbor Vision Screenings

Donation:

In Kind: \$5,265 in staff time

Providing Vision Screenings at Camp Harbor View

Mass. Eye and Ear volunteers Dr. Melanie Kazlas and Naoko Kohara (Pediatric Ophthalmology); Dr. Nicole Benitah (Second-year ophthalmology resident); Vanessa Carrington, Mary Leach and Christine Denning (Public Affairs); and Jennifer Street (Communications) traveled to Long Island in the Boston Harbor twice to provide vision screenings to children at Camp Harbor View. The camp opened in 2007 at the request of Mayor Menino and provides children living in Boston with a supportive and structured summer environment. Camp Harbor View now serves more than 600 children from Boston's at-risk neighborhoods.

South Elementary School Vision Screening

Donation:

In Kind: \$965 in staff time

Mass. Eye and Ear ophthalmology department members Patricia Guanci, Amy Scally, O.D., Kimberley Chan, O.D., and Ron D'Onofrio, volunteered their time in March 2008 to conduct a vision screening at the South Elementary School in Stoneham, where they screened 80 children for vision disorders such as amblyopia, strabismus and significant refractive error.

Services for the Elderly

Hearing Aid Orientation Classes

Donation:

In Kind: Staff time (approximately \$2,500)

Hearing Aid orientation classes were held on Fridays at the Mass. Eye and Ear and its satellite in Stoneham for those new to hearing aids. Family members and friends of patients were also encouraged to attend. The classes help to orient the patient to hearing aid wear and offers the opportunity for discussion with family members and friends to help them better understand the difficulties experienced by individuals with hearing loss and to improve communication.

Public Form on Hearing

Donation:

In Kind: Staff time and supplies \$4,500

Have You Heard? Eight Years of Educating the Public

The Department of Audiology hosted its 8th Annual *Have You Heard?* Public Forum on Hearing and Balance on Saturday, Sept. 27, 2008 from 9 a.m. to 12:30 p.m., in the Meltzer Auditorium. Guests who braved the rainy weather to attend the program complimented the quality of the presentations and the audio-visual set up, which allowed hearing as well as hearing-impaired attendees to enjoy the program. Staff members who helped included Audiology Department Director Sharon Kujawa, Ph.D., Tracie Tyler and Angela Branon, and presenters Daniel J. Lee, M.D., Melanie Buhr-Lawler, Au.D., Michael Skrip, Au.D., and Daniel Merfeld, Ph.D. Presentations included an update on medical and surgical therapies for hearing loss, understanding hearing aid technologies and features, and vestibular research at the Mass Eye and Ear. This free seminar was for anyone interested in learning more about the ear and hearing, treatments for hearing loss and current research.

Helping With the Weymouth Lions' Eye Mobile

Donation:

In Kind: \$760 in staff time

Mass. Eye and Ear ophthalmology residents, Drs. Aaron Savar, Sandra Montezuma, Lynn Poole-Perry, and Erin Salcone, recently volunteered their time to provide screenings on the Weymouth Lions' Eye Mobile for eye conditions such as glaucoma, cataracts, presbyopia, refractive error and macular degeneration. The goal of the program was to identify people who would benefit from a more thorough exam in an ophthalmologist's office.

MCOA Annual Conference Participation

Donation: \$1,500

In Kind: 50 hours of staff time including preparation estimated at \$2,250

The Massachusetts Association of Councils on Aging (MCOA) and Senior Center Directors, a network of statewide organizations that work on behalf of seniors and their families, held its annual conference in October 2006. With an audience of more than 700

representatives from local Councils on Aging, the conference offered 80 workshops to attend and 70 exhibitors to visit. Mass. Eye and Ear hosted two workshops and an information table. Lynn Bushee and Sharon Engelhardt from our Vision Rehabilitation Center presented “Things the Geriatric Patient May Not Tell Us-Hallucinations, Depression and Falls.” Ellen O’Neil of Audiology presented “Elder Hearing Loss-Insights from the Massachusetts Eye and Ear Infirmary.”

Services for Other Special Populations

Head and Neck Cancer Screening, April 25, 2008

Donation

In Kind: \$1,380 in staff time

Raising Awareness with Head and Neck Cancer Screening

In recognition of Oral, Head and Neck Cancer Week, Mass. Eye and Ear provided free head and neck cancer screenings to raise awareness about the importance of early detection. Dr. Kevin Emerick, along with third-year resident Dr. Josh Silverman and second-year resident Dr. Aaron Weiland, examined a total of 70 patients during the screening, which was open to the public. Kim Perilli and Esther Fleming helped with the clinic and Soraya Rendon, Sharon DeRosa and Hilary Sands helped to organize the day and keep it running smoothly.

