

Fairview Hospital
Community Benefits Report
FY2003

Fairview Hospital
Berkshire Health Systems
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FAIRVIEW HOSPITAL COMMUNITY BENEFITS REPORT

FISCAL YEAR 2003

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I. INTRODUCTION

Overview

A community is a network of relationships assuring that the needs and interests of people who live there are met.

In the rural southern Berkshire community of western Massachusetts, the community relies on Fairview Hospital as the hospital and provider of essential health care services to our neighbors.

The 22-bed, not-for-profit, Critical Access Hospital that is an affiliate of Berkshire Health Systems, a private, not-for-profit health care organization, located in Pittsfield, Massachusetts. As a member of BHS, Fairview Hospital draws extensive medical, technologic and financial resources to the area.

Today, patient service continues to be our focus, but our role as primary health care provider now includes our vision of improved health status for our neighbors outside of the hospital experience. In addition to providing 24 hour emergency care, a full range of diagnostic and therapeutic services, and education and support programs, numerous community partnerships and collaborations promote access to care and provide services ranging from school internships to community wide emergency planning.

Fairview Hospital has taken a leadership role in initiating and collaborating with local, regional and national agencies not only to improve health, but also to prepare for the new dangers that face our community and our world. We have worked closely with FEMA, MEMA and local emergency responders, as well as with community leaders, to enable us to respond effectively to larger health and safety threats to our community.

Primary Service Area Demographics

Fairview Hospital's primary service area contains fourteen towns covering southwestern Berkshire County, southeastern Columbia County, New York and Northwestern Litchfield County, Connecticut. The entirety of the Massachusetts service area is designated as an MUP (Medically Underserved Population). All four of the New York towns are located in a Mental Health HPSA and three of the four are part of a Primary Care HPSA.

The southern Berkshires has a high proportion of residents over 65. According to federal statistics, 17.9% of persons are 65 years or older as compared to the state average of 13.5%. Hospital statistics reflect this elderly population counts on Fairview Hospital for their care. In FY03, Medicare recipients accounted for 43% of patients discharges and 49% of patient days.

The total resident population of the primary service area towns is approximately 30,000. However, town records show that over 60% of the housing units in some towns are owned by part-time residents. During the summer months, however, when a significant second home population arrives, the base population rate is estimated to swell by 5,000 individuals, with the population doubling in some towns. In addition, over 60,000

tourists are estimated to come to the area annually for summer culture and recreation as well as winter skiing.

Demographic indicators show the southern Berkshire community continues to be predominantly Caucasian (96%), but growing utilization of health care services by the Latino community, reflect a change in patient statistics. Our goal, to deliver high quality health care to patients of different cultures, has led Fairview staff to actively engage in community outreach, as well as to strengthen cultural competency and medical interpreting services.

The quality of life offered in the southern Berkshires has made it an attractive location for second homeowners as well as retirees. Fairview Hospital's service area includes a demographic dichotomy of wealthy and low-income families. According to the CAH Conversion Analysis conducted by Westport Associates, 24.8% of the residents of the community are living below 200% of the FPL (federal poverty level.)

Affordable housing for the primary residents (primarily medium and low wage earners) is recognized by workers, employers and community at large to be inadequate and inaccessible because the price of real estate has risen so steeply.

Only two primary service area towns have average median household incomes greater than the average for the state in which they are located. The local labor force unemployment rate is favorable in comparison to all three states, but lower household incomes indicate comparatively lower paying jobs reflecting the predominance of our primarily service -oriented tourist economy. Unemployment, underemployment and a seasonal, service based job economy contribute to a high rate of uninsured in the region.

Fairview Hospital Mission Statement

Fairview Hospital is committed to meeting the health care needs of the tri-state communities it serves.

Fairview Hospital Vision Statement

Fairview Hospital will continue its tradition of providing acute and extended inpatient care, emergency services, and ambulatory services for the tri-state communities. Fairview Hospital will proactively assess the changing health care needs and adapt to ensure that these needs are met. Through internal and external collaboration, Fairview Hospital will exceed customer expectations for high quality, compassionate, family-centered care.

Fairview Hospital Values Statement

We believe that we should foster an environment of mutual trust, respect, cooperation, and ethical conduct among all those associated with the Berkshire Health Systems.

