

## **Summary Narratives**

### **Community Benefits Mission Statement**

“The Trustees of Berkshire Medical Center, in fulfillment of BMC’s mission, recognize the value of a formal process with the community to allocate resources that maintain and improve the wellness and health status of our community with particular attention, for community benefit purposes, to Pittsfield, Richmond, Dalton, Lenox and Lanesboro. BMC, in fulfillment of its charitable purpose, also affirms its commitment to be accountable for the stewardship of the community’s health care resources and to develop a formal community benefits plan.”

The Community Benefits Mission Statement approved by the Board of Trustees annually affirms the Medical Center’s commitment to improving the health status of the community. Our strategic plan calls for us to develop a plan to assess and improve the health status of our community and increase our involvement in our community.

### **Program Organization and Management**

The Board of Trustees oversees the Community Benefits Plan. The chair of the Community Benefits and Access Committee is Joan McFall. Management responsibility has been delegated to: Ruth Blodgett, Senior Vice President for System Planning and Program Development; Beth Mulvey, Director of Development and Community Relations; and Eileen Myers, Vice President of Home Care Services and Executive Director of the Berkshire Visiting Nurse Association.

### **Key Collaborations and Partnerships**

Berkshire Medical Center partnered with the Pittsfield School System, specifically Conte Elementary and Reid Middle Schools, the Governor's Highway Safety Bureau, emergency service providers, the local Court system, Community Health Network Area, Pittsfield YMCA, Berkshire Women, Infants and Children program, local businesses, senior centers, Christian Center, Salvation Army, mental health agencies, American Heart Association, American Stroke Association, and numerous other human service organizations.

### **Community Health Needs Assessment**

The Community Benefits Committee meets regularly to analyze and discuss information regarding key health issues in the target area and to discuss and gather information about services presently provided by Berkshire Medical Center and Berkshire Health Systems. The Committee, through association with a diverse group of individuals and organizations seeks community input in the determination of identifying the healthcare needs of the community. In Fiscal 2001, this Committee initiated a restructuring of the needs assessment and planning process for community benefits to identify community needs for Fiscal Years 2002-2005.

For FY 2001, data was collected from federal (Healthy People 2001), state (DPH Health Status Indicators), and local health data sources. In addition, this comprehensive health assessment included such data sources as: DPH Bureau of Family and Community Health's Injuries in Massachusetts report, demographic data supplied by the Executive Office of Communities and Development and the Division of Health Care Finance. We also relied on information provided by the Lodestar Project, which was directed by the Berkshire United Way. Berkshire Medical Center representatives worked with the parent/teacher group at Reid Middle School to determine the need for and advocate provision of a program for children experiencing disciplinary problems. Through the leadership of its Department of Medicine, Berkshire Medical Center also used national health needs data to identify key areas of service for new program development or enhancement of existing programs.

These data sources contributed quantifiable health status indicators for the community focus groups that were established to determine health care priorities. Next, the assessment process looked at information that would be helpful for prevention and health promotion efforts before residents became a statistic.

## Community Benefits Plan

Our Fiscal Year 2001 community benefit activities are the result of a proactive, systematic plan to address the five dominant themes established with community input in 1995. In 1995 and 1996, Berkshire Medical Center focused attention on the first of our priority issues: Threats to Youth. In Fiscal 2001, BMC, in collaboration with our partner in education, the Reid Middle School, initiated the Strong Families, Strong Kids, Strong Communities program, a school to community partnership that is designed to promote family success. In addition, BMC continued the expansion of our Teens at Risk program, which helps to educate adolescents on the real consequences of engaging in risky behaviors through a day-long intensive effort that includes participation by emergency personnel, intensive care professionals, mental health experts and a local man who was severely injured in a motor vehicle crash. In 1996 and 1997, we expanded our focus to include Access to Care. In 1997 and 1998 we continued to address both Threats to Youth and Access to Care and added a specific new focus on the overlapping theme of Health Risk Behaviors. In 1999, 2000 and 2001 we continued to emphasize all themes while focusing on additional Health Risk Behaviors, including continued emphasis on an existing program on prevention and risks associated with falls in our senior population. In FY 2000 Berkshire Medical Center opened a Community Health Information Center (CHIC), which provides easy public access to key, physician-approved information on numerous healthcare issues, diseases, conditions and treatments and offers free blood pressure, stroke risk and other screening services to the community.

