

Athol Memorial Hospital - FY2012

Community Benefits Mission Statement

The mission of the Community Benefits Program is to encourage healthy lifestyles through outreach, education, and support to the communities we serve (Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell).

This underlying principle of encouraging healthy lives guides our existing Community Benefits activities now and moving forward.

Target Populations

Name of Target Population	Basis for Selection
Communities served: Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell.	Mission statement
Adults with Chronic Health Conditions	Community Needs Assessment 2011 - 2012
Adults and Teens with Substance Abuse Issues	Community Needs Assessment 2011 - 2012
Adults and Children with Nutritional Needs	Community Needs Assessment 2011 - 2012
Adults with Behavioral Health Needs	Community Needs Assessment 2011 - 2012
Senior Health Needs	Community Needs Assessment 2011 - 2012

Publication of Target Populations

Marketing Collateral, Website

Hospital/HMO Web Page Publicizing Target Pop.

www.atholhospital.org

Key Accomplishments of Reporting Year

Expenditures for the reporting year include \$28,000 in direct expenses and 9,211.40 Community Benefits hours (estimated value of \$230,285), for a total contribution of \$258,285 in benefits to the community. This includes our major Community Benefits activities such as the Lifeline program as well as numerous health and wellness education activities, senior health fairs, community nursing outreach includes free blood pressure screenings, flu/immunization clinics, office support for the transportation services offered with Community Transit Services, providing space for Support Groups and community agencies/groups, initiation of community wellness gardens on campus with educational

seminars illustrating the benefits of homegrown fruits/vegetables contributing to better nutrition, and contributions to community agencies and events in terms of cash or materials. The hospital also takes a leadership role in community Emergency Preparedness efforts.

Plans for Next Reporting Year

We will continue to support the community with programs and services which meet the health needs of our region as determined in our Community Health Needs Assessment.

Specific Programs will include the following programs listed from 2011, including:

- Lifeline Program
- Senior Transportation Van
- Health and Wellness Education
- Community Outreach Nursing

Initiatives not previously reported on will include:

--Children's Health and Wellness Taskforce - a program in conjunction with the North Quabbin Community Coalition with addresses the identified community needs for childhood obesity prevention through nutritional education and promotion of physical activity.

Substance Abuse Taskforce - in conjunction with the North Quabbin Community Coalition - this program meets an identified community need. It educates the community on substance abuse, including the dangers of opiate addiction.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

The Community Benefits program is led by the Director of Marketing and Public Relations through the Community Relations Department with reporting and feedback occurring at frequent meeting of the Executive Management Team which includes President/CEO, Chief Operating Officer and other Vice Presidents of the hospital.

Community Benefits Team Meetings

Community Benefit programs are undertaken by a number of managers and staff who meet at intervals throughout the year.

Community Partners

American Heart Association

American Red Cross
 Athol Area YMCA
 Athol Senior Center
 Athol-Royalston Regional School District
 Athol/Orange Area Rotary Club (Lifeline Program)
 Community Health Center of Franklin County
 Community Transit Services
 Franklin County Home Care Corporation
 Gardner VNA
 Health Access Physicians Network Program
 Henry Heywood Hospital (SBIRT)
 HRSA, Emergency Preparedness Consultants Massachusetts College of
 Pharmacy and Health Sciences
 Massachusetts State Office of Rural Health
 Mount Wachusett Community College (Nursing Program, Lab Program)
 North Quabbin Community Coalition
 Petersham Lions Club
 Ralph C. Mahar Regional School District
 Seeds of Solidarity
 Towns of Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, and Wendell (Councils on Aging,
 Emergency Preparedness)

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Completed in 2012 by the North Quabbin Community Coalition.

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Hospital, Interviews, Surveys

Select Community Benefits Programs

Lifeline

Brief Description or Objective

Subsidized program offering greatly reduced fee services for individuals.

Program Type

Direct Services

Target Population

- **Regions Served:** Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell
- **Health Indicator:** Access to Health Care, Injury and Violence, Other: Homebound
- **Sex:** All
- **Age Group:** Adult, Adult-Elder
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
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To provide immediate access to emergency healthcare for rural population
Help meet the specific healthcare needs of senior and vulnerable populations

Partners

Partner Name, Description	Partner Web Address
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Athol/Orange Area Rotary Club

Contact Information	Judy Howland LifeLine Program Manager Athol Memorial Hospital 2033 Main Street Athol, MA 01331 978 249-1145, jhowland@atholhospital.org
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Detailed Description	Not Specified
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Health and Wellness Education

