

MARTHA'S VINEYARD HOSPITAL

FY2007 (April 1, 2006 – March 31, 2007)

Mission

The Martha's Vineyard Hospital (MVH) Board of Trustees approved the following community benefit mission statement on March 14, 1996:

Martha's Vineyard Hospital's Community Benefit mission is to strengthen hospital-community partnerships. The hospital continues to develop, in concert with other providers and social service agencies, comprehensive community-based primary and preventive health care programs that come from a needs assessment of major health issues for the people who live on and visit Martha's Vineyard.

Martha's Vineyard Hospital (MVH) serves the year-round island community, as well as, visitors to the island. The hospital has long recognized and provided special programs that serve children, women, the elderly, and the underprivileged and will work to expand such programs. MVH will continue to respond to the needs of different cultures as they emerge in our community.

Martha's Vineyard Hospital has a tradition of providing services to the uninsured and underinsured. MVH will continue to expend resources for charity care; no one is turned away because of an inability to pay.

Recognizing that health care does not simply mean responding to illness, Martha's Vineyard Hospital pledges its resources to help the members of the island community protect themselves from disease and accidents through prevention and wellness programs that include education and screening.

Martha's Vineyard Hospital will pursue these goals within the framework of the formal Community Benefits Plan adopted by the Board of Trustees, administration, and staff. This will include a review of the community's health status through an ongoing needs assessment. At all times, the process will include the opportunity for public input and comment. MVH is committed to the continued promotion of cooperative and collaborative relationships with other providers, agencies, schools, and with officials in the various towns that make up the island of Martha's Vineyard.

Internal Oversight and Management of Community Benefit Program

The entire Senior Management Team all serve as liaisons within the community. Along with the Chief Executive Officer, the Senior Management Team works in collaboration with all hospital departments and community agencies to determine and meet the stated community benefit goals. The Senior Management Team works with all hospital departments in planning, implementing, and publicizing community benefit programs and assists in evaluating their effectiveness.

Information about the Community Benefit mission and programs are shared, as necessary and appropriate, at the regular monthly meetings of the department directors and in internal memoranda and the employee newsletter.

Community Health Needs Assessment

Martha's Vineyard Hospital is continually evaluating and responding to the health needs of the community on the Vineyard. Needs and priorities are identified through the collection and analysis of data from various sources that include the following:

- The Department of Public Health including the Mass. DPH Rural Health Advisory Council
- Martha's Vineyard Hospital's Emergency Department
- Dukes County Health Council (DCHC) – formed in 1995, the Council's membership is made up of a variety of consumers and provider agencies and has included no less than two hospital representatives. The DCHC is a state-recognized subdivision of Community Health Network Area (CHNA) 27. MVH participates in the DCHC and its various working groups, including the Primary Care Working Group and the Mental Health and Substance Abuse Working Group.
- Dukes County Public Health Committee, with input from approximately 100 providers, consumers, institutional representatives, and local opinion leaders, evaluates the efficiency and effectiveness of the local public health system, as well as, gaps in services and still-needed linkages between providers.

Press Ganey surveys are given to hospital patients who use the Emergency Department, Ambulatory Surgery Department, and Acute Care Services.

Community Participation

Martha's Vineyard Hospital develops and ensures the vitality of its Community Benefit Program in collaboration with the following community organizations:

- Vineyard Nursing Association
- Martha's Vineyard Community Services
- Dukes County Health Council
- Dukes County Public Health Committee
- Vineyard Health Care Access Program
- Foundation for Island Health
- Martha's Vineyard Association of EMTs
- Towns of Oak Bluffs, Tisbury, and Edgartown Ambulance Services

- Tri-town Ambulance Service
- Martha's Vineyard Chamber of Commerce
- Municipal Health Officers (six island towns)
- Wampanoag Tribe of Gay Head (Aquinnah)
- AIDS Alliance of Martha's Vineyard
- Visiting Nurse Service
- Island Health Plan
- Elder Services of Cape Cod and The Islands
- Windemere Nursing and Rehabilitation Center
- American Red Cross
- Family Planning of Martha's Vineyard
- Hospice of Martha's Vineyard
- Martha's Vineyard Whole Health Alliance
- Dukes County Veteran's Agency
- Vineyard Smiles

