

Nantucket Cottage Hospital - FY2010

Community Benefits Mission Statement

Reflecting a strong tradition of caring and sense of community, the mission of Nantucket Cottage Hospital (NCH) is to be the island's primary source of a full range of health and wellness services.

NCH assumes the leadership role within the community by collaborating with other local organizations, by ensuring availability of an integrated array of health care services and by responding to the needs of the increasingly diverse Nantucket community.

Comprising a proficient and dedicated team of physicians, management, staff and volunteers, NCH provides services in an expert, compassionate, respectful and responsive manner; is fiscally responsible; and is prepared to respond to essential health care needs directly from within the community, or to meet expanded needs indirectly through an extensive network of off-island health care partners.

NCH promotes wellness for people of all ages through prevention, education and readily accessible health care services, in an effort to improve the general health, vitality and quality of life for all Nantucket residents and visitors.

Target Populations

Name of Target Population	Basis for Selection	
The most vulnerable who live on and visit this remote year-round community and summer resort island	Qualitative and quantitative needs assessments	

Publication of Target Populations

Not Specified

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.nantuckethospital.org/index.html>

Key Accomplishments of Reporting Year

The following programs highlight NCH's continued commitment to our community's health and well-being:

Medicare Part D program enrollment: The Social Services Department advises and counsels qualified Medicare recipients in the annual drug coverage enrollment process.

Scholarships: Through an endowed fund named for Walter Beinecke, Jr., the Hospital granted \$18,000 in scholarships to graduates of Nantucket High School and to the Hospital staff pursuing medically-related degrees.

Meals on Wheels: In partnership with the Saltmarsh Senior Center, NCH provided discounted meals for seniors delivered to their homes.

Annual Health Fair: In its annual Health Fair, Nantucket Cottage Hospital has developed a comprehensive and distinctive community event that highlights our Community Benefit Plan. Designed to involve all segments of the community, the Health Fair endeavors to educate participants about wellness and the prevention of illness and disease. It provides health care access to those who are underinsured or uninsured, and to those who are interested in early detection and prevention of illness and disease. A variety of screenings and consultations are provided at no cost, and blood work is offered at a discount of 50% - 80% off normal laboratory fees. This major, collaborative community effort involves more than 75 volunteers: community leaders, health care professionals, doctors, nurses, and Hospital staff. Other participants include visiting specialists from institutions such as Massachusetts General Hospital, Brigham and Women's Hospital, New England Baptist Hospital and Urology Associates of

Cape Cod. Local organizations that play a key role in answering questions and providing information include: A Safe Place, the Alliance for Substance Abuse Prevention, Community Network for Children, Nantucket Health Club, Nantucket Chiropractic, Ranney Chiropractic, Our Island Home, Sherburne Commons Senior Living, Nantucket Healthy Community Collaborative, Nantucket Network of Wellbeing and Nantucket AIDS Network.

Health and wellness screenings: Thanks to a grant, Nantucket Cottage Hospital provided free screenings to the island community throughout the year for the early detection of illness and disease. A number of those were held during the months when the island community increased in population from 9,000 to about 50,000, and others in the fall when the local residents are more available for health and wellness appointments. NCH twice offered a free mammography clinic for the early detection of breast cancer for the uninsured and under-insured—and offered free annual prostate screenings, skin cancer screenings, mammograms and bone density scans.

Flu clinic and community emergency planning: Our flu clinic expanded in 2010 from a free service for over 600 self-referred, walk-in recipients to also inoculate Nantucket's Public Safety Personnel. An Emergency Dispensing Drill, held as practice in case of an emergency event requiring widespread inoculation, was staged at Nantucket Elementary School.

Use of hospital conference rooms for community meetings: Numerous local not-for-profit groups and agencies and support groups related to health care were given access to meeting rooms on the Hospital campus at no charge. Those included Nantucket Community Foundation, Hepatitis C Support Group, weight loss support, Parkinson Disease Support Group, Elder Affairs, Alcoholics Anonymous,

Diabetes Support
Group and Palliative and Supportive Care.