### **Key Accomplishments of Reporting Year**

With Reid Middle School, initiated Strong Families, Strong Kids, Strong Communities, a partnership promoting family success. Teens at Risk expanded, educating adolescents on the consequences of risky behavior. Advocacy for Access served an expanding number of uninsured or underinsured. Accent on Health initiated over 30,000 contacts and continued to provide numerous screening programs. Over 10,000 visited the health information center, in person and online. Programs launched on cardiovascular disease prevention, stroke risk, CPR training.

### **Plans for Next Reporting Year**

The Teens at Risk program, initially aimed at Juvenile Court offenders will be expanded to include presentations to local high school students; full implementation of Strong Families program; a comprehensive physician recruitment effort will be undertaken to bring needed primary care and specialty physicians to the region in collaboration with local physician practices; Community Benefits Committee is in the process of redeveloping its planning to map out a comprehensive strategy for the next several years.

## **Select Community Benefits Programs**

<b>Accent on Health/Community Health Information Center</b>	
<b>Brief Description or Objective</b>	Addressing identified health risk behaviors in the community. Coordinating department for all BMC community health outreach efforts. Information Center provides free screenings and numerous health education services to the community.
<b>Program Type</b>	Community Education, Health Screening
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b>County-Dukes, Plainfield</li><li>• <b>Health Indicator:</b>Not Specified</li><li>• <b>Sex:</b>All</li><li>• <b>Age Group:</b>Not Specified</li><li>• <b>Ethnic Group:</b>Not Specified</li><li>• <b>Language:</b>Not Specified</li></ul>
<b>Partners</b>	<ul style="list-style-type: none"><li>• Berkshire Visiting Nurse Association, numerous community human service organizations, BMC medical staff. (<a href="http://www.berkshirehealthsystems.org">http://www.berkshirehealthsystems.org</a> )</li></ul>
<b>Contact Information</b>	Community Health Information Center Berkshire Medical Center 725 North St. Pittsfield, MA 01201

413-395-7877  
[resourceroom@bhs1.org](mailto:resourceroom@bhs1.org)

**Detailed Description** Not Specified

### THINKFIRST: Teens at Risk

**Brief Description or Objective** Aimed at teens who have gone through the Juvenile Court System. Designed to show, through a day-long intensive program, the real life consequences of risky behaviors.

**Program Type** Community Education

**Target Population**

- **Regions Served:** County-Dukes, Plainfield
- **Health Indicator:** Injury and Violence, Substance Abuse
- **Sex:** Not Specified
- **Age Group:** Child-Teen
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

**Partners**

- Governor's Highway Safety Bureau, Berkshire Juvenile Court System, District Attorney's Office, area Emergency Response Providers.  
(<http://www.berkshirehealthsystems.org>)

**Contact Information** Randy Wallingford, Coordinator, Teens at Risk Program, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-3100  
[rwallingford@bhs1.org](mailto:rwallingford@bhs1.org)

**Detailed Description** Not Specified

### Advocacy for Access

**Brief Description or Objective** Facilitates enrollment of eligible applicants into a variety of available public programs including MassHealth, the Children's Medical Security Plan, Women's Health Network at Project HEROA and Free Care.

