

Merrimack Valley Hospital - FY2013

Community Benefits Mission Statement

Merrimack Valley Hospital's community benefits mission and the guiding philosophy of our community initiatives is to improve the health status of the community by providing access to comprehensive, high quality, compassionate and efficient health services in the community setting. We accomplish this by:

- Identifying and addressing root causes of health conditions and disparities
- Participating on local action committees
- Funding community-based health initiatives
- Educating community members around prevention and self care

Target Populations

Name of Target Population	Basis for Selection
Low-income residents	Needs Assessment
Senior residents	Needs Assessment
Community members with mental health issues	Needs Assessment
Latino residents	Needs Assessment

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.steward.org/Community-Health/Merrimack-Valley-Hospital/Merrimack-Valley-Hospital-Community-Health>

Key Accomplishments of Reporting Year

- Hosted a Community Health Fair that provided health information to 300+ attendees
- Partnered with Haverhill High School to provide youth with work experiences in a health care setting
- Provided support to the Hillview Montessori Charter Public School health curriculum through monthly presentations
- Conducted an extensive Community Health Needs Assessment including local resident focus groups and community based provider surveys

Plans for Next Reporting Year

Community Benefits Plan

Priority 1

Health Insurance Coverage and Access to Care

In Haverhill, those who are employed but not working full time and year round and those who have some college or an Associate's degree have a greater chance of not having health insurance coverage than the overall population (8.4% and 6.0%, respectively, versus 4.5%). Those who are in the labor force but unemployed are at the highest risk (14.8%). Difficulty with enrollment process and lack of knowledge of affordable health insurance options were cited as barriers to health insurance enrollment.

Target Population: Uninsured residents

Regions served: All

Health indicator: Health Insurance Coverage

Sex: All

Age Group: All

Ethnic Group: All

Language: English, Spanish

Statewide Priority: Supporting Healthcare Reform
Reducing Health Disparities

Tactics / Short Term Goals

- Utilize community health advocates to conduct home visits and follow up assistance to uninsured patients who visit the emergency department, to enroll in available state health insurance plans.
- Provide information on and assistance enrolling in state insurance plans to working populations, through partnerships with community based organizations and community groups.
- Conduct neighborhood level outreach in high risk areas to offer assistance enrolling in available state health insurance programs.

Tactics / Long Term Goals

- Perform additional investigation into the causes and solutions for lack of health insurance coverage of selected groups that were highlighted by focus group participants in needs assessment, including:
 - o Veterans who are not covered by insurance through the Veterans Administration
 - o Families with low income
 - o Female-headed households
 - o College students who have out of state health insurance and are unable to find providers that accepted their insurance

Priority 2

Diabetes management and care

Rates of both diabetes-related emergency visits and diabetes-related hospitalizations were statistically higher in Haverhill than the state average in 2009. Primary data showed that difficulty obtaining or affording nutritious foods, and limited access to wholesome meals at local food pantries may be driving factors.

Target Population: Residents with diabetes mellitus or at risk for the disease, particularly those who are low-income or at risk for food insecurity

Regions served: All

Health indicator: Diabetes-related emergency room visits

Diabetes-related hospitalizations

Sex: All

Age Group: Adult

Ethnic Group: All

Language: English, Spanish

Statewide Priority: Chronic Disease Management in Disadvantaged Populations

Promoting Wellness in Vulnerable Populations

Tactics / Short Term Goals

- Partner with local farmers to offer an on-site farmers market at MVH
- Identify diabetic patients who are at risk for reduced access to fruits and vegetables
- Prescribe farmers market vouchers to diabetic patients who are at risk
- Provide onsite nutrition counseling, healthy recipes and information at the Haverhill farmers market
- Partner with Elder Services of the Merrimack Valley to host chronic disease self-management workshops at no charge and open to the community

Tactics / Long Term Goals:

- Increase access to fruits and vegetables at local food pantries through advocacy and support of community efforts
- Investigate further the root causes of poor disease self-management in vulnerable populations and address these driving factors

Priority 3

Mental health care and support

In 2009, the rate of emergency visits for mental disorders was statistically higher in Haverhill compared to the state overall. Primary data sources identified management of mental illness as a chief health concern, citing underlying factors such as

difficulty accessing medications, difficulty managing medications, and access to non-drug alternatives for care.

