

## Organization Information

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**Organization Name:** Norwood Hospital  
**Address:** 800 Washington Street  
**City, State, Zip:** Norwood, Massachusetts 02062  
**Website:** www.norwood-hospital.org  
**Contact Name:** Nougasha Poulin  
**Contact Title:** Community Benefits Manager  
**Contact Department (Optional):** Marketing, Communications & Community Benefits  
**Phone:** (781) 278-6020  
**Fax (Optional):** (781) 278-6820  
**E-Mail:** nougesha.poulin@steward.org  
**Contact Address:** 800 Washington Street  
(Optional, if different from above)  
**City, State, Zip:** Norwood, Massachusetts 02062  
(Optional, if different from above)

**Organization Type:** Hospital  
**For-Profit Status:** For-Profit  
**Health System:** Steward Health Care System  
**Community Health Network Area (CHNA):** Blue Hills Community Health Alliance (Greater Quincy)(CHNA 20), Community Health Network of Greater Metro West (Framingham)(CHNA 7),  
 Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,  
**Regions Served:**

## Mission and Key Planning/Assessment Documents

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### **Community Benefits Mission Statement:**

Norwood Hospital's community benefits purpose is to:

- \* Provide accessible, high-quality health care services to those people who live and work in our communities.
- \* Work in collaboration with our community to identify and respond to unmet health needs, consistent with our mission to respond to the poor, the elderly and the underserved.
- \* Ensure the well being of our community through outreach efforts including, but not limited to, preventative health, education, screening, and wellness services.
- \* Recommend to the Board of Directors of Norwood Hospital the adoption of needed programs and services and the allocation of sufficient resources to address identified, prioritized, unmet health care needs of the community.
- \* Monitor and evaluate regularly the effectiveness of the Community Benefits Plan.

### **Target Populations:**

Name of Target Population	Basis for Selection
Individuals living with or at risk for the development of chronic disease with a focus on Diabetes and Cancer	Community Health Needs Assessment/ Community Benefits Advisory Committee Recommendations/ Demonstrated Needed
Individuals in need of health education, disease prevention and management, health screenings, to increase prevention and early detection of diseases.	Community Health Needs Assessment/ Community Benefits Advisory Committee Recommendations/ Demonstrated Need
Medically un-insured, under-insured, and underserved individuals	Community Health Needs Assessment/Community Benefits Advisory Committee Recommendations / Demonstrated Need

Individuals at risk for substance use disorders and behavioral health needs

Community Health Needs Assessment/ Community Benefits Advisory Committee Recommendations / Demonstrated Need

**Publication of Target Populations:**

Annual Report

**Community Health Needs Assessment:**

**Date Last Assessment Completed:**

10/2018

**Data Sources:**

Community Focus Groups, Community Health Network Area, Hospital, Interviews, MA Population Health Information Tool (PHIT), Other, Public Health Personnel, Surveys, MA Department of Public Health Centers for Disease Control and Prevention  
US Census Bureau

**CHNA Document:**

[NH CHNA 2018 12-21-18 FINAL.PDF](#)

**Implementation Strategy:**

**Implementation Strategy Document:**

[CH STRATEGY 2020 FINAL.PDF](#)

**Key Accomplishments of Reporting Year:**

Norwood Hospital continued with community visibility and outreach efforts throughout the service area. Provided more than \$50,000 in financial support in addition to material/promotion giveaway items to more than 25 community organizations. Sought out and built new partnerships with community organizations to increase its support of organizations addressing social determinates of health and health literacy, equity, and healthcare accessibility. Advocated for the inclusion of previously overlooked towns to be included in transportation needs assessment. Strengthened Community Tobacco Cessation Program by adding additional experienced Facilitator and development of data collection and analysis tools to assess program efficacy and effectiveness. Continued to donate meeting spaces at no-cost to community organizations that support substance use recovery, mental health , and violence prevention support. Increased outreach and education of Low Dose Computed Tomography requirements and recommendations as a means of early detection for Lung Cancer to more than 17,000 individuals. Enrolled individuals diagnosed with pre-diabetes and diabetes into the free Farmers Market Veggie Voucher program which provided 26 individuals with an average of \$115 of purchasing power for fresh fruits, vegetables, and herbs at any Massachusetts Farmers Market. Continued Senior Supper program, which provides a low fixed-price dinner option for adults 55 and older, serving an average of 110 seniors per month.