**Program Type** Outreach to Underserved

**Target Population**

- **Regions Served:** County-Dukes, Plainfield
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

**Partners**

- Local CHNA agencies, State Department of Medical Assistance, area businesses, Berkshire County House of Corrections. (<http://www.berkshirehealthsystems.org>)

**Contact Information** Pat Duma  
Program Coordinator  
Berkshire Medical Center Hillcrest Campus  
165 Tor Court  
Pittsfield, MA 01201  
413-445-9480  
[pduma@bhs1.org](mailto:pduma@bhs1.org)

**Detailed Description** Not Specified

## Strong Families, Strong Kids, Strong Communities

<b>Brief Description or Objective</b>	Locally developed, school-based family support program functions as a catalyst to draw resources from community agencies closer to socially isolated families and to the schools in which their children are enrolled.
<b>Program Type</b>	Outreach to Underserved, School/Health Center Partnership
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b>County-Dukes</li><li>• <b>Health Indicator:</b>Not Specified</li><li>• <b>Sex:</b>Not Specified</li><li>• <b>Age Group:</b>Not Specified</li><li>• <b>Ethnic Group:</b>Not Specified</li><li>• <b>Language:</b>Not Specified</li></ul>
<b>Partners</b>	<ul style="list-style-type: none"><li>• Pittsfield School Superintendent's Office, Reid Middle School, Berkshire Center for Families and Children.(<a href="http://www.berkshirehealthsystems.org">http://www.berkshirehealthsystems.org</a>)</li></ul>
<b>Contact Information</b>	Eileen Myers Vice President of Home Care Services Berkshire Medical Center Hillcrest Campus 165 Tor Court Pittsfield, MA 01201 413-447-2862 <a href="mailto:emyers@bhs1.org">emyers@bhs1.org</a>
<b>Detailed Description</b>	Not Specified

## Operation Better Start

<b>Brief Description or Objective</b>	Promotes the health of pregnant and postpartum women, along with children in central Berkshire County. The program's intent is to achieve positive changes through a focus on healthy lifestyles.
<b>Program Type</b>	Community Education, Direct Services
<b>Target Population</b>	<ul style="list-style-type: none"><li>• <b>Regions Served:</b>County-Dukes, Plainfield</li><li>• <b>Health Indicator:</b>Immunization, Other: Pregnancy, Overweight and Obesity, Physical Activity</li><li>• <b>Sex:</b>Female</li><li>• <b>Age Group:</b>Not Specified</li><li>• <b>Ethnic Group:</b>All</li><li>• <b>Language:</b>All</li></ul>
<b>Partners</b>	<ul style="list-style-type: none"><li>• Mass. Department of Public Health, Berkshire Women Infants and Children's program, the Berkshire Breathing Room, Advocacy for Access and area pediatric physician practices. (<a href="http://www.berkshirehealthsystems.org">http://www.berkshirehealthsystems.org</a>)</li></ul>
<b>Contact Information</b>	Pete Gazzillo Program Director BMC Hillcrest Campus 165 Tor Court Pittsfield, MA 01201 413-445-9243 <a href="mailto:pgazzillo@bhs1.org">pgazzillo@bhs1.org</a>
<b>Detailed Description</b>	Not Specified

<b>Program Type</b>	<b>Estimated Total Expenditures for FY2001</b>	<b>Approved Program Budget for 2002</b>
Community Benefits Programs	<a href="#">Direct Expenses</a> \$5,935,514 <a href="#">Associated Expenses</a> \$63,850 <a href="#">Determination of Need Expenditures</a> \$0 <a href="#">Employee Volunteerism</a> \$0 <a href="#">Other Leveraged Resources</a> \$3,621,826	\$7,281,820  * Excluding expenditures that cannot be projected at the time of the report.
Community Service Programs	<a href="#">Direct Expenses</a> \$146,666 <a href="#">Associated Expenses</a> \$0 <a href="#">Determination of Need Expenditures</a> \$0 <a href="#">Employee Volunteerism</a> \$0 <a href="#">Other Leveraged Resources</a> \$463,224	
Net Charity Care	\$2,702,767	
Corporate Sponsorships	\$21,402	
	<b>Total Expenditures</b> \$12,955,250	
<b>Total Patient Care-Related Expenses for FY2001</b>		\$146,812,231
Comments: None		