Target Population: Residents with mental health concerns or mental disorders

Regions served: All

Health indicator: Mental disorders – related emergency room visits

Mental disorders – related hospitalizations

Sex: All

Age Group: Adult

Ethnic Group: All

Language: English, Spanish

Statewide Priority: Chronic Disease Management in Disadvantaged Populations

Promoting Wellness in Vulnerable Populations

Tactics/Short Term Goals

- Educate community leaders and frontline caregivers on how to navigate the mental health system and advocate for their clients who need mental health services
- Maintain a resource list for mental health and related services and distribute to local community based organizations
- Coordinate mental health first aid training for community providers and staff

Tactics/Long Term Goals

- Identify methods to address underlying factors affecting disease management, such as difficulty accessing medications, difficulty managing medications, and access to non-drug alternatives for care

Priority 4

Disparities in access to health care for minority populations

The city of Haverhill has a relatively large Hispanic population (14.5%), compared to the state (9.6%) and neighboring towns, but this population is underrepresented in the patient population at MVH (8.73%). Disparities in rates of uninsured persist between those who are White alone, not Hispanic or Latino (3.9%) and those who are Hispanic or Latino, of any race (6.8%) in Massachusetts. Members of the Community Benefits Advisory Council expressed concern that Latino residents experience various barriers to regular care, including difficulty with insurance enrollment requirements and availability of culturally similar providers.

Target Population: Latino residents

Regions served: Haverhill

Health indicator: Uninsured

Access to primary care

Race/ethnic breakdown of hospital patient population

Sex: All

Age Group: Adult

Ethnic Group: All

Language: Spanish, English

Statewide Priority: Promoting Wellness in Vulnerable Populations

Reducing Health Disparity

Tactics/Short Term Goals

- Develop materials about hospital services in Spanish
- Offer culturally sensitive training in the hospital
- Outreach to Latino population through local media outlets, including TV and radio, welcoming this population to the hospital
- Host community events with Spanish-speaking physicians

Tactics/Long Term Goals

- Establish methods for consistent two-way communication between the health system and the local Latino community to assess barriers to health education and services

Priority 5

Childhood Obesity

A report issued by the Bureau of Community Health Access and Promotion, Massachusetts Department of Public Health, Status of Childhood Weight in Massachusetts, 2009-2011, details the results of a body mass index (BMI) screening performed in Massachusetts public schools. The BMI of 72 percent of students in grades 1, 4, 7, and 10 are adjusted for age and categorized as underweight, healthy weight, overweight and obese. The results for Haverhill demonstrate a higher percentage of children who are overweight or obese than the state average in 2011.

Target Population: Children and Families

Regions served: All

Health indicator: Childhood overweight

Childhood obesity

Sex: All

Age Group: Adult and Children

Ethnic Group: All

Language: English, Spanish

Statewide Priority: Promoting Wellness of Vulnerable Populations

Short Term Goals

- Promote and sponsors effective programs to address childhood obesity
- Participate in local health fairs by sending MVH registered dieticians to support and educate

Long Term Goals

- Address the contribution of sugar-sweetened beverages to overweight and obesity through supporting and advocating for limitations on sale and consumption in the community, including public buildings and schools
- Advocate for a ban on trans fat ban in Haverhill and the surrounding towns

Priority 6

Youth Educational Achievement

The high school dropout rate in Haverhill rose to 18.2 percent in 2009, and declined to 15.6 percent in 2011, but remains twice that of the state average (7.2%). Education is a strong determinant of health, through its affect on income level, which has been shown to correlate with health status, and through its relationship to prevalence of health-related behaviors, such as smoking. The effects of high school dropout rates on society are significant, impacting economic production, jail usage and increased usage of social support services.

Target Population: Middle and high school aged youth

Regions served: All

Health indicator: High school dropout rate

Sex: All

Age Group: Youth

Ethnic Group: All

Language: English, Spanish

Statewide Priority: N/A

Short Term Goals

- Host events to inform and inspire youth to finish high school
- Provide education to young people about the various careers available in health care, with a focus on those that are attainable through local programs and community colleges

Long Term Goals

- Partner with local organizations to identify at-risk youth early in their educational career, provide support services to the students and their families to help ensure success
- Support youth development programs, such as VIP (Violence Intervention Program) that teach character, inspire youth and have excellent graduation rates

Priority 7

Chronic Disease Prevention and Management

Rising rates of chronic disease at a state and national level present a critical public health problem, as well as a health system challenge in terms of skyrocketing costs associated with conditions such as obesity and hypertension. In order to effect change on a broad scale, health systems must address the behavioral determinants of health, such as food and beverage intake, physical activity and medication adherence.