R.O.S.E. Fund Collaboration

Donation:

In Kind: Mass. Eye and Ear physicians’ and staff time. As well, we provided care free of charge approximating \$10,000.

As part of the collaboration with the R.O.S.E. (Regaining One’s Self-Esteem) Fund, Mass. Eye and Ear continued to provide medical and surgical care to a 25-year-old patient who had been severely burned with acid in 2004. Following a series of reconstructive facial procedures, she underwent complex ocular surgery with Dr. Aaron Fay.

Another young woman, after physically separating her abusive boyfriend from her mother, was so severely pushed through headboards that her lower teeth came through her chin. To revise the extensive scarring in her lip and chin area, Dr. John Lazor had the patient go through a series of laser treatments at his South Shore office.

Community Benefits Health Fair

Donation:

In Kind: Supplies \$500, staff time \$1,825

Promoting a Safe and Healthy Summer at the State House Health Fair

Mass. Eye and Ear was one of several member hospitals that participated in the Conference of Boston Teaching Hospitals' (COBTH) third annual State House Community Benefits Day. This year's theme was "Partnerships for Healthy Communities." The day recognized Boston Mayor Thomas Menino's commitment to public health issues and honored him with its Public Health Champion Award. Mass. Eye and Ear President and CEO John Fernandez, along with a number of other hospital CEOs and State Senate President Therese Murray, praised Mayor Menino for his efforts. Mass. Eye and Ear volunteers Jennifer Street (Communications), Mary Leach, Vanessa Carrington and Christine Denning (Public Affairs) provided sunglasses and sunscreen, as well as educational materials about preventing noise-induced hearing loss and treating swimmer's ear. In addition, Tom Merrill (Optical Shop) adjusted eyeglasses for eager participants.

Boston Cured Cancer Club Support Group

Donation: \$250 for their golf tournament

In Kind: Meeting space, volunteers

The Laryngectomees Support Group meets the first Sunday of each month at Mass. Eye and Ear with the exception of July and August.

Facial Paralysis Support Group

Donation:

In Kind: Meeting space, volunteers

The Facial Paralysis Support Group meets the first Friday of the month with the exception of July.

Glaucoma Support Group

Donation:

In Kind: Meeting space, volunteers

The Glaucoma Support Group meets several times each year at Mass. Eye and Ear. Hospital physicians present regularly to this group and help to facilitate the meetings.

Flu Clinic Assistance

Donation:

In Kind: Staff time \$1,255

Mass. Eye and Ear nurses assisted in several community flu clinics during fiscal year. Mass. Eye and Ear nurses Debbie Rich and Kathy O'Connor helped to administer more than 470 doses at a flu vaccine clinic at the State House in December 2007. The clinic was organized by the Council of Boston Teaching Hospitals.

Operation Able

Donation: Direct financial contribution in dollars (\$250)

In Kind: (approximately \$750 staff time)

Operation Able is a dedicated non-profit organization providing computer training to the economically challenged and to individuals over the age of 45 at training sites in Boston and Woburn, Mass. The Mass. Eye and Ear participates with Able by conducting mock interviews with soon-to-be graduates in preparation for real job interviews and interviewing graduates of the program for positions at Mass. Eye and Ear. A representative of Human Resources serves on the Employer Advisory Committee, which helps identify employer needs so training can focus towards fulfilling these needs. Two Human Resource Generalists serve as volunteers for Operation Able.

Education Opportunities

P.R.I.S.M.

Donation:

In Kind: Staff time approximately \$1,325

P.R.I.S.M. Students Learn About Balance

Students from Harvard Medical School's Program for Research and Investigation in Science and Math (P.R.I.S.M.) visited the hospital in July to learn about the vestibular system through presentations and tours of the Jenks Vestibular Physiology Laboratory and the Jenks Vestibular Diagnostic Laboratory. Margaret Lankow (Cochlear Implant Research Lab and Jenks Vestibular Physiology Lab) coordinated the tour, which included lectures from Dr. Steven Rauch (ENT), research fellows Jocelyn Songer and Faisal Karmali, and MIT doctoral student Andrew Rader. David Balkwill gave tours of the Jenks Vestibular Diagnostic Lab. Each year, this program is arranged for the students as part of the hospital's community benefits program

Work and Family Series

Donation:

In Kind: Staff time approximately \$625

Program includes family support and ongoing educational workshops held to help employees and their families address elder and child care issues. Examples of courses include "Legal and Financial Issues for Older Adults."

