

## Signature Healthcare Brockton Hospital - FY2014

### Community Benefits Mission Statement

Signature Healthcare Brockton Hospital is a private, not-for-profit, community-based teaching hospital serving more than 460,000 residents in more than 20 southeastern Massachusetts communities. Our mission is to be the leading community based healthcare delivery system in Southeastern Massachusetts, providing the full range of primary care, specialty care, hospital care and related ancillary services on a coordinated basis. Signature Healthcare physicians and Signature Healthcare Brockton Hospital strive to be recognized as the “providers of choice” by staff, patients and the community. Signature Healthcare is guided by these principles:

- Take a leadership role in assessing the health care needs of the Metro South area by committing to a hospital-community partnership and by collaborating with other providers and community members to offer a broad range of education, health services and other activities for all patients and, in particular, the underserved and disadvantaged populations.
- Develop new services and programs, and participate in alternative delivery and regional health care systems, to respond to community need and enhance access to care.
- Participate in the education of health care professionals to enhance the Hospital's access to medical expertise and to assure the most up-to-date approaches for providing care.
- Commit to an electronic medical record environment aimed at (i) reducing medical errors with more accurate and timely information for providers, (ii) enhancing physician productivity and job satisfaction, (iii) responding to consumer requests to electronic communication.
- Be an equitable employer that values and rewards excellence in its associates.
- Manage finances aggressively to remain cost effective and fiscally sound.

Part of Signature Healthcare Brockton Hospital's community focus, and indeed the very core of our mission, is to care for those in greatest need. We are especially proud of our distinguished, century-plus tradition of reaching out to all patients in our community, from every walk of life, regardless of their ability to pay.

### Target Populations

Name of Target Population	Basis for Selection
All individuals who are effected by Diabetes and Obesity	High Risk population per Needs Assessment
429,000 individuals in our primary and secondary service area	Statistics showing population at high risk for obesity and diabetes

### Publication of Target Populations

Not Specified, Other - [www.MySignatureCare.org](http://www.MySignatureCare.org)

### Hospital/HMO Web Page Publicizing Target Pop.

[www.MySignatureCare.org](http://www.MySignatureCare.org)

### Key Accomplishments of Reporting Year

Notable Challenges, Accomplishments and Outcomes in FY 2014

- Designed to rate how well hospitals protect patients from accidents, errors, injuries and infections, the latest (Fall 2014) Hospital Safety Score honored Signature Healthcare with an “A” – its top grade in patient safety. The Hospital Safety Score is compiled under the guidance of the nation's leading experts on patient safety and is administered by the Leapfrog Group, an independent industry watchdog. The first and only hospital safety rating to be peer-reviewed in the Journal of Patient Safety, the

Score is free to the public and designed to give consumers information they can use to protect themselves and their families when facing a hospital stay.

