

STURDY MEMORIAL HOSPITAL

211 Park Street
Attleboro, MA 02703
www.sturdymemorial.org

Community Benefits Report for Fiscal Year 2005

COMMUNITY BENEFITS MISSION

Sturdy Memorial is dedicated to providing safe, high quality, cost-efficient care and the broadest range of diagnostic, inpatient, outpatient and emergency services, appropriate for a community hospital, to area residents.

The Hospital works to ensure that ample, high quality primary and specialty physician services are accessible to area residents and avoids costly duplication of health care services by coordinating with other area health care providers to the extent practicable.

The Hospital provides leadership while working in cooperation with public and private health, civic and business organizations to enhance and meet the health needs of our communities.

PROGRAM ORGANIZATION AND MANAGEMENT

Sturdy Memorial has a Planning Committee as part of its governance structure. The Committee is comprised of community residents and business leaders who work and/or live in the Hospital's service area, and Hospital leadership.

The Planning Committee meets bimonthly and is charged with oversight of Sturdy Memorial's community benefits program. At each meeting, there is an update and discussion about community benefits activities and how the Hospital works cooperatively with area physicians, service providers and civic leaders to respond to appropriate community needs. The Committee's knowledge of our communities and involvement in the planning process helps the Hospital attain its community benefits goals. The Planning Committee reviews the Community Benefits Plan annually prior to submission to the Attorney General's Office.

The Planning Committee reports to the Board of Directors.

KEY COLLABORATIONS AND PARTNERSHIPS

Sturdy Memorial Hospital enjoys positive, cooperative relationships with area businesses, civic organizations, local and regional health care associations and affiliated medical staff. We actively seek out and facilitate strong partnerships that will enhance the health of the people in our communities. Key organizations we have collaborated or partnered with and significant programs from FY 2005 follow:

- AARP
- American Cancer Society
- American Heart Association
- American Red Cross
- American Stroke Association
- Attleboro Area Community Council
- Attleboro Area School-to-Career Partnership
- Attleboro High School-Based Health Center
- Bristol Community College
- Bristol County Homeland Security Task Force
- Brown University School of Medicine
- Emergency Preparedness Awareness and Education (w/municipalities)
- Councils on Aging
- EMT Training (w/municipalities)
- Health Agents
- HealthyChoices (health education w/elementary schools)
- Look Good, Feel Better
- Mansfield Community Resource Network
- Mothers Against Drunk Driving (MADD)
- National Multiple Sclerosis Society
- Northeastern University
- Safety Officers (safety programming with municipalities)
- Southeastern Massachusetts Homeland Security Regional Council
- Stericycle (needle disposal)
- The Sun Chronicle (Newspaper in Education)
- TB Clinic (w/Department of Public Health)
- Tri-County High School
- Toys for Tots
- United Way of Southeastern Massachusetts
- YMCA
- Wheaton College (student mentoring/clinical outreach)

COMMUNITY HEALTH NEEDS ASSESSMENT

Sturdy Memorial's Community Benefits Plan involves a planning process derived from a needs assessment. At the core of this planning is the Statement of Purpose, otherwise known as our Community Benefits Mission (above).

The needs assessment includes formal data gathering, review of clinical issues, and feedback from patients, clinicians, professional forums and program evaluations. The formal data gathering involves market research among area residents, patient satisfaction surveys and Hospital service utilization statistics. Findings are reviewed for trends or needs in the community. Clinical trend data and patient education needs recognized by clinicians while providing medical or follow-up care to patients are also considered by the Committee. Additionally, members of the community and community groups are encouraged to and often relay programming suggestions directly to the Hospital or through evaluation tools. Hospital staff are able to make qualified recommendations for community benefits activities based on the conclusions drawn from this extensive bank of information.

COMMUNITY BENEFITS PLAN

The process for developing Sturdy Memorial Hospital's Community Benefits Plan, as well as defining target populations and priorities, is described above. Program effectiveness and outcomes are reviewed and evaluated annually so that subsequent year plans can be modified accordingly. Priorities defined via the Hospital's aforementioned needs assessment follow:

- Offer cancer prevention screening, education and support programs to improve early detection of cancer.
- Sponsor programs to improve motor vehicle, recreational and overall public safety.
- Offer cardiac disease prevention, screening, education and support programs and improve access to cardiac care.
- Offer education and support programs to improve women's and children's health.
- Offer general education and support programs to those in need.
- Increase access to physicians in the service area, as area needs suggest.

KEY ACCOMPLISHMENTS OF THE REPORTING YEAR

Sturdy Memorial engaged in more than 100 initiatives related to its FY 2005 Community Benefits Plan. The Hospital also hosted or supported 19 family-related activities, like kids' parties, family barbecues and concert series, as well as initiated important events like the area's annual volunteer day luncheon for service agency volunteers, safety helmet donations to safety officers for distribution, and educational programming for town health officers. In addition, Sturdy Memorial continued to take a leadership role to develop a coordinated approach to local and regional disaster management. See all community benefits activities for FY 2005 in a PDF file at www.sturdymemorial.org, which contains the Hospital's annual report.

PLANS FOR NEXT REPORTING YEAR

Sturdy Memorial Hospital's estimated expenditures for FY 2006 community benefits programming are expected to be comparable to FY 2005, as are the goals and program initiatives.