Target Population: All

Regions served: All

Health indicator: High school dropout rate

Sex: All

Age Group: Youth

Ethnic Group: All

Language: English, Spanish

Statewide Priority: Promoting Wellness of Vulnerable Populations

Short Term Goals

- Offer educational seminars at no cost that address various health topics related to chronic disease
- Promote free blood pressure screenings
- Sponsor programs that promote healthy living
- Offer Continue senior lunches to inform seniors about chronic disease prevention and provide opportunities for social support

Long Term Goals

- Provide follow up support for patients with or at risk for chronic disease such as assistance in enrolling in available programs, assistance in scheduling and maintaining health care appointments and addressing barriers to medication adherence

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Community Benefits Advisory Committee

- Karen Kennedy, Director of Mission and Community Partnerships, Merrimack Valley Hospital
- Mary Connolly, RN, Haverhill Council on Aging
- Michael Cornelius, Director of Respiratory Services, Merrimack Valley Hospital
- Beth Dymek, Social Work, Merrimack Valley Hospital
- Douglas Edison, President, Haverhill Brightside
- Collette Farina, Member Service Director, Haverhill YMCA
- Tracy Fuller, Executive Director, Haverhill YMCA
- Kalister Green-Byrd, Member, Merrimack Valley Hospital Board of Trustees
- Sharon Guinta, Director of Program Quality, Emmaus, Inc., Haverhill
- Tina Lambert, Patient Advocate, Merrimack Valley Hospital
- Penny McGuire, MPH, Director, Community Health Strategies, American Heart Association
- Audrey Mears, RN, Director of Emergency Services, Merrimack Valley Hospital
- Father Robert Murray, Pastor of St. James and St. John Parishes, Haverhill
- Paul Muzhuthett, MA, MSW, Regional Director, Northeast Regional Health Office,

Dept. of Public Health

- Gary Ortiz, Haverhill Public Works Department
- Marlene Yeo, Director, Somebody Cares New England

Community Benefits Team Meetings

- *January 25, 2013
- *February 22, 2013
- *April 26, 2013
- *September 6, 2013

Community Partners

- *American Heart Association
- *Kiwanis Club of Haverhill
- *Haverhill Breakfast Exchange
- *Haverhill Rotary Club
- *Greater Haverhill Chamber of Commerce
- *Haverhill Community Violence Prevention Coalition
- *Haverhill Brightside
- *Haverhill YMCA
- *Haverhill Council on Aging
- *Emmaus
- *Sacred Hearts Parish School
- *Pregnancy Care Center
- *Somebody Cares New England
- *Haverhill Farmers Market
- *Mass. Federation of Farmers Markets
- *Haverhill High School-Access 21 Program
- *Hillview Montessori School
- *Haverhill Police Dept.
- *Lower Merrimack Valley and Seacoast Partnership (CHNA 12)
- *Merrimack Valley Chamber of Commerce
- *St. James and St. John's Roman Catholic churches, Haverhill
- *Haverhill Public Works Dept.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

The last community benefits health needs assessment, entitled Merrimack Valley Hospital Population Health Improvement Report 2012-2013 will inform community benefits programming from FY 2013 through 2015.

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Hospital, Interviews, MassCHIP, Surveys, CHNA

Select Community Benefits Programs

Meet the Expert

Brief Description or Objective	Merrimack Valley Hospital offered Meet the Expert educational seminars free and open to the public. This is a physician driven program and on average attracts 45-50 people per session. Programs meeting the criteria for Continuing Education in Nursing in Massachusetts pursuant to 244 CMR 5.04, The Board of Registration in Nursing Rules and Regulation seminars offer a 1.0 contact hour for nursing free of charge.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Other: Elder Care • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform
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Goal Description	Goal Status
Provide access to physician-based health education at no charge.	Achieved

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Jean MacDougall-Tattan, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-420-1168, jean.macdougall-tattan@steward.org
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Detailed Description	Not Specified
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Senior Lunches