**Plans for Next Reporting Year:**

In 2020 Norwood Hospital will continue focus on the health needs as identified in the 2018 community health needs assessment. Norwood Hospital will continue to prioritize providing health education, outreach, and interventions to (re-)educate community members on health related behaviors and activities. Norwood Hospital will strengthen its Community Tobacco Cessation program through facilitator education, data collection and analysis, and incorporation of an educational component focusing on Low Dose Computed Tomography as early-detection of lung cancer. In response to the growing need to address the social determinates of health and the role they have in health equity, access, and literacy Norwood Hospital explore new pathways and partnerships with community organizations.

**Self-Assessment Form:**

[Hospital Self-Assessment Update Form - Years 2 and 3](#)

**Community Benefits Programs**

**Advanced Planning / End of Life Planning**

<b>Program Type</b>	Community-Clinical Linkages
<b>Program is part of a grant or funding provided to an outside organization</b>	No
<b>Program Description</b>	Norwood Hospital and Steward Home Care & Hospice partner to offer community

presentations to discuss end-of-life concerns/care.

**Program Hashtags**

Community Education,

**Program Contact Information**

Cindy Peters, Steward Home Care, 30 Perewal St., Westwood, MA 02090 508-479-1509

**Program Goals:**

Goal Description	Goal Status	Goal Type	Time Frame
Provide educational presentations to inform individuals about hospice Medicare benefits and end-of-life care.	Provided 2 free educational presentations to community members to assist in advanced planning end of life care.	Process Goal	Year 1 of 1

**EOHHS Focus Issues**

Not Specified

**DoN Health Priorities**

Not Specified

**Health Issues**

Access to Health Care, Mental Health, Other: Bereavement, Other: Cancer, Other: Cardiac Disease, Other: Education/Learning Issues, Other: Homebound, Other: Hospice, Other: Safety, Other: Stroke, Other: Uninsured/Underinsured,

**Target Populations**

- **Regions Served:** Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,
- **Environments Served:** All,
- **Gender:** All,
- **Age Group:** All,
- **Race/Ethnicity:** All,
- **Language:** All,
- **Additional Target Population Status:** Not Specified

**Partners:**

Partner Name and Description	Partner Website
Steward Home Care and Hospice	www.steward.org

**Community Giving and Donations**

**Program Type**

Infrastructure to Support CB Collaboration

**Program is part of a grant or funding provided to an outside organization**

Yes

**Program Description**

Provide a pathway in which community organizations can partner with Norwood Hospital to support and advance the mission and goals of the Community Benefits program.

**Program Hashtags**

Community Education, Health Screening, Prevention,

**Program Contact Information**

Nougesha Poulin, MPH Community Benefits Manager 781-278-6020

**Program Goals:**

Goal Description	Goal Status	Goal Type	Time Frame
Provide cash, donation, in-kind support, or technical assistance to community organizations working to support or advance Norwood Hospital's community benefits mission and goals.	Provided more than \$50,000 in financial support to more than 25 community organizations supporting or advancing Norwood Hospital's community health implementation plan.	Outcome Goal	Year 1 of 1

**EOHHS Focus Issues**

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Housing Stability/Homelessness, Mental Illness and Mental Health, Substance Use Disorders,

**DoN Health Priorities**

Built Environment, Education, Employment, Housing, Social Environment, Violence,

<b>Health Issues</b>	Not Specified
<b>Target Populations</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,</li> <li>• <b>Environments Served:</b> All,</li> <li>• <b>Gender:</b> All,</li> <li>• <b>Age Group:</b> All,</li> <li>• <b>Race/Ethnicity:</b> All,</li> <li>• <b>Language:</b> Not Specified</li> <li>• <b>Additional Target Population Status:</b> Not Specified</li> </ul>

**Partners:**

Partner Name and Description	Partner Website
Not Specified	Not Specified

**Diabetes Support and Education**

<b>Program Type</b>	Community-Clinical Linkages
<b>Program is part of a grant or funding provided to an outside organization</b>	No
<b>Program Description</b>	A support group facilitated by a Certified Diabetes Educator that provides diabetes management education, along with possible enrollment into the Farmers Market Veggie Voucher program.
<b>Program Hashtags</b>	Community Education, Support Group,
<b>Program Contact Information</b>	Linda Davenport, RD, LDN, CDE Clinical Nutritionist 781-278-6255