In addition to analyzing the data that is outlined above, Martha's Vineyard Hospital continues to review feedback from the community to help direct the Community Benefit Program. This feedback is collected from various sources, including the following:

- Community forums
- Editorials and letters in the local newspapers
- Correspondence with the hospital from members of the community
- The hospital's Annual Appeals, which include a section for community comments
- Press Ganey survey material generated by patients who visit various departments in the hospital, including the emergency department, ambulatory surgery unit, rehabilitation and wellness department, and patient care unit.

Community Benefit Plan

Martha's Vineyard Hospital's Community Benefit Program was developed and continues to evolve through a careful analysis (conducted by hospital staff) of the community needs assessment data outlined and community feedback.

Martha's Vineyard Hospital's target population is defined as the visitors, seasonal and year-round residents of Martha's Vineyard.

The goal of Martha's Vineyard Hospital's Community Benefit Program is to help safeguard the health of the Martha's Vineyard community. The hospital's short-term goal is to continue to respond to the needs of the community by providing programs focused on prevalent health risks on the island such as tick-borne illnesses and dental care. In the long-term, the hospital will strive to continue adapting its programs to the changing needs of the community.

Outcomes and effectiveness are evaluated by community participation in the various programs, the change in statistical data resulting from the programs, and community feedback. The budget

is determined by analyzing the cost and the need for various community programs, as well as, the financial feasibility of the hospital supporting these programs.

The plan is continually being reviewed and evaluated by hospital staff, through a careful analysis of Island health statistics and community feedback, as described above.

The Public Health Council of the Massachusetts Department of Public Health (DPH) approved a Determination of Need (DoN) application on December 20, 2005 to build a new hospital. This called for a DPH-mandated \$2 million Community Benefit Plan which will spend \$925,000 on Primary Care services, \$575,000 on Preventive Care, \$400,000 on Behavioral Health/Substance Abuse services, and \$100,000 on Emerging Needs/New Initiatives over the next five years.

Key Accomplishments and Activities for FY2007

Major Programs and Initiatives

Affiliation Agreement

On March 1, 2007 Martha's Vineyard Hospital became a member of Partners HealthCare and an affiliate of Massachusetts General Hospital. The goal of the affiliation is to enhance the quality of care while also expanding health care options for Vineyarders – both year-round residents, as well as, visitors. As part of the new partnership, efforts are underway to create a more seamless health care system for those who require specialty services within the system.

Interpreter Services

Martha's Vineyard Hospital reinstated its interpreter services to assist non-English speaking patients.

Breast Cancer Awareness Ad Campaign

MVH organized and sponsored an advertising campaign during Breast Cancer Awareness month to raise awareness and encourage women to get mammograms.

Summer Soiree

Martha's Vineyard Hospital supported Hospice of Martha's Vineyard's Summer Soiree fundraiser.

Tick-Borne Diseases

Tick-borne illnesses continue to be a major concern for both the Vineyard community, as well as, the members of the hospital's medical staff. Each year the hospital gives out free tick removers to the community.

Martha's Vineyard Hospital also co-sponsored an educational event with Dukes County and in collaboration with the Martha's Vineyard Tick Task Force, to educate the public about how people can protect themselves from a variety of tick-borne diseases. Panelists included:

- Dr. Bela Matyas, Medical Director of the Department of Epidemiology for the Massachusetts Department of Public Health
- Peter Krause, MD whose research laboratory at the University of Connecticut Children's Medical Center studies babesiosis
- Nancy Shadick, MD a rheumatologist from the Brigham and Women's Hospital
- Sam R. Telford, III, SD an associate professor of infectious diseases from Tufts University
- Sam Donta, MD an infectious disease consultant at Falmouth Hospital and retired Professor of Medicine at Boston University Medical Center
- John Halperin, MD a neurologist with expertise in neuroborreliosis

Martha's Vineyard Hospital provided funding for the event, including funding for video coverage through the Island's community television station MVTV.