We believe in the worth, dignity, and individuality of each person we serve and of each person in our organizations.

We believe that needed health care services should be accessible to all members of the community.

We believe that quality is enhanced by providers working as a team, responsive to the needs of patients, their families, and health care purchasers.

We believe that the Health System should maintain clear, effective lines of communication to the community it serves.

We believe that the quality of our services relies upon the quality of the individuals who make up our organizations. Accordingly, we will attract and maintain an outstanding medical staff and group of employees to ensure the delivery of high quality and compassionate care.

We believe that to ensure the quality of our services, we need to maintain a financially viable organization.

II. COMMUNITY BENEFITS MISSION STATEMENT

Berkshire Health Systems is dedicated to the enhancement of the health status of our community by providing and ensuring access to a complete continuum of care, including health education, prevention, screening, diagnostic, therapeutic, rehabilitative and long-term care services.

The BHS Community Benefits and Access Committee coordinates system-wide efforts to satisfy identified needs in the BHS service area. By evaluating and prioritizing countywide healthcare needs, programs and access, the Committee recommends that BHS either develop new or support previously established initiatives in collaboration with other community resources, to satisfy unmet needs and improve the wellness and health status of our community.

BHS, in fulfillment of its charitable purpose, also affirms its commitment to be accountable for the stewardship of the community's healthcare resources and to develop a formal community benefits plan.

The Community Benefits Mission Statement approved by the Board of Trustees annually affirms Fairview Hospital's commitment to improving the health status of the community. Our strategic plan calls for us to develop a plan to assess and improve the health status of our community and increase our involvement in our community.

III. COMMUNITY BENEFIT PLANNING

The Community Benefit commitment at Fairview Hospital has served as an important mechanism to help Fairview Hospital assess and meet the changing health needs of the southern Berkshire community. Since 1996, Fairview Hospital has voluntarily participated in the Community Benefit effort, filing annual reports of our efforts with the Office of the Attorney General.

Fairview Hospital participates in the formal Community Benefits Committee that is established at Berkshire Health Systems, which includes a cross-section of community leaders, board members and Berkshire Health Systems staff. Our integration with the BHS Community Benefit Committee provides a valuable resource of ideas and input to better serve the southern Berkshire Community. At Fairview Hospital, a team of staff members is responsible for the Community Benefits initiatives. These individuals include: Janet Dohoney, Community Outreach Liason; Geraldine McQuoid, Director, Hospital Education; Lauren Smith, Director of Community Relations and Development; Kit Hafele, RN, Director of Critical and Emergency Nursing; Doreen Hutchinson, V.P Operations and Acute Care Services

Needs Assessment and Data Sources

Our health services and Community Benefits initiatives reflect the needs of the rural, New England community we serve, a community that faces the challenge of rapidly changing economic conditions as well as an aging population.

Healthy People 2000 Guidelines are an important part of our goals. Additional sources help us identify notable health status indicators and measure our efforts, including hospital health statistics, community involvement and interchange, and formal community feedback vehicles that are integral to our outreach efforts.

a) Health Status Statistics

Statistics from hospital in-patient census and emergency visits help us identify MDCs (Major Diagnostic Categories). Other statistical sources provide information in a comparative context which allows Fairview to further identify needs. Sources include:

- Fairview Hospital MDC Indicators

- Massachusetts Department of Public Health Statistics

- CHNA statistics

- A Profile of Health Among Massachusetts Adults, 1998

- Healthy People in Healthy Communities

- Community Health Status Report: Berkshire County Massachusetts

- Fairview Hospital CAH Conversion Analysis

- Massachusetts Office of Rural Health Critical Access Hospital State Plan

- Report:** United Way Lodestar (United Way of the Berkshires)

- Report:** Los Desterrados/The Uprooted: An Assessment of Latino Life in the Berkshires (Berkshire Latin American Council)

- Survey Results:** ESL Students on Life in the Southern Berkshires (SBEC)

Report: Housing For Everyone: Housing Needs, Barriers & Opportunities in South-Central Towns of Berkshire County (Community Development Corp. of south Berkshires and Southern Berkshire Housing Coalition)

b) Community Involvement

Fairview Hospital is fully invested as a partner in this community. Through support of other social service, health, civic and community organizations, we are able to have direct access to issues that face our community. Fairview Hospital staff, at all levels, serve on many local boards. Our staff also regularly interacts on collaborative group health initiatives, as well as on an individualized case basis.