**Program Goals:**

Goal Description	Goal Status	Goal Type	Time Frame
Facilitate group support, education, and disease management skills to those diagnosed with Pre-diabetes and Diabetes.	Monthly support group is facilitated by a Certified Diabetes Educator from October to May with an average attendance of 11 people per session. Each month a new education topic is presented and discussed among participants.	Process Goal	Year 1 of 1
Enroll qualified individuals and their families to receive vouchers empowering participants to engage with their local farmers markets to purchase fresh fruits and vegetables to incorporate into their diets.	Enrolled 26 individuals with an average of 115 dollars of purchasing power for fresh fruits, vegetables, and herbs to be utilized at any Massachusetts Farmers Market.	Outcome Goal	Year 1 of 1

<b>EOHHS Focus Issues</b>	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
<b>DoN Health Priorities</b>	Built Environment, Social Environment,
<b>Health Issues</b>	Cancer-Other, Chronic Disease-Hypertension, Chronic Disease-Overweight and Obesity, Chronic Disease-Pulmonary Disease, Chronic Disease-Stroke, Social Determinants of Health-Access to Healthy Food, Social Determinants of Health-Nutrition,
<b>Target Populations</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,</li> <li>• <b>Environments Served:</b> All,</li> <li>• <b>Gender:</b> All,</li> <li>• <b>Age Group:</b> Adults,</li> <li>• <b>Race/Ethnicity:</b> All,</li> <li>• <b>Language:</b> Not Specified</li> <li>• <b>Additional Target Population Status:</b> Not Specified</li> </ul>

**Partners:**

Partner Name and Description	Partner Website
Massachusetts Farmers Market	<a href="https://www.massfarmersmarkets.org/">https://www.massfarmersmarkets.org/</a>

**Healthy Plates Education and Outreach**

<b>Program Type</b>	Total Population or Community-Wide Interventions
<b>Program is part of a grant or funding provided to an outside organization</b>	No
<b>Program Description</b>	Promoting healthy living through exercise, nutrition and lifestyle changes, through the use of interactive demonstrations and educational materials.
<b>Program Hashtags</b>	Community Education, Prevention,
<b>Program Contact Information</b>	Allison Prior, MA, RD, LDN Clinical Nutrition Manager 781-278-6907

**Program Goals:**

Goal Description	Goal Status	Goal Type	Time Frame
Provide interactive healthy nutrition and lifestyle education for children and families by focusing on USDA approved My Plate food groups, planning, and portion sizes, along with physical activity tips.	Provided education focused on healthy nutrition and lifestyle choices to more than 750 children and families during the annual Healthy Kids day hosted by Hockomock YMCA.	Outcome Goal	Year 1 of 1
Provide interactive cooking demonstrations with a focus on seasonal fresh fruits and vegetables, with take away educational materials and recipes that are in alignment with USDA My Plate recommendations.	Registered Dietitians demonstrated preparing and cooking healthy seasonally appropriate recipes while interacting with community members and providing general nutrition education and educational materials.	Outcome Goal	Year 1 of 1

<b>EOHHS Focus Issues</b>	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
<b>DoN Health Priorities</b>	Social Environment,
<b>Health Issues</b>	Chronic Disease-Diabetes, Chronic Disease-Overweight and Obesity, Health Behaviors/Mental Health-Physical Activity, Health Behaviors/Mental Health-Stress Management, Maternal/Child Health-Child Care, Other-Dental Health,
<b>Target Populations</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,</li> <li>• <b>Environments Served:</b> All,</li> <li>• <b>Gender:</b> All,</li> <li>• <b>Age Group:</b> All,</li> <li>• <b>Race/Ethnicity:</b> All,</li> <li>• <b>Language:</b> English,</li> <li>• <b>Additional Target Population Status:</b> Not Specified</li> </ul>

**Partners:**

Partner Name and Description	Partner Website
Not Specified	Not Specified

**Tobacco Cessation Program**

<b>Program Type</b>	Community-Clinical Linkages
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<b>Program is part of a grant or funding provided to an outside organization</b>	No
<b>Program Description</b>	Partnering with American Cancer Society's Freshstart Program, Norwood Hospital offers 4 six-week smoking cessation support group programs designed to help attendees plan a successful quit attempt by providing essential information, skills for coping with cravings, and group support.
<b>Program Hashtags</b>	Community Education, Health Screening, Prevention,
<b>Program Contact Information</b>	Glenn Medeiros, Sr. RRT Respiratory Therapist 781-278-6249