Brief Description or Objective	Merrimack Valley Hospital hosted quarterly lunches for adults ages sixty and older. On average, fifty seniors attend each luncheon. For \$5.00 per person, each senior received a well-balanced meal and enjoyed a healthy living presentation, most frequently presented by a physician. Topics included Nutrition and Health, Osteoporosis: Causes, Prevention and Treatment, Diagnosis and Treatment of Diabetic Neuropathy, and Wellness and Memory Loss. MVH has consistently received feedback from those who attend that this event is valuable not only for the information that is presented but for the social resource it provides, helping combat loneliness in the senior community. Each event in 2013 was sold out with over 50 attendees and a waiting list.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Other: Elder Care • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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Goal Description	Goal Status
Increase the health knowledge of seniors in our community.	Achieved
Provide avenues for social interaction and engagement for seniors in our community.	Achieved

Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information	Jean MacDougall-Tattan, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-420-1168, jean.macdougall-tattan@steward.org
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Detailed Description	Not Specified
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Access 21 Haverhill High School

Brief Description or Objective	Merrimack Valley Hospital welcomes students from Haverhill High School to experience work-based learning. Through this structured learning experience that is based in one of the hospital's departments, students gain job skills, confidence, interpersonal skills and experience in a professional setting.
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Program Type	Mentorship/Career Training/Internship
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Other: Education/Learning Issues • Sex: All • Age Group: Adult-Young • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Promoting Wellness of Vulnerable Populations
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Goal Description	Goal Status
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The goals of this program are to provide students with a realistic sense of a typical workday in an environment that helps them to learn how to interact with others and how to blend academic and occupational skills.	Ongoing
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Partners

Partner Name, Description	Partner Web Address
Haverhill High School	http://www.haverhill-ps.org

Contact Information	Rev. Suzy Goodspeed, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-521-8151, suzy.goodspeed@steward.org
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Detailed Description	Not Specified
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Blood Pressure Screenings

Brief Description or Objective	Merrimack Valley Hospital offered free blood pressure screenings every 1st and third Friday of the month.
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Program Type	Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Other: Hypertension • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English
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Goals	Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations
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Goal Description	Goal Status
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The goal of the blood pressure screening program is to promote awareness of biometrics for wellness at no charge.	Achieved
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Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Connie Gagnon, 140 Lincoln Ave., Merrimack Valley Hospital, Haverhill, MA 01830, 978-521-8552, constance.gagnon@steward.org

Detailed Description

Not Specified

Haverhill Public School Outreach Program

Brief Description or Objective

Haverhill has a public charter Montessori school. While the resources that the school is given are based on a per-student basis just like other public schools, it has a smaller student body and therefore has less funding than other schools. The school approached the hospital regarding its need for health education resources. The hospital stepped in to lend its expertise to the school by providing monthly presentations that address different health areas. Drawing upon the expertise of its departments and staff, MVH provided fun, interactive, educational lessons to the student body. In FY2013, we covered the topics of tobacco prevention and mental health awareness.

Program Type

Community Education

Target Population

- **Regions Served:** Haverhill
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult-Young
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

The goal of this program is to provide interactive, valuable educational experiences on various health topics for school-age children in Haverhill.

Goal Status

Achieved

Partners

Partner Name, Description

Partner Web Address

Hillview Montessori Charter Public School

<http://hillviewmontessori.org/>

Haverhill Police Department

<http://www.haverhillusa.com/city-of-haverhill-police-department.html>

Contact Information

Karen Kennedy, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830 978-420-1157, karen.kennedy@steward.org

Detailed Description

Not Specified

MVH Annual Food Drive

Brief Description or Objective

Every year, Merrimack Valley Hospital staff coordinate a food drive to help supply a local food pantry with additional food. This year, the hospital donated 12 boxes of food to Open Hand Pantry in Haverhill. Staff collect, organize, store and transport the food to the food pantry.

Program Type

Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** Haverhill
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All

- **Ethnic Group:** All
- **Language:** English

Goals**Statewide Priority:** Promoting Wellness of Vulnerable Populations**Goal Description**

To increase the amount of food available to the Haverhill community at the local food pantries.