- Signature Healthcare Brockton Hospital and Signature Medical Group were both recognized in Harvard Pilgrim Health Care's 2014 Hospital and Physician Group Honor Rolls. This prestigious award honors hospitals with performance among the top 25% measured nationally on a set of clinical quality and patient experience measures. The physician honor roll recognizes a commitment to high quality care, based on performance against national quality benchmarks, as reported by the National Committee for Quality Assurance.
- Signature Healthcare Earned "Top Performer on Key Quality Measures" Recognition from the Joint Commission, the leading accreditor of health care organizations in America. Signature Healthcare was recognized for exemplary performance in evidence based clinical processes shown to improve care for certain conditions. Signature Healthcare is one of 1,099 hospitals in the U.S. earning the Top Performer distinction for attaining and sustaining excellence in accountability measure performance, and one of only 17 hospitals in MA. In addition, Signature Healthcare Brockton Hospital was one of only 8 in the state to be recognized in all four of the following measure sets: heart attack, heart failure, surgery and pneumonia and the only hospital in Southeastern MA.
- Signature Healthcare was recently ranked a Top Hospital by US News & World Report, ranking number 11 in the Boston Metro area and number 15 in Massachusetts. The hospital received a high performing ranking in the areas of Diabetes, Endocrinology and Pulmonology.
- Signature Healthcare was awarded the Tufts Health Plan 2014 Quality Innovation Award for the Medication Reconciliation Project.
- Accreditations:
  - o Signature Healthcare is accredited by the Joint Commission on Accreditation of Healthcare Organizations
  - o Signature Healthcare Mammography services are accredited by the American College of Radiology and annually inspected by the Department of Public Health for the Federal Mammography Quality Standards Act (MQSA) regulations.
  - o The Laboratory is accredited by both the American association of Blood banks and the college of American Pathologists.
  - o The Hospital's Cancer Management Program, which has been in operation since 1973, has received full accreditation by the American Society of Therapeutic Radiologists as well as full accreditation by the American College of Surgeons.
  - o Signature Healthcare's Vascular Laboratory is accredited by the Intersocietal Commission for the Accreditation of Vascular Laboratories in 4 modalities.
  - o Medical, surgical and other residency programs at the Hospital are approved by the American Medical Association and the American Council of Graduate Medical Education.
  - o Signature Healthcare's School of Nursing is accredited by the National League for Nursing and approved by the Massachusetts Board of Registration in nurses.

### **Plans for Next Reporting Year**

For FY 2015, Signature Healthcare will continue it's focus on Diabetes and Obesity. Both of these diseases are prevalent in the Brockton community and we feel that we can continue to educate our population on these two health disparities. We will continue the great work by partnering with businesses, community and social service agencies.

## **Community Benefits Process**

---

### **Select Community Benefits Process**

#### **Community Benefits Leadership/Team**

In 2014 Signature Healthcare focused on Obesity, Nutrition and Diabetes. Throughout the year meetings were held with employees as well as members of the community including representatives from CHNA 22, Brockton Knocks Down Diabetes and the Old Colony YMCA.

#### **Community Benefits Team Meetings**

The Signature Healthcare Community Benefits team met on a regular basis with the Brockton Knocks Down Diabetes team as we are all focused on the same goal, providing education and resources to those dealing with Type 1 and Type 2 Diabetes. The team included physicians, nurses, Diabetes Educators, Nutritionists and members from the Brockton Community.

**Community Partners**

Old Colony YMCA  
 Brockton Knocks Down Diabetes  
 Kids Road Races  
 Brockton VNA  
 CHNA 22  
 Walgreens

**Community Health Needs Assessment****Date Last Assessment Completed and Current Status**

December - 2013

**Consultants/Other Organizations**

Stoughton Youth Commission and the Greater Brockton CHNA (CHNA 22)

**Data Sources**

Community Focus Groups, Hospital, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA

**Select Community Benefits Programs****Obesity****Brief Description or Objective**

Because health statistics identified obesity and diabetes as a major issue in our community, the hospital's community benefits focus continued with efforts around ways to combat obesity and diabetes by offering educational tools to those individuals in need. Our target population was community-wide and our priorities included educational tools, exercise classes, and screenings. As part of the Community Health Needs assessment finalized in December 2013, we found that individuals considered exercising in the community to be unsafe and expensive, and they had trouble affording healthy food and issues with preparing meals properly. Based on the findings in the recent Community Health Needs Assessment, Signature Healthcare continued its "Wellness Wednesday" program. There are many elements to this program, including free exercise classes, free health screenings, healthy cooking demonstrations, and free healthy recipes. Signature Healthcare offers free Zumba classes to the community and employees each Wednesday evening from 5-6pm, to combat cost and safety concerns cited as reasons for a sedentary community. These classes, attended by 20-30 people weekly, are extremely well received. The program has been running for 3.5 years and continues to thrive. We started FY14 by moving the classes to Massasoit Community College, a wonderful community partner. This new location allows for additional space as well as the potential of faculty and students to participate.