Nurses training program and community outreach: Through on-site experiences at Massachusetts General Hospital, Nantucket Cottage Hospital nurses continue their professional education and receive up-to-date certification in nursing skills. Professional nursing staff also provided career guidance to local school students and took part in public programs and informational efforts on prevention and detection of heart disease, cancer, neurological disorders, diabetes and childhood illnesses.

Public education and health care awareness: Through the Nantucket Cottage Hospital Foundation office and its communications staff, public service announcements and paid advertising were placed with local media to increase awareness of cardiac care issues, stop smoking efforts, suicide prevention, women's health issues and others.

The Hospital designated Nantucket as a "Heart Healthy Community" and provided education and information of heart healthy behavior including heart-healthy nutritional guidance.

Representatives from the M.D. Anderson Cancer Center, along with Lyme Disease experts, appeared in public forums for education and Q&A sessions. The foundation office and other Hospital staff conducted tours of the Hospital's facilities to familiarize adults and students from local public and private schools with Hospital activities and to ease their potential discomfort for possible visits as a patient; the Hospital's annual "Native Reunion" honored those born at Nantucket Cottage Hospital.

Community participation and staff volunteerism: The Hospital encourages its staff members to serve with organizations that advocate for children and families, the elderly, the impoverished, veterans, mental

health patients, minorities and others in need. During the benefit year, that participation included activity with the following groups among others:

- School councils and committees (i.e. Special Needs Advisory Council, Elementary School Council)
- Emergency Preparedness Committee
- The Nantucket Behavioral Health Center
- The Board of the Alliance for Substance Abuse Prevention
- The Committee for the Council on Aging
- The Elderly Safety Committee
- Nursery school advisory panels

Additionally, staff and management also volunteer with:

- The Rotary Club of Nantucket
- Nantucket Island Chamber of Commerce
- English as a Second Language Classes
- Nantucket Community Network for Children
- Nantucket Emergency Food Pantry
- Habitat for Humanity
- Veterans' services
- Support groups and organizations for the elderly
- Mental health organizations
- Minority outreach groups

Plans for Next Reporting Year

Nantucket Cottage Hospital anticipates continuing or repeating the majority of its fiscal year 2010 community benefits in the fiscal year 2011, and continuing to implement the 2005/2006 strategic planning initiatives to:

- Conduct a population, market and services delivery analysis to optimize service offerings
- Optimize physician access for primary, specialist and tertiary care
- Recruit and retain high-caliber staff to support future program needs
- Use technology to improve service
- Implement major capital improvements in the context of a long-range facilities master plan
- Engage in or lead collaborative community relationships to improve on-island health care and wellness

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Senior administration of the Hospital.

Community Benefits Team Meetings

Not Specified

Community Partners

- Alliance for Substance Abuse Prevention
- Community Network for Children
- Council for Human Services
- Elder Services of the Cape and Islands
- Family & Children's Services of Nantucket
- Massachusetts Department of Public Health
- Partners HealthCare / Massachusetts

General Hospital

- Nantucket AIDS Network
- Nantucket Behavioral Health Services
- Nantucket Healthy Community Collaborative
- Nantucket Interfaith Council
- Nantucket Suicide Prevention Coalition
- Palliative and Supportive Care of Nantucket

Foundation

- Saltmarsh Senior Center
- US Coast Guard
- Town of Nantucket
- Nantucket Public Schools
- Nantucket Fire and Police Departments
- Physicians, both on- and off-island
- Multiple Cape Cod and Martha's Vineyard

social service

agencies dealing with issues related to
health care

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Ongoing. Nantucket Cottage Hospital relies on various tools to assess needed services as well as to measure the satisfaction of those served. The Hospital has used phone surveys, focus groups, patient satisfaction questionnaires and consultations with government regulatory offices and their assessment tools. Our Patient and Family Advisory Council, a group composed of patients or their family members and Hospital staff, has as its mission "to seek the

community's feedback and involvement in the continuous improvement of patient-family centered care." The Massachusetts Department of Public Health also assists in identifying needs and priorities for the Hospital. The needs identified are those addressed by the programs of the Hospital's Community Benefit Plan; they include information distribution, education, supplies and general information on issues related to health care.