Vision Rehabilitation Center/New Pond Village, Walpole

Donation:

In Kind: Staff time approximately \$160

Vision Rehabilitation staff presented a lecture, "Evolving Vision Rehabilitation Model of Care Addresses the Whole Patient" on Oct. 24, 2007 at the New Pond Village, an assisted living facility in Walpole, and facilitated a low-vision support group. Fifteen residents participated.

Vision Rehabilitation Center/Milton Council on Aging

Donation:

In Kind: Staff time approximately \$160

Vision Rehabilitation staff presented a lecture, “Evolving Vision Rehabilitation Model of Care Addresses the Whole Patient” on Jan. 4, 2008 at the Milton Council on Aging. Twenty two people participated in the event. Several group members commented that this was the most informative lecture they had heard on the subject.

Vision Rehabilitation Center/Chelsea Soldiers Home

Donation:

In Kind: Staff time approximately \$120

Vision Rehabilitation staff presented a lecture, “Evolving Vision Rehabilitation Model of Care Addresses the Whole Patient” on Feb. 22, 2008 at the Chelsea Soldiers Home and facilitated a low-vision support group.

Vision Rehabilitation Center/Susan Bailis Assisted Living Facility, Boston

Donation:

In Kind: Staff time approximately \$80

Vision Rehabilitation staff presented a lecture, “Evolving Vision Rehabilitation Model of Care Addresses the Whole Patient” on March 4, 2008 at the Susan Bailis Assisted Living Facility in Boston. Ten people participated in the event.

Vision Rehabilitation Center/Medfield Senior Center

Donation:

In Kind: Staff time approximately \$140

Vision Rehabilitation staff presented a lecture, “Evolving Vision Rehabilitation Model of Care Addresses the Whole Patient” on April 18, 2008 at the Medfield Senior Center. Seventeen people participated in the event.

Vision Rehabilitation Center/South Shore Senior Center Directors Meeting

Donation:

In Kind: Staff time approximately \$160

Vision Rehabilitation staff were invited to discuss “Visually Impaired Elders and Services Available” at this gathering of South Shore senior center directors on May 26, 2008. Twenty-six directors attended.

Vision Rehabilitation Center/Lecture on Age-Related AMD

Donation:

In Kind: Staff time: \$420

Vision Rehabilitation Director Dr. Mary Lou Jackson was the keynote speaker at a public symposium on age-related macular degeneration on Sept. 20, 2008. Two hundred people heard her lecture.

Local Community Investments

United Way Campaign**Donation: \$15,392 raised and donated****In Kind:** Staff time: \$4,715

Employees organized the annual United Way Campaign, which resulted in nearly \$15,992 in contributions to this national organization.

YMCA Black Achievers**Donation: \$5,000**

Black Achievers is a national program of the YMCA. The goal is to recognize Black employees for their career accomplishments who, in partnership with their employers, commit their time and talents to the development of young people. Mass. Eye and Ear is a proponent of this program.

Foundation Fighting Blindness Sponsor**Donation: \$5,000**

Mass. Eye and Ear was a Sponsor of the 19th Annual Gala - Shades of Spring – benefiting the Foundation Fighting Blindness. The urgent mission of the Foundation Fighting Blindness, Inc. is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa (RP), macular degeneration, Usher Syndrome, and the entire spectrum of retinal degenerative diseases.

Other Services**Free/Discounted Parking for Community/Public Service Events****Donation:****In Kind:** approximately \$124,145

The Mass. Eye and Ear provided free or discounted parking in its lots for members of the community attending educational events at the hospital, for support groups and for other organizations, including Community Boating.

Shuttle Service Program**Donation:****In Kind:** \$6,200

Security and transportation staff shuttled patients who had no way of getting to and from Mass. Eye and Ear on their day of surgery

Taxi Vouchers for Needy patients**Donation:****In Kind:** \$13,100 including staff time

Free taxi transportation was provided for patients and families in emergency situations until arrangements could be made through Medicaid, the senior shuttle, The Ride, etc. Approximately 20-35 vouchers were provided each month.