**Program Type**

Community Education

**Target Population**

- **Regions Served:** Abington, Avon, Bridgewater, Brockton, East Bridgewater, Easton, Hanson, Holbrook, Randolph, Raynham, Rockland, Stoughton, Taunton, West Bridgewater, Whitman
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Overweight and Obesity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

**Goals**

**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations

**Goal Description**

To provide a low cost, safe place for individuals to ease their way into an exercise regimen.

**Goal Status**

Ongoing

**Partners****Partner Name, Description****Partner Web Address**

Old Colony YMCA	www.oldcolonymca.org
Brockton Knocks Down Diabetes	https://www.harborone.com/diabetes/
Massasoit Community College	http://www.massasoit.edu

**Contact Information**

Hilary Lovell 680 Centre St. Brockton, MA. 508-941-7486, hlovell@signature-healthcare.org

**Detailed Description**

[Download/View Attachment](#) (579.85 KB)  
File Name: zumba flier 2014.pdf

**Nutrition/Diabetes education****Brief Description or Objective**

The summary of findings for our community health needs assessment concerning Obesity and Diabetes point to a continual need for education in the community. Data shows that students in all districts of CHNA 22 have obesity rates over 25%. . It also shows that the percentage of overweight adults in CHNA 22 which includes Brockton is at 59.2% while the state average is 58.6%. This assessment not only reviewed the latest data but also held key informant interviews as well as focus groups related to a variety of topics. These individuals discussed barriers they face when trying to lead a healthy lifestyle. They mentioned that there is a lack of education and understanding of how to shop in a healthy manner, how to prepare produce properly and what is the appropriate portion size. In regards to physical activity, a similar issue from our 2010 assessment came up where people are unable to be active due to lack of sidewalks and poor lighting. On many occasions throughout fiscal 2014, our Signature Healthcare staff members offered information and hands on activities to the community. One major event Signature Healthcare employees took part in along with community partners was our third annual "Diabetes Day". This event had many components including: free screenings for vascular and metabolic disease; a healthy cooking demonstration in collaboration with Vincente's market, an ethnic grocer in the area; healthy recipes,; and a vendor area where community partners along with Departments from Signature Healthcare could highlight the services they provide specific to Nutrition & Diabetes. There was an exercise area with Zumba for adults and an obstacle course for children provided by the Old Colony YMCA. Lastly, there was an "Ask the Expert" area where Signature Healthcare providers were available for the attendees to ask a variety of questions on a one on one basis. This event was a great success with over 250 people in attendance and over 100 of those screened. Signature Healthcare has been and continues to be part of a larger community wide "Brockton Knocks Down Diabetes" initiative. We have kicked off this event with Diabetes Day for the past three years and continue to be part of this great initiative. BKDD is a weeklong initiative to provide education and awareness around Diabetes. Numerous local partners participate in this event including the Old Colony YMCA, Harbor One, Brockton VNA and the American Diabetes Association. This group has worked diligently on creating programming that the community will find beneficial and over the years this has grown tremendously. The activities planned include educational presentations as well as fitness classes. Signature Healthcare participates by kicking off the activities with Diabetes Day, providing clinicians when needed, and by assisting with coordination and staffing for various events throughout this program. One goal for the coming year is that BKDD will offer a Diabetes symposium for local physicians, social workers, nurses and nutritionists. The goal is to bring the latest in Diabetes care to the South Shore area. Through community outreach with local business, community groups, and events, hospital staff members were able to educate the community on obesity and diabetes in a variety of ways. Signature provided educational tools on diabetes, Healthy Recipes, free exercise classes and opportunities for questions and answers with clinical staff. During FY14, Hospital staff also participated in more than twenty-five community events to promote education on the topic of Diabetes, Nutrition and Obesity.