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Consumer Group, Interviews, MassCHIP, Surveys

Select Community Benefits Programs

Meals on Wheels

Brief Description or Objective	In partnership with the Saltmarsh Senior Center, NCH provides discounted meals for seniors delivered to their homes.
Program Type	Direct Services
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Nantucket • Health Indicator: Other: Homebound, Other: Nutrition • Sex: All • Age Group: Adult-Elder • Ethnic Group: Not Specified • Language: Not Specified

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
To provide discounted meals for seniors in their homes.	In FY2010, NCH delivered meals to seniors in the community.

Partners

Partner Name, Description	Partner Web Address
Elder Services of Cape Cod and the Islands, Inc	http://www.escci.org
Contact Information	John Lineman, jlineman@ackhosp.org
Detailed Description	Download/View Attachment (269.65 KB) File Name: 10NCH.pdf

Health and Wellness Screenings for Community

Brief Description or Objective	Nantucket Cottage Hospital offers free mammography clinics twice a year for the early detection of breast cancer in the uninsured and under-insured island populations. In addition, the hospital offers free annual prostate screening.
Program Type	Direct Services, Health Screening, Outreach to Underserved, Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Nantucket

- Health Indicator:** Other: Uninsured/Underinsured
- **Sex:** All
 - **Age Group:** Adult
 - **Ethnic Group:** Black/African American, Hispanic/Latino
 - **Language:** Spanish

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

To offer free health and wellness screening for community residents.

Goal Status

In FY2010, NCH offered two free mammography clinics in addition to one free prostate screening clinic.

Partners**Partner Name, Description****Partner Web Address**

Cape Cod Hospital

<http://www.capecodhealth.org>

Brigham and Women's Hospital

<http://www.brighamandwomens.org>

Contact Information

C. O'Neill , coneill@ackhosp.org

Detailed Description

[Download/View Attachment](#) (269.65 KB)
File Name: 1ONCH.pdf

Flu Clinic**Brief Description or Objective**

In FY2010, Nantucket Cottage Hospital's Flu Clinic expanded from a free inoculation service to involve Nantucket's Public Safety personnel and Nantucket Elementary School in an Emergency Dispensing Drill, in the event of an emergency requiring inoculation.

Program Type

Direct Services, Prevention

Target Population

- **Regions Served:** County-Nantucket
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

To expand the hospital's current inoculation program to include emergency preparedness.

Goal Status

In FY2010, Nantucket Cottage Hospital's Flu Clinic expanded from a free inoculation service to involve Nantucket's Public Safety personnel and Nantucket Elementary School in an Emergency Dispensing Drill, in the event of an emergency requiring inoculation.

Partners**Partner Name, Description****Partner Web Address**

Nantucket Health Department

http://nantucket-ma.gov/Pages/NantucketMA_Health/index

Nantucket

<http://www.nantucket->

Police Department
 ma.gov/Pages/NantucketMA_Police/index

Nantucket Fire Department
 http://www.nantucket-ma.gov/Pages/NantucketMA_Fire/index

Nantucket Elementary School
 http://www.npsk.org/education/district/district.php?sectionid=1

Contact Information Charlene Chadwick , cchadwick@ackhospital.org

Detailed Description [Download/View Attachment](#) (269.65 KB)
 File Name: 1ONCH.pdf

Well Baby Visits

Brief Description or Objective Through the Visiting Nurses Department, NCH staff offer all new moms, regardless of where their baby was born, a free follow-up home visit for assessing/teaching/supporting during this important transition.

Program Type Direct Services, Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** County-Nantucket
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** Child-Infant
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To provide new mothers in the community with clinical assessment and support post delivery.	In FY2010, NCH offered free follow-up home visit for assessing/teaching/supporting during this important transition.