Brief Description or Objective	Presentations and interactive health and wellness efforts
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none">• Regions Served: Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston• Health Indicator: Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Arthritis, Other: Asthma/Allergies, Other: Cancer, Other: Cardiac Disease, Other: Diabetes, Other: First Aid/ACLS/CPR, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Pulmonary Disease/Tuberculosis, Other: Safety, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Overweight and Obesity, Physical Activity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use• Sex: Not Specified• Age Group: Not Specified• Ethnic Group: Not Specified• Language: Not Specified
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Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
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Promote senior wellness
Address Childhood Obesity, Chronic Disease Prevention and Healthy Lifestyle Choices
Improve awareness of and access to healthcare services to underserved populations

Partners

Partner Name, Description	Partner Web Address
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Athol Area YMCA
Local Area Councils on Aging
Athol/Royalston Regional School District
Mahar Regional School District
American Heart Association
Massachusetts College of Pharmacy and Health Sciences

Contact Information	Amanda MacFadgen Director of Marketing/Public Relations Heywood Healthcare 242 Green
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Street Gardner, MA 978-669-5982, amanda.macfadgen@heywood.org

Detailed Description Not Specified

Support Groups

Brief Description or Objective Provides space, publicity, and in some cases, staffing, for a variety of Support Groups to address health related issues in the community

Program Type Support Group

Target Population

- **Regions Served:** Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Other-Central MA, Petersham, Phillipston, Royalston
- **Health Indicator:** Immunization, Mental Health, Other: Alcohol and Substance Abuse, Other: Bereavement, Other: Cancer, Other: Diabetes, Other: Gambling, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Not Specified

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information Amanda MacFadgen Director, Marketing/Public Relations Heywood Healthcare 242 Green Street Gardner, MA 01440 978-669-5982, amanda.macfadgen@heywood.org

Detailed Description Not Specified

Community Outreach Nurse

Brief Description or Objective Flu clinics, outreach education, prevention efforts

Program Type Direct Services

Target Population

- **Regions Served:** Athol, County-Franklin, County-Worcester, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell
- **Health Indicator:** Immunization, Other: Alcohol and Substance Abuse, Other: Asthma/Allergies, Other: Cancer, Other: Cancer - Skin, Other: Diabetes, Other: HIV/AIDS, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Safety - Home, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Other: Stroke, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All Adults, Child-Primary School, Child-Teen
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
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Raise awareness of and manage chronic disease

Address healthcare needs of vulnerable rural population

Address unmet health needs of under insured population

Provide resources for transportation-challenged population

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Pam Jobst, RN Outreach Nurse Athol Memorial Hospital 2033 Main Street Athol, MA 01331 978 249-1283 , pjobst@atholhospital.org
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Detailed Description	Not Specified
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Emergency Preparedness

Brief Description or Objective	Leadership role in organizing and coordinating Community Emergency Preparedness efforts
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none">• Regions Served: Athol, County-Franklin, County-Worcester, Erving, New Salem, Petersham, Phillipston, Royalston• Health Indicator: Other: Public Safety• Sex: All• Age Group: All• Ethnic Group: Not Specified• Language: Not Specified
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Provide healthcare resource for rural population in the event of an emergency situation

Partners

Partner Name, Description	Partner Web Address
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Town of Athol

Town of Orange

Contact Information	John Thayer, RN Emergency Preparedness Manager Athol Memorial Hospital 2033 Main Street Athol, MA 01331 978 249-1290, jthayer@atholhospital.org
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Detailed Description	Not Specified
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Workforce Development

Brief Description or Objective	Internships, externships, mentoring, job shadows, career education opportunities
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Program Type	Mentorship/Career Training/Internship
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Target Population	<ul style="list-style-type: none">• Regions Served: Not Specified• Health Indicator: Not Specified• Sex: Not Specified• Age Group: Not Specified• Ethnic Group: Not Specified• Language: Not Specified
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Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Act as a resource to educate and promote healthcare as a career to ensure future access

to care.

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Kristin Richard Human Resources Manager Heywood Healthcare 242 Green Street Gardner, MA 01440 978-632-3420 , kristin.richard@heywood.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2012	Approved Program Budget for 2012
Community Benefits Programs	Direct Expenses \$28,000 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$230,285 Other Leveraged Resources \$0	\$35,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$178,631 HSN Denied Claims \$0 Free/Discount Care \$387,845 Total Net Charity Care \$566,476	
Corporate Sponsorships	\$0	
	Total Expenditures \$824,761	
Total Patient Care-Related Expenses for FY2012		\$19,729,493
Comments: n/a		

Optional Information

Expenditures	Amount
Community Service Programs	Direct Expenses Not Specified Associated Expenses Not Specified Determination of Need Expenditures Not Specified Employee Volunteerism Not Specified Other Leveraged Resources Not Specified
Total Community Service Programs	Not Specified

Bad Debt:

Not Specified Not Specified

IRS 990:

Not Specified