The rural character of the southern Berkshires region presents both opportunity and challenge in community partnerships. The region is characterized by strong interdependency among providers and agencies. Yet to successfully reach all corners of our community, multiple methods of communications, newsletters and events are used to help us reach the many segments represented. Utilizing these various opportunities, Fairview Hospital seeks out information, as well as reaches out to the community to support the needs that exist.

Community feedback is a vital part of the ongoing effort to assure Fairview Hospital is responding to the needs from the community. The following are some of the opportunities to gain community feedback.

Effort	Target Group/Activity
Community Outreach Feedback Surveys	As part of the community lecture series, response surveys are distributed to attendees. These surveys gather information and help Fairview assess the quality of the programming.
President's Lunches	Ongoing community outreach meetings and lunches, conducted by the President of Fairview Hospital, offer direct access to the administration in a small group setting to discuss the needs and concerns of members of our community. Members representing all constituencies are invited to attend.
Medical Staff Outreach	Targeted efforts were undertaken to improve the flow of information between the hospital and all physician staff offices through quarterly meetings to update affiliated physician office staffs of changes and programs that affect or serve their patients.
Community Benefits Focus Group	Fairview invited thirty community leaders to a community meeting in November 2001, that consisted of focus groups, to determine the major health issues that exist in our community and solicit community feedback on the role Fairview Hospital can play in facilitating collaboration among agencies to address issues.
Hispanic Community Outreach	Fairview Hospital patients statistics and interpreter log reflects that during the past year, interpreter services were provided to 89 patients, 73 of which

	<p>were Spanish language. This supports our awareness of the growing Latina community in the southern Berkshires. Community outreach is an important component of Fairview Hospital's efforts to strengthen the cultural diversity needs in health care.</p> <p>Many efforts have been initiated to strengthen the cultural sensitivity and awareness of cultural differences on patient care. Highlights include:</p> <ul style="list-style-type: none"> • The addition of a Spanish-speaking staff member to the Advocacy for Access office. • Participation in the community outreach efforts of the Southern Berkshire Educational Collaborative's English as a Second Language Program. Hospital staff participated in sharing their perceptions of experiences, challenges and opportunities in caring for Hispanic patients. Two members of the ESL program then presented services in public forums for Spanish speaking individuals, sharing information about resources as well as soliciting feedback regarding questions and personal experiences in accessing care, allowing Fairview Hospital to gain direct insight into patient experiences. A 54-hour Medical Interpreter Training was hosted in collaboration with Berkshire AHEC and the Umass Medical school. The program took place between March and June of 2003. Two employees and nine community members completed the program and sat for the exam successfully, resulting in a group of qualified Spanish language medical interpreters available to provide services to our Latino patient population.
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Identification of Priority Objectives

Fairview is committed to providing the community with initiatives that address the major issues that our community faces. In FY 2003, initiatives reflect the fundamental goals that have guided the hospital in designating resources and implementing plans that best serve the health status of the southern Berkshire, tri-state community.

These goals include access to healthcare services; health education programs and access to early intervention and prevention programs

Review, Evaluation and Plan Update

Fairview Hospital reviews the response rate, impact and effectiveness of our programs on an annual basis.

IV. COMMUNITY BENEFIT PLAN AND INITIATIVES

The following are the Community Benefits activities of Fairview Hospital in FY03 and the target audiences they serve.

Program	Target Audience
1. Men's Health Program	Uninsured/underinsured men over the ages of 19.
2. Medical Reserve Corps	Area police, fire and safety officials, schools, town services, community members
3. Critical Access Hospital (CAH)	Medicaire patients/ senior citizens
4. Diabetes Program	Diabetics and their families

Program Descriptions:

1. Men's Health Program

The Men's Health Partnership, a pilot project that was funded by the Massachusetts Department of Public Health, provided 84 uninsured or underinsured men with a free health screening by a Fairview-affiliated primary care physician in an eight week period. Clinical outcomes showed a large number of patients had a family history of heart disease before the age of 60. Over one-third of participants had an elevated cholesterol count of over 250, twenty-two percent suffered from hypertension and 12% of the participants had an abnormal PSA. The program was heavily promoted by the Advocacy for Access staff in both English and Spanish advertisements and public relations initiatives.