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information E. Coe , ecoe@ackhosp.org

Detailed Description [Download/View Attachment](#) (269.65 KB)
 File Name: 1ONCH.pdf

Medicare Part D Program Enrollment

Brief Description or Objective The NCH Social Services Department advises and counsels qualified Medicare recipients in the annual drug coverage enrollment process

Program Type Health Coverage Subsidies or Enrollment

Target Population

- **Regions Served:** County-Nantucket
- **Health Indicator:** Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
Not Specified	

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information P. Mackay, pmackay@ackhosp.org

Detailed Description [Download/View Attachment](#)(269.65 KB)
File Name: 1ONCH.pdf

Scholarships

Brief Description or Objective Through an endowed fund named for Walter Beinecke, NCH grants \$21,000 in scholarships to graduates of Nantucket High School and to Hospital staff pursuing medically-related degrees.

Program Type Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** County-Nantucket
- **Health Indicator:** Not Specified
- **Sex:** All
- **Age Group:** Adult-Young, Child-Teen
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Supporting Healthcare Reform

Goal Description	Goal Status
To provide high school students and hospital staff with funds to pursue health related educational pursuits.	IN FY2010, NCH provided \$21,000 in scholarships to graduates of Nantucket High School and to hospital staff pursuing medically-related degrees.

Partners

Partner Name, Description Partner Web Address

Nantucket High School <http://www.npsk.org/education/school/school.php?sectionid=66>

Contact Information L. Gillies , lgillies@ackhosp.org

Detailed Description [Download/View Attachment](#)(269.65 KB)
File Name: 1ONCH.pdf

Annual Health Fair

Brief Description or Objective The Annual Health Fair is designed to educate the community on the subjects of wellness and prevention. It also provides health care access to to the uninsured and underinsured, in addition to those interested in early detection and screening.

Program Type Community Education

Target Population

- **Regions Served:** Not Specified
- **Health Indicator:** Not Specified
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
To educate the community on the subjects of wellness and	In FY2010, NCH organized a health fair that offered a

prevention and increase health care access for the underinsured and uninsured.. variety of free screenings and consultations. Also, more than 75 volunteers participated in this event (community leaders, health care professionals, doctors, nurses, and hospital staff).

Partners

Partner Name, Description

Partner Web Address

A Safe Place	http://www.asafeplaceforhelp.org/
The Alliance for Substance Abuse Prevention	http://www.asapnantucket.org
The Community Network for Children	https://www.nantucketcommunityschool.org/classes_catalog.php?deptID=29
The Nantucket Health Club	http://www.nantuckethealthclub.com
Urology Associates of Cape Cod	http://www.uacc.cc
New England Baptist Hospital	http://www.nebh.org
Our Island Home Nantucket AIDS Network	http://www.nantucket-ma.gov/Pages/NantucketMA_IslandHome/index http://www.nantucketaids.org
Massachusetts General Hospital	http://www.massgeneral.org
Brigham and Women's Hospital	http://www.brighamandwomens.org

Contact Information

C.Gifford, cgifford@ackhosp.org

Detailed Description

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File Name: 1ONCH.pdf

Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
Community Benefits Programs	Direct Expenses \$300,000 Associated Expenses Not Specified Determination of Need Expenditures Not Specified Employee Volunteerism Not Specified Other Leveraged Not Specified	\$701,032 *Excluding expenditures that cannot be projected at the time of the report.

	<u>Resources</u>		
<u>Net Charity Care</u>	<u>HSN Assessment</u>	\$369,603	
	<u>HSN Denied Claims</u>	\$31,429	
	<u>Free/Discount Care</u>	Not Specified	
	<u>Total Net Charity Care</u>	\$401,032	
<u>Corporate Sponsorships</u>		Not Specified	
	Total Expenditures	\$701,032	
Total Patient Care-Related Expenses for FY2010			\$29,749,113
Comments: Where 'Not Specified' is reported, it should be noted that although amounts are not available for reporting, Partners hospitals, health centers, and physicians provide substantial contributions.			

Optional Information

Expenditures	Amount		
<u>Community Service Programs</u>	<u>Direct Expenses</u>	Not Specified	
	<u>Associated Expenses</u>	Not Specified	
	<u>Determination of Need Expenditures</u>	Not Specified	
	<u>Employee Volunteerism</u>	Not Specified	
	<u>Other Leveraged Resources</u>	Not Specified	
	Total Community Service Programs	Not Specified	
Bad Debt:	Not Specified	Not Specified	
IRS 990:	Not Specified		