Free Eyeglasses Program

Donation:

In Kind: approximately \$6,400 including staff time

The Mass. Eye and Ear optical shop provided approximately \$4,900 in free eyeglasses to patients who fit the free care guidelines and were unable to pay for eyeglasses. Fifty one people were helped this year.

Social Services Caring Above and Beyond

Donation:

In Kind: Staff time/direct financial support of approximately \$8,000

The Department of Social Work provides funding for emergency food, transportation, parking and other incidentals to patients throughout the year.

Social Services Consultation for Non-Mass. Eye and Ear Patients

In Kind: Staff time of \$1,500

The Department of Social Work provides information and referral for homecare, financial resources, and vision and hearing resources for non-Mass. Eye and Ear patients in the community.

Hearing Aid Center

Donation:

In Kind: approximately \$5,000

The Mass. Eye and Ear's Hearing Aid Center provides an estimated \$5,000 each year in free hearing aids for those in needs.

Howe Library Assistance

Donation:

In Kind: Staff time/materials (approximately \$2,200)

The Medical Librarians at Mass. Eye and Ear's Howe Library assist the general public and those who request information from Mass. Eye and Ear's website in finding medical material concerning any medical problem of interest. This could be as extensive as a computer search or as minimal as a quick scan of a book or searching on the Internet.

Diabetes Education

Donation: \$1,500

In Kind: Staff time estimated at \$1,875

Mass. Eye and Ear participated in the **Diabetes Expo** on March 15, 2008 at the Seaport World Trade Center. A display booth highlighted many of the services offered at the hospital for diabetic patients – especially those with diabetic eye disorders and diabetic non-healing wounds. Mass. Eye and Ear also had residents and medical students in the Lions Mobile conducting vision screens

Health and Fitness Expo

Donation: \$2,400

In Kind: Staff time estimated at \$2,030

Mass. Eye and Ear participated in the Partners Health & Fitness Expo at the Hynes Convention Center. We had a display booth set up where we gave out safety flyers, as well as information on all of our services and upcoming seminars. In addition, we had a Mass. Eye and Ear trivia game set up where we gave away prizes

MCOA Educational Opportunity

Senior Services Education

Donation:

In Kind: Staff time estimated at \$2,660

The Massachusetts Association of Councils on Aging and Senior Center Directors, a network of statewide organizations that work on behalf of seniors and their families, held its annual conference in Sturbridge on Oct. 3–5. With an audience of more than 700 representatives from local Councils on Aging, the conference offered 80 workshops to attend and 70 exhibitors to visit. Mass. Eye and Ear hosted two workshops and an information table. Dr. Mary Lou Jackson and Nicole Brown from the Vision Rehabilitation Center presented “Visual Hallucinations/Rehabilitation for the Visually Impaired Senior.” Ellen O’Neil of Audiology presented “Coping with Hearing Loss and Improving Communication for Hearing Impaired Seniors.” Both workshops received excellent reviews by those who attended. Carol Brennan and Camille Condon manned the exhibit table, answering questions and distributing information about all of the services Mass. Eye and Ear provides to seniors.

B. Notable challenges, accomplishments, outcomes

The most notable accomplishment in fiscal year 2008 was the continuation of the vision and hearing program at the Neighborhood House Charter School, which is a challenge because

of pediatric staffing shortage and a growing student population. We began working with the Vision Coalition to provide a clinic for students at the West End House, which we held in November 2008 and which will be described in next year's report. We were also pleased to have been able to provide vision screenings at Camp Harbor View. In addition, we extended our commitment to help battered women and children through our collaboration with the R.O.S.E. Fund, although we did not have any patients come in through the R.O.S.E. Fund program this year.

VII. Next Reporting Year

A. Anticipated goals and program initiatives

The Mass. Eye and Ear's goal is to rewrite our plan and to continue the many Community Benefits activities that are carried out throughout the hospital and to continue its proactive Community Benefits program. We hope to explore other activities to add to our plan.

B. Projected outcomes

We plan to screen children at the Neighborhood House Charter School and to provide any necessary follow-up care. We hope the outcome is improving these children's vision and hearing and ultimately their lives. We also hope to continue our collaboration with the Vision Coalition. We also plan to continue our involvement with the R.O.S.E. Fund to provide needed surgery for victims of domestic violence.

VIII. Contact Information

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