

Hallmark Health System - FY2001

Summary Narratives

Community Benefits Mission Statement

- To develop a community benefit plan to identify and address the health care needs of those we serve.
- To address the special health needs of the under-served in our community.
- To promote healthy lifestyles by providing access to health information and education.
- To serve as a leader within the community by encouraging collaborative planning between local organizations to provide affordable, accessible, and high quality health care.
- To improve the health of community members by continuing our tradition of working with healthcare institutions, physicians, and community organizations.

Program Organization and Management

In 2000, Hallmark Health's Community Services was under the auspices of its Marketing and Public Affairs Department, and was coordinated by a manager who reported to the Vice President of Public Affairs. In the fall of 2001, it was determined that Community Services be developed into a discrete department with a dedicated Director, whose focus would include facilitating community based public health opportunities, targeting un-met community health needs and serving as an advocate and linkage between the various institutional program offerings and the community.

The organization's commitment to the mission of Community Services is seen in the strategic placement of the Department within the leadership structure of the organization. The Director is a direct report to the Senior Vice President of Strategic Planning and Marketing, who in turn reports directly to the Chief Executive Officer of the organization.

In addition, the Director will work on a collegial basis with a team from disciplines such as Family Health, Marketing and Public Affairs, Women's Health and Development, among a wide array of Managers and Directors of both clinical and non-clinical service areas within the institution and its subsidiaries.

Key Collaborations and Partnerships

Key institutional partners who have played significant roles in the determination and development of community health program offerings include: Medford Health Matters, Healthy Malden, and Malden High School Teen Parent Task Force, The Everett Community Partnership and Lead Prevention Committee, The Joint Committee for Children's Health in Everett, The Chelsea Community Collaborative, Mystic Valley Elder Services Provider Task Force, The North Suburban Family Networks (including the Malden/Everett and Medford networks), the Medford Resource Coalition and the Healthy Families Community Coalition, among others.

Community Health Needs Assessment

Hallmark Health's Community Services Department has utilized a variety of sources to inform the development of its Community Benefits Plan. Institutional and community sponsored patient, provider and staff and membership committees have met on an on-going basis to define, shape and work together toward a shared vision of a healthy community. Individual and institutional interviews with key community representatives and comprehensive data analysis of local, state and federal health data indicators have all been tools utilized to collect information in order to assess community health. Examples include:

Community and Institutional Assessments:

- Malden Public School Annual Needs Assessment

- The North Suburban Tobacco Free Network: Community Needs Assessment.
- Community Health Network (14 and 16) Community/ Provider Needs Assessments
- Healthy Malden Task Forces
- The Joint Committee for Children's Healthcare in Everett Assessment and Recommendations
- The North Suburban Family Network Program Survey Evaluations
- Hallmark Health Patient Satisfaction Surveys
- Hallmark Health Provider Surveys.

City, State and Federal Public Health Data Assessments:

- MDPH Bureau of Health Statistics, Research and Evaluation Data
- Massachusetts Health Council; Trends in the Determinates of Health
- The Department of Public Health's Behavioral Risk Factor Surveillance Survey and Minority Health Status Indicators
- Massachusetts Community Health Information Partnerships (CHIP) data-base
- 2000 Census Reports
- Healthy People 2000 and 2010 goals and status reports, among others.

Community Benefits Plan

Not Specified

Key Accomplishments of Reporting Year

More than \$2.4 million in community benefits and service programs were offered in fiscal year 2001 to support our most vulnerable populations: the under- and un-insured, the elderly, children and families, those needing behavioral health services, those suffering from cancer and other chronic diseases, personal losses or in need of compassionate high quality care in a supportive environment that is close to home. A variety of free or low-cost programs were developed in partnership with community networks and coalitions to address the health concerns of the community and meet basic health care, access, education, screening, prevention and on-going support needs.

Plans for Next Reporting Year

An integral element to the implementation of our Community Benefits plan is an on-going commitment to assessing our own capacities and abilities in order to be knowledgeable about the dynamic health, cultural, economic and social aspects of the communities that we serve. This includes the ability to be responsive to the events that influence and shape our nation as a whole. Specific community service goals focus on aspects of community building, improving access for the under-served, enhancing stewardship and strengthening the cross-integration of services aimed at improving communication, access and subsequently, refining the delivery of care for our constituents. Finally, institutionally reviewing and adopting a bio-preparedness plan in conjunction with institutional, federal, state and local municipal teams.

Select Community Benefits Programs

The Wisewoman Project	
Brief Description or Objective	A National Center for Disease Control prevention research project that works in tandem with statewide Women's Health Networks to provide chronic disease screening and lifestyle interventions for women over 45. More information on this national project can be found on the CDC web site at: www.cdc.gov/
Program Type	Direct Services, Health Screening
Target Population	<ul style="list-style-type: none"> • Regions Served: Everett, Malden, Medford, Melrose, Wakefield • Health Indicator: Not Specified • Sex: Female • Age Group: Adult, Adult-Elder • Ethnic Group: Not Specified

	<ul style="list-style-type: none"> • Language:Not Specified
Partners	<ul style="list-style-type: none"> • The Women's Health Network • The Nation-al Breast and Cervical Cancer Early Detection Program.
Contact Information	Joan Farren, RN Program Coordinator (781) 338-7562
Detailed Description	Not Specified