Children's Lead Screening

In collaboration with the Visiting Nurse Service of Martha's Vineyard Community Services, MVH offered free lead screenings for children ages one to four during the fall. This year, the advertisements for the screening were translated into Portuguese as well.

Scholarship Program & High School Internship Program

Every year, MVH provides scholarships to two seniors at MV Regional High School and provides internship opportunities for junior and senior students. In FY2007, two students participated in the internship program – one in the dietary department and one in the nursing department.

Hospital Tours

Martha's Vineyard Hospital hosted tours for kindergarten and preschool age children during the spring and fall.

Health Fair

Martha's Vineyard Hospital's annual health fair brought together a wide range of Island health and human service providers. Representatives from these organizations were on hand to talk about their programs and offer information on a variety of subjects. Because of the interest in alternative therapies by many island residents, alternative medicine providers have also been invited to participate for the last four years. Providers must be certified or licensed by a recognized organization. Some of the services offered by MVH included:

- Cholesterol screenings – \$5
- Glaucoma screenings – Free
- Bone-density testing – Free
- Blood pressure and heart rate checks – Free

- Osteoporosis screenings - Free
- Pulmonary function screenings – Free
- Dermatology screenings - Free

Emergency Medical Technician Training

Emergency Department staff serve as preceptors for individuals who are training to be EMTs and Paramedics, and to those who are refreshing their skills. Physicians and nurses from the Emergency Department serve as Examiners in regularly scheduled skill refreshers for Island EMT's. Martha's Vineyard Hospital serves as the clinical campus for EMT training in emergency procedures, newborn deliveries, and airway management.

Quality Assurance and Education

The Emergency Department provides quality assurance and education for Island EMS Services. Every month the hospital's Director of Emergency Services, who also serves as EMS Medical Director, conducts an evening call review with a lecture on cases of particular interest. The director of Emergency Services also chairs the EMS Quality Assurance Committee which oversees all medical care provided by the Island's ambulance services.

Stroke Education

In FY2007, MVH conducted a program on carbohydrate counting and provided stroke information to the Diabetes Support Group meetings held at the community senior center. Martha's Vineyard Hospital's Primary Stroke Service received provider designation from the Massachusetts Department Public Health in FY2007, as well as, Recognition Achievement from the American Heart Association as a "Get with the Guidelines" stroke participating hospital.

Medical Control

The Emergency Department provides online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by the Town of Oak Bluffs Ambulance Service to off-island facilities. The director of Emergency Services reviews all such transport for quality assurance and educational purposes.

Facility Planning

Throughout FY2007, hospital leadership continued to hold informal and formal public forums and receptions to solicit comments and feedback from community members on the need and plans to build a new hospital facility. A total of 15 meetings took place in FY2007.

Training and Education Opportunities

MVH coordinated the following opportunities for University of Massachusetts medical and nursing students for education and training on Martha's Vineyard

First year (non clinical) students

- October community health clerkship (two weeks)
A group of 4-5 nursing and medical students spend two weeks on the island, working through the Dukes County Health Council on projects that the Council deems worthwhile
- Summer assistantship (6 weeks)
One medical student spends 6 weeks rotating through and contributing to the work of the Rural Health Clinic and the Access Project. The student has spends one day/week shadowing one of the primary care physicians.

Third year (clinical) medical student

- During the off-season, one third year medical student has spent the 6-week family medicine clerkship with one of the family medicine physicians.

Fourth year (clinical) medical student

- During the off-season, a fourth year medical student interested in pursuing a residency in family medicine has done a four-week rotation with one of the family medicine physicians.

Family Medicine Resident

- One month rotation at MV Hospital for a third year resident in Family Medicine

MVH has taken steps to see whether a clinical nursing position could be arranged for one of the students from the Graduate School of Nursing. Also under consideration are plans for a student seeking a Master's in public health degree student to pursue a research project using data related to the island's health or to research a hospital quality improvement project.

