

Sturdy Memorial Hospital - FY2006

Summary Narratives

Community Benefits Mission Statement

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 2006 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
- Councils on Aging
- Emergency Preparedness Awareness/Education (w/municipalities)
- EMT Training (w/municipalities)
- Health Agents
- HealthyChoices (health education w/elementary schools)
- Look Good, Feel Better
- Massachusetts Service Alliance

- Mothers Against Drunk Driving (MADD)
- National Multiple Sclerosis Society
- Northeastern University
- Safety Officers (safety programming with municipalities)
- Southeastern Massachusetts Homeland Security Regional Council
- Students Against Drunk Driving (SADD)
- The Sun Chronicle
- T-B Clinic (w/Department of Public Health)
- Tri-County Regional Vocational Technical High School
- 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 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 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 Reporting Year

Sturdy Memorial engaged in more than 100 initiatives related to its FY 2006 Community Benefits Plan. The Hospital also hosted or supported 17 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 2006 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 2007 community benefits programming are expected to be comparable to FY 2006, as are the goals and program initiatives.

Select Community Benefits Programs

Healthy Choices

Brief Description or Objective	School-based general health education "fair" program for elementary age children.
Program Type	Prevention
Target Population	<ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Other: Education/Learning Issues• Sex:All• Age Group:Child-Primary School• Ethnic Group:All• Language:Not Specified
Partners	<ul style="list-style-type: none">• Area elementary schools
Contact Information	Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcccluskie@sturdymemorial.org
Detailed Description	Not Specified

Emergency Planning and Education

Brief Description or Objective	Educate people and coordinate communications initiatives related to antiterrorism, disaster and emergency planning. The emphasis in FY06 was flu pandemic.
Program Type	Community Education
Target Population	<ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Other: Public Safety• Sex:All• Age Group:All• Ethnic Group:All• Language:Not Specified
Partners	<ul style="list-style-type: none">• Area fire and police officials, health officers, Hospital employees, Hospital supporters, and state agencies
Contact Information	Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508-236-7040
Detailed Description	Not Specified

Wellness, Education and Support

Brief Description or Objective	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.
Program Type	Community Education
Target Population	<ul style="list-style-type: none">• Regions Served:Not Specified• Health Indicator:Other: Education/Learning Issues• Sex:All• Age Group:Adult• Ethnic Group:All

	<ul style="list-style-type: none"> • Language:Not Specified
Partners	<ul style="list-style-type: none"> • American Cancer Society • American Heart Association • YMCAs • National Multiple Sclerosis Society • American Stroke Association • Hospital emergency nursing, nursing education, laboratory, physical therapy, cardiac rehabilitation, respiratory care, oncology, volunteer and medical staffs
Contact Information	Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcluskie@sturdymemorial.org
Detailed Description	Not Specified

Stroke Awareness Public Service Campaign

Brief Description or Objective	Hospital initiated and financed media campaign involving newspaper ads, flyers, bill inserts, radio advertising, public relations, stroke screening, and more to promote awareness of the nation's #3 killer.
Program Type	Community Education
Target Population	<ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Other: Stroke • Sex:All • Age Group:Adult • Ethnic Group:All • Language:Not Specified
Partners	<ul style="list-style-type: none"> • American Stroke Association, area medical practices, area newspapers
Contact Information	Dr. Bruce Auerbach, V.P. and Chief of Emergency and Ambulatory Services, 508-236-7040 Lisa McCluskie, Director of Marketing and Planning, 508-236-8010 lmcluskie@sturdymemorial.org
Detailed Description	Not Specified

Activate Attleboro (with YMCA)

Brief Description or Objective	To effect change in eating habits and physical activity of youths ages 6 - 10 by encouraging them to "eat less and move more."
Program Type	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Overweight and Obesity • Sex:All • Age Group:Child-Primary School • Ethnic Group:All • Language:Not Specified
Partners	<ul style="list-style-type: none"> • Attleboro YMCA • Attleboro Public Schools • City of Attleboro • Aramark • Sensata

Contact Information

Linda Shyavitz, President and CEO, 508-236-8000

Detailed Description

Not Specified

Program Type	Estimated Total Expenditures for FY2006	Approved Program Budget for 2007
Community Benefits Programs	Direct Expenses \$280,600 Associated Expenses Not Specified Determination of Need Expenditures \$24,500 Employee Volunteerism Not Specified Other Leveraged Resources \$0	Not Specified * Excluding expenditures that cannot be projected at the time of the report.
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	
Net Charity Care	\$2,713,004	
Corporate Sponsorships	\$0	
	Total Expenditures \$3,018,104	
Total Patient Care-Related Expenses for FY2006		\$123,000,000
Comments: None		