Fresh Air Matters

Brief Description or Objective	Fresh Air Matters is a home-based tobacco treatment recovery program which provides support, education and tobacco treatment to home bound adults. Support consists of motivational counseling, nicotine replace-ment therapies and other complementary therapies leading to cessation. Homebound adults include those who are medically or physically compromised or disabled parents with small children, pregnant mothers or those with substance dependence or behavioral issues in treatment, among others.
Program Type	Community Education, Direct Services
Target Population	<ul style="list-style-type: none"> • Regions Served:Everett, Malden, Medford, Melrose, Wakefield • Health Indicator:Other: Homebound, Other: Smoking/Tobacco, Tobacco Use • Sex:Not Specified • Age Group:Not Specified • Ethnic Group:Not Specified • Language:Not Specified
Partners	<ul style="list-style-type: none"> • North Suburban Tobacco Free Network • The local Boards of Health • Hallmark Visiting Nurse Association
Contact Information	Cheryl Nahas, MA, LMHC, Program Coordinator (781) 338-7572
Detailed Description	Not Specified

The Dutton Center

Brief Description or Objective	This program, located in Wakefield, offers Social Day Care for all seniors and Adult Day Health Care for those with special physical, cognitive or emotional needs. In addition to counseling, support groups and supervision, the program offers activities such as music programs, arts and crafts sessions, games and exercise groups. These programs allow families to work and know that their aging family member is safe and cared for. The program serves 40 clients per day.
Program Type	Direct Services
Target Population	<ul style="list-style-type: none"> • Regions Served:Wakefield • Health Indicator:Not Specified • Sex:Not Specified • Age Group:Adult, Adult-Elder • Ethnic Group:Not Specified • Language:Not Specified
Partners	<ul style="list-style-type: none"> • Hallmark Health Visiting Nurse Association • Mystic Valley Elder Services

Contact Information	Nina Takayama Program Director (781) 246-2820
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Detailed Description	Not Specified
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Bright Star Child Care Center

Brief Description or Objective	The Bright Star Child Care Center was started by the hospital in conjunction with the YMCA to fill a vital community need when the Fells Acre Day Care Center was closed in the late 1980's. The Center's objective is to provide low cost child care to up to 101 children in an enriched, well organized center, serving families with infants, toddlers and preschool child care needs. In addition, the Center responds to changing community needs by participating in a community-wide cooperative of childcare leaders. The Board of Directors includes representation from the City of Malden via the Mayor's liaison on human services, who provides information about evolving community needs.
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Program Type	Direct Services
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Target Population	<ul style="list-style-type: none">• Regions Served:Malden• Health Indicator:Not Specified• Sex:Not Specified• Age Group:Child-Infant, Child-Toddler• Ethnic Group:Not Specified• Language:Not Specified
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Partners	<ul style="list-style-type: none">• Operated by Hallmark Health with board representation from the City of Malden, the local WIC program and parents who utilize the center.
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Contact Information	Amyanne Checca, BA Executive Director (781) 322-1114
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Detailed Description	Not Specified
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Healthy Families Newborn Home Visiting Program

Brief Description or Objective	To promote healthy, optimally developing children and families; to strengthen parenting skills, to prevent abuse and neglect, and to encourage educational attainment and self-sufficiency among young families. Served: 55-65 families at any given time and 110-120 families over the year. First-time young parents (20 and under) and their families living in Everett, Malden, Medford, Melrose, Wakefield, Stoneham, Reading, and North Reading
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Program Type	Direct Services
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Target Population	<ul style="list-style-type: none">• Regions Served:Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield• Health Indicator:Other: Parenting Skills, Other: Pregnancy• Sex:Not Specified• Age Group:Adult-Young, Child-Teen• Ethnic Group:Not Specified• Language:Not Specified
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Partners	<ul style="list-style-type: none">• Hallmark Health Home Care• Tri-City WIC• Tri-City Early Intervention
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- Boston Regional Early Intervention
- Malden/Everett Family Network
- Medford Family Network
- Everett Community Partnership
- Joint Committee for Children's Health Care in Everett
- Malden High School Teen Parent Program
- Tri-Cap Headstart
- MSPCC Goodstart
- Everett High School
- Malden Family Practice
- Healthy Malden

Contact Information

Lizabeth Chockley, RN, CS, MS Director
(781) 306-6561

Detailed Description

Not Specified

Program Type	Estimated Total Expenditures for FY2001	Approved Program Budget for 2002
Community Benefits Programs	Direct Expenses \$507,099 Associated Expenses \$441,586 Determination of Need Expenditures \$0 Employee Volunteerism \$37,538 Other Leveraged Resources \$1,266,677	\$2,000,000 <small>* Excluding expenditures that cannot be projected at the time of the report.</small>
Community Service Programs	Direct Expenses \$113,459 Associated Expenses \$56,696 Determination of Need Expenditures \$0 Employee Volunteerism \$12,513 Other Leveraged Resources \$4,538	
Net Charity Care	\$9,542,260	
Corporate Sponsorships	\$230,058	
Total Expenditures	\$12,212,424	
Total Patient Care-Related Expenses for FY2001		\$194,353,981
Comments: None		