The success of the program received regional attention at the New England Rural Health Roundtable and garnered addition state funding for Fairview Hospital to offer these screenings to uninsured and underinsured men in FY2004.

2. Medical Reserve Corps/ Local Emergency Planning

In October of 2002, Fairview Hospital, along with 41 other organizations in the United States, received a grant from the Office of the Surgeon General to form a Medical Reserve Corps. A MRS is a group of volunteers (both medical and others) that will be available to respond in the case of a large scale emergency or an event of long duration.

In January of 2003, Sharon Terry was hired to coordinate the Southern Berkshire Medical Reserve Corps, which covers Southern Berkshire County. They also work collaboratively with the bordering areas of Connecticut and New York. The Great Barrington Police Department donated office space for the office of the coordinator.

The first year for the SBMRC was an extremely busy one that reflected community-wide commitment and collaboration. The first months were spent setting up the office, ordering the computer equipment, designing the website, designing a program pamphlet and creating a database.

The recruitment process followed. Town coordinators were selected to serve on a volunteer basis for each town in the SBMRC. Once this step was complete, town coordinators helped identify people in their towns who might be interested in volunteering. An application form was designed and input into the database began.

Over 100 people are currently listed in the database, nearly half of them serving actively with SBMRC activities.

First aid, CPR and Incident Command are part of the required training that all members will undertake. Speakers, trainings and presentations will be offered on various aspects of emergency preparedness. The organization has worked collaboratively with New York and participated in the Smallpox Drill as well as trained volunteers and local safety personnel in the set up of the newly acquired Decontamination Unit.

3. Critical Access Hospital Status

The existence of a rural hospital makes access to care possible in rural communities like the southern Berkshires. Working to assure the financial viability and sustainability of a hospital, Fairview Hospital initiated the process of attaining Critical Access Hospital status, viewed as an important component in keeping Fairview Hospital financially viable, thus accessible.

Attaining Critical Access Hospital status required significant human resources. Following an intensive inspection and certification process by the Massachusetts Department of Public Health, Fairview Hospital was awarded Critical Access Hospital status, recognizing its role as an essential health care provider to our community. The efforts made by Fairview Hospital and Berkshire Health Systems to attain this designation are important to sustain the viability of Fairview Hospital, ensuring access to health care for our Medicare patients, a substantial percentage of our patients and community.

4. Diabetes Outreach Program

The Diabetes Care Program at Fairview Hospital is modeled after the American Diabetes Association program and is offered in collaboration with a similar program at Berkshire Medical Center. The program has been initiated at Fairview Hospital in response to regional health statistics which show a startling increase in diabetes in the Berkshires. Fairview Hospital's Emergency Department staff report that many visits by diabetic patients who seek emergency care could be prevented if proper education was available.

Fairview Hospital established a formal outpatient diabetes education program in April of 2003. The four-part program is offered bi-monthly. Program components include education about diabetes, strategies for diabetics to improve health, the role of health, eating, physical activity and weight management, as well as topics such as health monitoring and how to read food labels. Following a process of program development, the Diabetes Education Program was launched. During the second half of FY'03, Fairview Hospital has had 63 individuals participate in the program.

The program coordinator is developing a process to measure results of the program. The goal is to achieve a 1% decrease on A1C levels in the blood. This goal would be expected to decrease diabetic complications by 35%.

V. Community Service

Fairview Hospital offers many programs to the southern Berkshires that target specific needs and health objectives that can improve our community's health and access to services. The following are some of the services that enhance our community.

1. Advocacy for Access

The Advocacy for Access program assists individuals who are uninsured, or underinsured access appropriate healthcare insurance and federal, state and community programs. Advocacy for Access coordinators are proactive in community outreach and committed to facilitate the process for individuals. Advocacy staff are important resources for the southern Berkshire community, often referring individuals to services that are necessary.

Program	Applications Processed
MassHealth	1,411/1,224 approvals
Citizen Health	80
Prescription Advantage	125
Free Care Applications	783
Disability	201 applications/179 approvals
Insurance Partnership	48 new/72 renewals
Hispanic Applications to MassHealth	191 (fivefold increase from FY02)
Men's Health	85

2. Community Links Networking for Area Agencies

The networking lunches, introduced in 2002, serve as a valuable resource for social service agencies. Each meeting gives participants the opportunity to focus on current social and health issues from the multiple perspectives of the individuals who provide services. Fairview hosted three meetings in FY 2003. Each meeting has had between 25 and 30 area professionals sharing their missions, needs and goals, and challenges. These meetings are opportunities to build bridges between other agencies and improve service provided to the community.