**Program Goals:**

Goal Description	Goal Status	Goal Type	Time Frame
Provide community members with tobacco cessation education designed to increase knowledge and confidence in quit attempt.	Norwood Hospital offered 4 Fresh Start Tobacco Cessation throughout the year. In 2019, 41 participants pre-registered and 12 participants completed the program.	Process Goal	Year 1 of 1
Provide opportunity for participants to complete initial Lung Cancer Risk Assessment to determine risk and provide follow-up recommendations.	All (12) Tobacco Cessation Participants for 2019 were provided opportunity to complete a lung risk assessment. Zero patients elected to complete initial Lung Cancer Risk Assessment	Outcome Goal	Year 1 of 1

<b>EOHHS Focus Issues</b>	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Substance Use Disorders,
<b>DoN Health Priorities</b>	Not Specified
<b>Health Issues</b>	Cancer-Lung, Cancer-Other, Chronic Disease-Diabetes, Chronic Disease-Stroke, Health Behaviors/Mental Health-Stress Management, Social Determinants of Health-Access to Health Care, Social Determinants of Health-Uninsured/Underinsured, Substance Addiction-Smoking/Tobacco Use,
<b>Target Populations</b>	<ul style="list-style-type: none"> <li>• <b>Regions Served:</b> Attleboro, Canton, Dedham, Dover, Foxborough, Franklin, Mansfield, Medfield, Medway, Millis, Needham, Norfolk, North Attleboro, Norton, Norwood, Plainville, Sharon, Stoughton, Walpole, Westwood, Wrentham,</li> <li>• <b>Environments Served:</b> All,</li> <li>• <b>Gender:</b> All,</li> <li>• <b>Age Group:</b> Adults, Elderly,</li> <li>• <b>Race/Ethnicity:</b> All,</li> <li>• <b>Language:</b> English,</li> <li>• <b>Additional Target Population Status:</b> Not Specified</li> </ul>

**Partners:**

Partner Name and Description	Partner Website
American Cancer Society	<a href="http://www.acsworkplacesolutions.com/freshstart.asp">http://www.acsworkplacesolutions.com/freshstart.asp</a>

**Expenditures**

**Total CB Program Expenditure** **\$190,648.00**

CB Expenditures by Program Type	Total Amount	Subtotal Provided to Outside Organizations (Grant/Other Funding)
Direct Clinical Services	Not Specified	Not Specified
Community-Clinical Linkages	\$7,448.00	Not Specified

Total Population or Community-Wide Interventions	\$79,838.00	\$29,968.00
Access/Coverage Supports	Not Specified	Not Specified
Infrastructure to Support CB Collaborations Across Institutions	\$103,362.00	\$87,522.00

CB Expenditures by Health Need	Total Amount
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Chronic Disease with a Focus on Cancer, Heart Disease, and Diabetes	\$66,432.00
Mental Health/Mental Illness	\$14,726.00
Housing/Homelessness	Not Specified
Substance Use	\$21,968.00
Additional Health Needs Identified by the Community	\$87,522.00

Other Leveraged Resources	Not Specified
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Net Charity Care Expenditures	Total Amount
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HSN Assessment	\$635,894.00
HSN Denied Claims	\$624,374.00
Free/Discount Care	\$393,425.00
Total Net Charity Care	\$1,653,693.00

<b>Total CB Expenditures:</b>	\$1,844,341.00
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Additional Information	Total Amount
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<b>Net Patient Service Revenue:</b>	\$201,326,309.00
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<b>CB Expenditure as Percentage of Net Patient Services Revenue:</b>	0.92%
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<b>Approved CB Program Budget for FY2020:</b>	\$141,017.00
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(\*Excluding expenditures that cannot be projected at the time of the report.)

In 2019 unreimbursed Medicare and Medicaid for Norwood Hospital was \$10,653,716.00 - (\$7,651,138 Medicare) (\$3,002,577.00 Medicaid).

**Comments (Optional):**

At the time of filing this report, Norwood Hospital is forecasting a decrease in overall FY 20 Community Benefits Spending as result of two major events that occurred in 2020. (1) COVID-19 pandemic response and Massachusetts stay-at-home orders significantly altered the landscape of community events normally supported in partnership between community organizations and Norwood Hospital. (2) On June 28th 2020, Norwood Hospital suffered a catastrophic flood as a result of a flash flooding event. This event resulted in the evacuation of all patients under care at Norwood Hospital, and has resulted in the temporary closure of most hospital services.

**Optional Information**

<b>Hospital Publication Describing CB Initiatives:</b>	Not Specified
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<b>Bad Debt:</b>	Not Specified
<b>Bad Debt Certification:</b>	Not Certified
<b>Optional Supplement:</b>	Not Specified