Goal Status

Achieved

Partners**Partner Name, Description**

Open Hand Pantry

Partner Web Address<http://www.stjamesandjohnhaverhill.org/>**Contact Information**

Kathleen Helps, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-521-8140, kathleen.helps@steward.org

Detailed Description

Not Specified

Farmers Market Voucher Program**Brief Description or Objective**

In 2013, Merrimack Valley Hospital partnered with local farmers to create the Farmers Market Voucher Program, an innovative approach to achieving better health through healthier eating. Participants were enrolled by referral from their Steward Primary Care Physician and were provided with "prescriptions" to purchase fresh produce at local farmers markets for themselves and their families at no cost. Providers encouraged participants to use the program as an opportunity to kick start healthier eating in their homes. In addition, MVH recruited a local farmer to set up a farm stand on the hospital campus once per week, offering increased access to fresh fruit and vegetables for staff, patients, visitors and the hospital's neighbors.

Program Type

Healthy Communities Partnership

Target Population

- **Regions Served:** Haverhill
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** English

Goals**Statewide Priority:** Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations**Goal Description**

Encourage healthy behaviors in our hospital and in the community by increasing access to and visibility of healthy, locally grown produce.

Goal Status

On-going

Partners**Partner Name, Description**

Chris' Farm Stand

Partner Web Addresschrisfarmstand.com

Mass. Federation of Farmers Markets

<http://www.massfarmersmarkets.org/>**Contact Information**

Karen Kennedy, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-687-0151 x2007, karen.kennedy@steward.org

Detailed Description

Not Specified

Healthy Cooking Demonstration

Brief Description or Objective	Building upon its partnership with the Haverhill Farmers Market, Merrimack Valley Hospital took healthy eating on the road to the downtown farmers market, providing a live demonstration on how to prepare a vegetable sauté in three different varieties, all without the addition of salt. The Hospital also provided free information material on healthy eating for families and persons with chronic diseases, along with fun educational coloring books for children. Merrimack Valley Hospital Food Service department members educated community members on healthy meal preparation methods and a dietician was on site to answer nutritional questions.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Other: Nutrition • Sex: All • Age Group: All • Ethnic Group: All • Language: English
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Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Provide a highly visible, interactive demonstration of how to prepare local, fresh produce in a healthy way.	Achieved
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Provide free information on nutrition and healthy eating in a community setting.	Achieved
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Partners

Partner Name, Description	Partner Web Address
Haverhill Farmers Market	www.haverhillfarmersmarket.org
Mass. Federation of Farmers Markets	http://www.massfarmersmarkets.org

Contact Information	Karen Kennedy, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA, 01830, 978-687-0151 x2007, karen.kennedy@steward.org
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Detailed Description	Not Specified
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Mental Health Awareness Community Workshop

Brief Description or Objective	In partnership with Somebody Cares New England, Merrimack Valley Hospital and Holy Family Hospital sponsored and coordinated a community roundtable discussion on mental health and available resources for treatment, support, intervention and advocacy. The purpose of the event was to equip participants to best care for and support their neighbors, friends, church members and clientele who deal with mental illness. Representatives from local mental health and social service agencies, along with local pastors, community leaders and community members attended and shared. A resource table provided space for all agencies to offer information on their services. The service area for this event was expanded beyond Haverhill to include the neighboring town of Methuen as well.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: Haverhill • Health Indicator: Mental Health • Sex: All • Age Group: All • Ethnic Group: All • Language: English
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Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description **Goal Status**

Equip community members and leaders to best care for and support their neighbors, friends, church members and clientele who deal with mental illness.

Achieved

Foster relationships between social service and mental health agencies and churches in the region.

Achieved

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

Somebody Cares New England somebodycaresne.org

Contact Information

Karen Kennedy, Merrimack Valley Hospital, 140 Lincoln Ave., Haverhill, MA 01830, 978-687-0151 x2007, karen.kennedy@steward.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2013	Approved Program Budget for 2013
Community Benefits Programs	Direct Expenses \$147,521 Associated Expenses \$5,200 Determination of Need Expenditures \$0 Employee Volunteerism \$1,965 Other Leveraged Resources \$1,383	\$30,350 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$271,351 HSN Denied Claims \$244,881 Free/Discount Care \$1,048,392 Total Net Charity Care \$1,564,624	
Corporate Sponsorships	\$19,584	
	Total Expenditures \$1,740,277	
Total Patient Care-Related Expenses for FY2013		\$57,724,445
Comments: For calendar year 2013, the hospital's Unreimbursed Medicare was \$2,154,400 and Unreimbursed Medicaid was \$1,174,446, together totaling \$3,328,846.		

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	