3. Community Outreach and Education

a) CPR Plus Program

The rural character of our community increases the importance of an educated community in preparing our lay responders to be an effective first line of the emergency chain. The distance between a victim and the emergency response team can play a major role in the victim's outcome. For this reason, Fairview has placed a high priority on educating individuals on emergency preparedness measures for lay persons to provide vital care until emergency personnel arrives.

This program enabled individuals of the community to receive training and certification designed to improve outcomes of accidents, heart attack and traumas through improved first line of response. The program serviced individuals, organizations, schools, day care centers, community centers, camps and businesses in the region.

In FY03, Fairview Hospital offered emergency training to various groups in the community and at the hospital. All classes followed the American Heart Association standards. These programs trained the following number of individuals in the community:

Program	Number Trained
CPR for Healthcare Providers	563
Heartsaver	602
Heartsaver plus AED	73
Family and Friends	58
Pediatric	24
AED	4
First Aid	107
Babysitter Safety	103
First Aid Instructors	5
CPR Instructor	10
CPR Instructor/Trainer	1

b) Community Education and Screenings

Fairview Hospital offers an active community outreach and education program that brings medical specialists to our community to help individuals understand, maintain and improve their health through understanding of disease and health issues that arise. Speakers are affiliated medical professionals who donated their time to make these presentations

Type of Program	Title/Number Served	Date
Health Series	Wellness, Exercise and Weight Management 10 week program – 10 participants	9/29-12/10/02
Health Series	Wellness, Exercise and Weight Management 21 participants	1/0/03-3/13/03
Health Series	Wellness, Exercise and Weight Management 11 participants	4/3/03-6/5/03
Health Series	Wellness, Exercise and Weight Management 18 participants	9/4/03-11/6/03

Outreach	St. James Lenten Program Health care issues, identification of unmet needs	3/26/03
Education Program	Women and Heart Disease Sharyn Hickey, Coordinator Cardiac Rehabilitation 22 attendees	2/15/03
Health Fair (screenings, information)	Mead-Westvaco 41 participants	6/18/03
Health Fair	Devonshire Estates 27 participants	5/29/03
Health Fair	GB Community Fun Day/Medical Corps 13 participants	5/31/03
Public Screenings	AHA Heart Walk 65 screened	9/21/03
Public Screenings	Little League Baseball Games – 3 evenings 55 screened	6/9-12-18/03
Public Screenings	Fairview Resource Center 265 screened	Weekly
Health Series	Diabetes Care Program –4 week session 63 Participants	4 sessions
Health Fair	Advocacy for Uninsured 6 screened	3/12/03
Health Fair	Southern Berkshire Educational Collaborative ESL students 22 screened	1/14/03
Smoking Cessation Program	Free 5 week program 22 participants	September October April
Health Programs	Long Term Care Insurance 12 attendees	9/12/03
Health Programs	Safe Administration of Medications and Herbs	6/20/03
Health Program	Elder –Law, Medicaid & Spend Downs	5/19/03
Health Programs	End of Life Issues, Health Care Proxy, Advance Directives	4/11/03
Health Program	Managing Holiday Stress	12/16/02
Health Program	New Topics in Opthamology /Age-related Macular Degeneration, Cataracts, Glaucoma	11/15/02
Industry Screening	Specialty Minerals 25 screened	6/23/03
Industry Screening	Simon’s Rock College of Bard 28 screened	5/8/03
Industry Screening	Schweitzer-Mauduit 59 screened	4/29/03 The first year for the SBMRC was an extremely busy one that reflected community-wide commitment and collaboration. he first couple of months were spent setting up the office, ordering the computer equipment, designing the website, designing a program pamphlet and creating a database.

c) Health Support Groups

Program	Number Served
Diabetes Support Group	40 visits
Breast Cancer Support	25 visits
Parkinson’s Exercise	8 a week/average- 400 year

5. Women's Health Services

Perinatal Program

In FY03, Fairview Hospital's peri-natal program provided comprehensive medical, social and nutrition services to low income women who were at high risk for poor pregnancy outcomes due to social and economic barriers to prenatal care. Services are offered within the environment of Fairview's women's health center, Barrington Obstetrics and Gynecology. Educational programs and support groups, as well as home visits are an integral component of this special program. Case management is provided by a team consisting of a nurse midwife, social worker, nutritionist, health educator and physician medical director. Health counseling and supportive intervention is included as a routine service.