CONTACT

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SELECTED COMMUNITY BENEFITS PROGRAMS - FY05

PROGRAM OR INITIATIVE	TARGET POPULATION/OBJECTIVE	PARTNER(S)	HOSPITAL CONTACT
Attleboro High School Based Health Center	Kids ages 14-18/to improve education about and provide convenient access to adolescent health care.	Attleboro High School, MA Department of Public Health.	Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508/236-7040
Community Events: sponsorship of 19 family oriented programs, including health fairs, barbecues, concerts, themed kids' parties, music and arts festivals, and other activities, in the Hospital's service area.	All ages/support community efforts to provide meaningful, family oriented programs and activities.	Area medical practices, local music and arts associations, civic organizations and schools.	Kathi Hague, Community Relations Specialist, 508/236-8020
Emergency Planning and Education	The public and area health and safety officials/to educate people and coordinate communications initiatives related to antiterrorism, disaster and emergency planning.	Area fire and police officials, health officers, Hospital employees and state agencies.	Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508/236-7040
Healthy Choices: a school-based health fair education program.	Elementary school children/general health education.	Area elementary schools.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010
Heart Health Fair	Adults/promote good heart health by providing free blood pressure screenings, nutritional information, and cholesterol, diabetes and body fat analyses.	Hospital affiliated cardiologists and cardiac rehabilitation and nutrition departments.	Sue Nordstrom, RN, Director of Cardiac Rehabilitation, 508/236-7344
Low Cost Safety Helmets: The Hospital subsidized the cost of safety helmets to be able to offer them for \$6 each. They were sold at the Hospital, at two area safety fairs, and at a town festival. Each helmet was fit properly to the buyer's head and buyers were instructed on proper use. Helmets were also donated to area safety officers.	Children/promote the importance of wearing a safety helmet while riding a bike, skateboarding, etc.	Area pediatric and family medicine practices, town safety officers.	Lisa McCluskie, Director of Marketing and Planning, 508/236-8010

<p>Physical Activity Club (PAC): Study aimed at increasing kids' physical activity and promoting good nutritional practices.</p>	<p>Youth/comprehensive program to promote the concept of healthy lifestyles. Theme: <i>Eat Less, Move More.</i></p>	<p>Attleboro YMCA, area pediatric and family medicine practices, schools.</p> <p>Original 12-week pilot program was a collaborative effort of the MA Department of Health, UMass and the MA Alliance of YMCAs.</p>	<p>Lisa McCluskie, Director of Marketing and Planning, 508/236-8010</p>
<p>Stroke Awareness Public Service Campaign: Hospital initiated and financed media campaign involving newspaper ads, flyers, bill inserts, radio advertising, public relations and more to promote awareness of the nation's #3 killer.</p>	<p>Adults/promote awareness of signs and symptoms of stroke and the importance of early intervention.</p>	<p>American Stroke Association, area medical practices, area newspapers.</p>	<p>Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508/236-7040</p> <p>Lisa McCluskie, Director of Marketing and Planning, 508/236-8010</p>
<p>Youth Mentoring Programs</p>	<p>Young Adults/mentor high school youths and post secondary adults via internships, shadow opportunities, tours, career days/job fairs and co-ops.</p>	<p>Wheaton College, area high schools and post secondary schools.</p>	<p>Cheryl Barrows, Vice President of Human Resources, 508/236-8850</p>
<p>Wellness, Education and Support: general health and cancer screenings, educational programs and support groups, CPR training, EMT training, first aid training, babysitter training, poison prevention, medical profile cards, women's wellness programming, childbirth education and parenting programs.</p>	<p>Primarily Adults/ education, screening and health promotion.</p>	<p>American Cancer Society, American Heart Association, American Stroke Association, National Multiple Sclerosis Society, YMCAs, Hospital emergency nursing, nursing education, laboratory, physical therapy, cardiac rehabilitation, respiratory care, oncology, volunteer and medical staffs.</p>	<p>Lisa McCluskie, Director of Marketing and Planning, 508/236-8010</p>

COMMUNITY BENEFITS EXPENDITURES

TYPE	ESTIMATED TOTAL EXPENDITURES FOR FY 2005	APPROVED PROGRAM BUDGET FOR FY 2006 *
COMMUNITY BENEFITS PROGRAMS	(1) Direct Expenses - \$282,850 (2) Associated Expenses - NOT SPECIFIED (3) Determination of Need Expenditures - \$25,000 (4) Employee Volunteerism - NOT SPECIFIED (5) Other Leveraged Resources \$0	NOT SPECIFIED *Excludes expenditures that cannot be projected at the time of the report.
COMMUNITY SERVICE PROGRAMS	(1) Direct Expenses \$0 (2) Associated Expenses \$0 (3) Determination of Need Expenditures \$0 (4) Employee Volunteerism \$0 (5) Other Leveraged Resources \$0	
NET CHARITY CARE AND/OR UNCOMPENSATED CARE POOL CONTRIBUTION AND/OR UNCOMPENSATED CARE FOR THOSE WHO COULD OR WOULD NOT PAY	\$1,997,501	
CORPORATE SPONSORSHIPS	\$0	
	\$2,305,351	

TOTAL PATIENT CARE-RELATED EXPENSES FOR FY 2005: \$115,000,000