**Program Type**

Community Education,Health Screening,Outreach to Underserved,Prevention

**Target Population**

- **Regions Served:** Abington, Avon, Bridgewater, Brockton, East Bridgewater, Easton, Hanson, Holbrook, Randolph, Raynham, Rockland, Stoughton, Taunton, West Bridgewater, Whitman
- **Health Indicator:** Other: Diabetes, Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

**Goals**

**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations

**Goal Description**

Educate the community on proper nutrition, importance of regular physicals as a way to lower risk of diabetes and obesity.

**Goal Status**

Ongoing

**Partners****Partner Name, Description****Partner Web Address**

Old Colony YMCA	www.oldcolonyymca.org
Brockton Knocks Down Diabetes	https://www.harborone.com/diabetes/
CHNA 22 Great Brockton Health Alliance	www.chna22.org

**Contact Information**

Hilary Lovell 680 Centre St. Brockton, MA. 02302, hlovell@signature-healthcare.org

**Detailed Description**

[Download/View Attachment](#) (1195.36 KB)  
File Name: 3rd annual diabetes day 6-14-14 flier (2).pdf

**Financial Counseling****Brief Description or Objective**

Signature Healthcare has dedicated employees who provide guidance to individuals on various health insurance plans available to them, assistance submitting health insurance applications, and follow up with patients by phone and mail. In FY 14, the staff from financial counseling assisted 3,707 individuals with applying for health insurance. Of those, 2,069 applied for Mass Health with others applying for Health Safety Net and other insurance products.

**Program Type**

Community Education, Health Coverage Subsidies or Enrollment

**Target Population**

- **Regions Served:** Abington, Braintree, Bridgewater, Brockton, Canton, East Bridgewater, Easton, Halifax, Hanover, Hanson, Holbrook, Lakeville, Middleborough, Pembroke, Randolph, Raynham, Rockland, Stoughton, Taunton, West Bridgewater, Weymouth, Whitman
- **Health Indicator:** Other: Education/Learning Issues, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

**Goals**

**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Reducing Health Disparity

**Goal Description**

Provide dedicated financial staff the time and resources needed for financial counseling, both to our uninsured patients and "walk-in" members of the community, assisting them in applying for public health

**Goal Status**

Ongoing

insurance coverage.

**Partners****Partner Name, Description Partner Web Address**

Not Specified

**Contact Information**

Bernadine Jean Marie, bjeanmarie@signature-healthcare.org

**Detailed Description**

Not Specified

**Expenditures**

<b>Program Type</b>	<b>Estimated Total Expenditures for FY2014</b>	<b>Approved Program Budget for 2014</b>
<a href="#">Community Benefits Programs</a>	<a href="#">Direct Expenses</a> \$215,731 <a href="#">Associated Expenses</a> Not Specified <a href="#">Determination of Need Expenditures</a> Not Specified <a href="#">Employee Volunteerism</a> \$3,877 <a href="#">Other Leveraged Resources</a> \$4,000	\$00 *Excluding expenditures that cannot be projected at the time of the report.
<a href="#">Net Charity Care</a>	<a href="#">HSN Assessment</a> \$2,546,060 <a href="#">HSN Denied Claims</a> \$618 <a href="#">Free/Discount Care</a> \$5,411,867 <a href="#">Total Net Charity Care</a> \$7,958,545	
<a href="#">Corporate Sponsorships</a>	\$62,889	
	<b>Total Expenditures</b>	\$8,245,042
<b>Total Patient Care-Related Expenses for FY2014</b>		<b>\$209,787,500</b>
<b>Comments:</b> None		

**Optional Information**

<b>Expenditures</b>	<b>Amount</b>
<a href="#">Community Service Programs</a>	<a href="#">Direct Expenses</a> Not Specified <a href="#">Associated Expenses</a> Not Specified <a href="#">Determination of Need Expenditures</a> Not Specified <a href="#">Employee Volunteerism</a> Not Specified <a href="#">Other Leveraged Resources</a> Not Specified
<b>Total Community Service Programs</b>	Not Specified

<b>Bad Debt:</b>	Not Specified	Not Specified
<b>IRS 990:</b>	Not Specified	