Use of MVH Facilities

- Free space is provided by the hospital to the Island Counseling Center (ICC) of Martha's Vineyard Community Services for counseling programs and acupuncture detox.
- Martha's Vineyard Hospital provides free space in the Emergency Department for the ICC Counselors to conduct DMH-funded Emergency Services for those in the midst of a mental health crisis prior to, or in lieu of, transport off-island for institutionalization.
- Martha's Vineyard Hospital rents space at lower than market rates to Elder Services of Cape Cod and the Islands, and Hospice of Martha's Vineyard.
- An interfaith chapel/meditation room is used by 12-step and community groups.
- Free meeting space is made available to community groups on an ongoing basis.

Next Reporting Year

The hospital has the following community benefit initiatives underway for the next reporting year:

- Improving access to primary care and reopening a dental health center for the Vineyard community will continue to be a priority for Martha's Vineyard Hospital.
- A significant focus over the next 12 months will be the hospital's efforts to complete the formal review for a new facility by the Martha's Vineyard Commission, to begin construction, as well as, to complete the fundraising for the project.

- Martha’s Vineyard Hospital’s investment in IT infrastructure combined with growing island-wide interest in integrated telecommunications and Internet services will enhance Martha’s Vineyard Hospital’s community benefit outreach efforts.
 - The hospital will continue to develop its website to make it more relevant for both current and prospective patients.
 - Martha’s Vineyard Hospital plans to expand public involvement in and awareness of public health issues through the community television station MVTV.
- Martha’s Vineyard Hospital will continue to become more active in regional community benefit initiatives by routinely sending a representative to and becoming actively involved in community benefit efforts of the Department of Public Health’s Community Health Network Area (CHNA) 27, for the Cape and Islands.
- Martha’s Vineyard Hospital plans to continue programs listed in this report; new programs will be implemented as needed and as feasible.

Measuring the Commitment

One way to measure MVH’s commitment to the community is by the amount spent on health care services and programs. The following table calculates this in two different ways: first, according to the guidelines promulgated by the Attorney General’s Office, and second, according to a broader definition that considers additional components of spending or revenue loss.

Components of FY2007 Community Commitment (in \$ Millions)

Compiled According to the Attorney General Guidelines

Community Benefit Programs

Direct Expenses		
	Program Expenses	0.4
	Health Center Subsidies (Net of Uncompensated Care)	N/A
	Grants for Community Health Centers	N/A
Associated Expenses		N/A
DoN Expenses		0.5
Employee Volunteerism		N/A
Other Leveraged Resources		
	Grants Obtained	N/A
	Doctors Free Care	N/A
Net Charity Care (Shortfall plus Assessment)		2.8
Corporate Sponsorships		N/A
Total per AG Guidelines		3.7

**Components of FY2007 Community Commitment
(in \$ Millions)**

Compiled According to a Broader Definition

Community Benefit Programs		
Direct Expenses		
	Program Expenses	0.4
	Health Center Subsidies(net of UC and Medicaid Loss)	N/A
	Grants for Community Health Centers	N/A
	Associated Expenses	N/A
	DoN Expenses	0.5
	Employee Volunteerism	N/A
	Other Leveraged Resources	
	Grants Obtained	N/A
	Doctors Free Care	N/A
Net Uncompensated Care – Hospitals		0.6
(Shortfall plus assessment net of Insurer Contributions)		
Bad Debt (at Cost)		
	Hospitals	0.6
	Doctors	N/A
Medicaid Loss (at Cost)		
	Hospitals	0.3
	Doctors	N/A
Medicare Loss (at Cost)		
	Hospitals	2.0
	Doctors	N/A
Unreimbursed Expenses for Graduate Medical Education		N/A
Linkage/In Lieu/Tax Payments		N/A
Total Broader Definition		4.4

Notes: Where N/A is reported, it should be noted that although amounts are not available for reporting, Partners hospitals, health centers and physicians provide substantial contributions. Amounts reported according to the Attorney General Guidelines are for the full fiscal year. Because MVH became part of the Partners network mid-2007, amounts reported according to the broader definition are for seven months of the fiscal year.

Depending upon the definition used, MVH contributed between nearly ten and nearly 12 percent of patient care-related expenses to the community in FY2007.

Contact Information

For questions about this report, or for more information about Martha's Vineyard Hospital's community benefit activities, please contact:

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