Participants	Number served
Mothers at risk	261

Project H.E.R.O.A

Fairview Hospital participates in Project H.E.R.O.A., an effort to provide important screenings for uninsured moderate and low-income women not currently eligible for the free screening program.

Service Provided	Number served
Ob/Gyn visits	40
Mammographies	40

6. Hospital-School Partnerships

Fairview Hospital is closely tied to the local school district to provide education and enrichment to area youth. The hospital offers a wide range of programs based on the interest and age of participants. Programs include:

Program	Participants
Pre-k-gr.5 School Tours	180 students
Gr. 7&8 Health Care Exploration Camp	21 students
High School Shadow a Healthcare Worker	30 students
Internship	10 students
Guidance Counselors	7 guidance counselors
National Youth Leadership	34 students

7. Employee Volunteerism

Fairview Hospital employees actively serve as volunteers in a variety of community efforts. Employees offer a variety of skills and good will to the wider community as they participate in various programs including, but not limited to:

- American Red Cross Blood Drive
- American Cancer Society Daffodil Days
- American Heart Association
- Area Health Education Consortium
- Berkshire Botanical Garden
- Berkshire Community College Advisory Board
- Berkshire Prevention Alliance
- Berkshire Coalition for the Prevention of Teen Pregnancy
- Berkshire Tech Prep Career Development Program
- Southern Berkshire Chamber of Commerce
- Community Partnership for Children /BHRSD
- Compassionate Friends
- Copake Park Commission
- Copake Rescue Squad
- Create a Dream
- Earth Angels
- Easter Seals
- Elder Services
- Elizabeth Freeman Center
- Fairview Hospital Auxiliary
- Girls Inc.
- Great Barrington Food Pantry
- Hospice Care in the Berkshires
- Kiwanis Club of Sheffield
- Lee Ambulance Squad
- Mass. Department of Education, Early Childhood Advisory Board
- Massachusetts Organization of Nurse Executives
- New Marlborough Rescue Squad
- Otis Rescue Squad
- Rotary Club of Great Barrington
- Rural Domestic Violence and Child Victimization/DPH
- Sandisfield Rescue Squad
- Southern Berkshire Hockey League
- Southern Berkshire Volunteer Ambulance Squad
- Southern Berkshire Educational Collaborative
- Southern Berkshire Youth Association
- South County Soccer Coach
- Special Olympics
- Taconic PTA
- United Cerebral Palsy Association
- United Way of the Southern Berkshires

VI. FUTURE PRIORITIES FY2004

Fairview Hospital will continue to assess the needs of the southern Berkshire community in collaboration with Berkshire Health Systems and other community organizations to make positive and proactive impact on the major health issues facing our community.

In order to best serve the health needs of our community, in FY 2004, Fairview Hospital community benefit priorities have been identified as:

- collaboration to meet unmet needs of uninsured and underinsured
- securing grant funding to offer community education and screenings on important health issues facing our community
- physician recruitment

VII. FINANCIAL QUANTIFICATION

Total patient care-related expenses for FY03: \$ 23,761,498.

FY03	FY03	FY03	FY03	Budgeted FY04	Budgeted FY04	Budgeted FY04
Community Benefits Program	Gross Community Benefits	Grants, Donations, Other Revenue	Net Expenditures	Gross Expenditures	Grants, Donations, Other Revenue	Net Expenditures
Free Care	542,413	234,973	307,440	788,275	646,385	141,890
Community Programs	389,075	137,000	252,075	350,000	140,000	190,000
Med. Education	—	—	—	—	—	—
UCP	222,046	—	222,046	241,015	—	241,015
TOTALS	\$1,153,534	\$371,973	\$781,561	\$1,379,290	\$786,385	\$572,905

NOTE: In FY03, Fairview Hospital experienced an operating loss of \$ 2.9 million.