

Northeast Hospital Corporation - FY2012

Community Benefits Mission Statement

The Community Benefits Program at Northeast Hospital Corporation is a program established to partner with community leaders and organizations to assess the health care needs of the community. NHC incorporates the Community Health concepts of wellness, adaptation, self-care and health promotion. Strategies used in Community Benefits health activities include prevention, early detection, early intervention, long-term management and collaborative efforts with the affiliate organizations that make up Northeast Health System. Health issues addressed encompass safety, chronic disease, infectious disease, substance abuse and behavioral health.

Also included with the Community Benefits Mission Statement are the mission statements of Northeast Health System and Northeast Hospital Corporation. The corporate Mission Statement is founded in the concepts of quality, caring and community.

(Approved by the Community Benefits Committee, July 17, 2010)

Target Populations

Name of Target Population	Basis for Selection
Health Issues	Community Health Needs Assessment
Types of Programs	Community Health Needs Assessment
Sex	Community Health Needs Assessment
Race / Ethnicity	Community Health Needs Assessment
Age	Community Health Needs Assessment
Insured Status	Community Health Needs Assessment

Publication of Target Populations

Not Specified

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.beverlyhospital.org/about-us/community-benefits-report>

Key Accomplishments of Reporting Year

- In FY '12 Beverly Hospital funded and partnered with Beverly Bootstraps Community Services on a mobile market programming to low income housing in the City of Beverly. 109 households were served, 256 total individuals were served and 18,234 meals were provided.
- In FY '12 we provided 73 Speaker Bureau presentations within our primary service area. Our Speakers Bureau is made up of physicians, social workers, nurses and other clinical staff.
- In FY '12 we provided 45 free blood pressure clinics at Addison Gilbert Hospital and saw 1,007 "patients" attend our free weekly sessions. Of the 1,007 "patients" 40 needed further care.
- In FY '12 we provided 23 free non-fasting glucose clinics at Addison Gilbert Hospital and saw 274 "patients" attend our free weekly sessions. Of the 274 "patients" 87 needed further care.
- In FY '12 as part of our partnership with the Beverly YMCA; Beverly Hospital was able to work with numerous community partners in the City of Beverly to implement a Fruit & Vegetable Bar in each of the five elementary schools in Beverly. This is part of the Pioneering Healthier Communities Grant and Be Healthy Beverly initiative.
- In FY '12 Beverly Hospital partnered with Northeast Behavioral Health and the Danvers Police Department on emergency and jail diversion program, which offers a means to divert individuals with mental illness, substance abuse and behavioral health

issues away from the criminal justice system and away from the emergency department. Education related to diversion programs was done with Middleton and Topsfield police department(s).

- In FY '12 Addison Gilbert and Beverly hospitals offered free skin cancer clinics. In partnership with the American Cancer Society and Melanoma Foundation each "patient" received a thorough and comprehensive examination. We saw a total of 79 "patients" and 47 needed further evaluation.

- In FY '12 we enhanced our offerings of free pediatric speech and language screenings by adding screening days at Addison Gilbert Hospital in addition to our established program at Beverly Hospital, which was managed by the Speech-Language Therapy Department. Screenings were provided for children 18 months to seven years of age. The thirty minute screening helped to identify if a child is developmentally appropriate in terms of their speech, language, or feeding skills. We screened 128 children.

- In FY '12 our SHINE (Serving Health Information Needs of Elders) Counselors managed over 2,100 clients across the North Shore and Cape Ann, assisted over 1,800 visits and spent 374 hours with beneficiaries.

- In FY '12 Northeast Hospital Corporation funded three \$10,000 grants for innovative, community based initiatives in one of three key areas; those that promote mental and behavioral health education, chronic disease prevention or management and improving access to health services in the community.

- In FY '12 Addison Gilbert Hospital and the Department of Sports Medicine launched "Safe Steps for Seniors" a program that meet three times per week to help promote fall risk reduction by improving physical, social and nutritional health needs. This comprehensive program saw a total of 30 individuals.

Plans for Next Reporting Year

- Implement three internal working groups within the first quarter of fiscal year 2013 to address key findings in the community health needs assessment. Those groups will be as follows: Senior Health Needs, Behavioral and Substance Abuse Needs and Chronic Disease and Wellness Needs. By the end of third quarter of fiscal year 2013, those groups will expand to include community providers / partners.

- Create a community benefits plan for the next three years to ensure Northeast Hospital Corporation allocates proper resources and develops strategic community partnerships to address findings from the most recent community health needs assessment.

- Continue to serve as the leading partner with the Greater Beverly YMCA related to the Pioneering Healthy Communities initiative as the community based partnership "Be Healthy Beverly" looks to address key health issues in the City of Beverly.

- Establish a partnership with the Beverly Council on Aging to launch a Senior Dinner Club which will be hosted at Beverly hospital each month. The partnership would also include Unidine who facilitates this program on a national level. Each dinner would have an educational / health and wellness presentation

- Secure at least two opportunities for clinical areas to provide care in community based organizations. The targeted communities are Beverly & Gloucester.

- Expand Northeast Hospital Corporation's Community Collaborative Grant. NHC requests applications for funding that relate to one of the main focuses of the Community Health Needs Assessment. NHC currently allocates up to \$30,000 in grant funding to support innovative initiatives that are designed to: promote mental and behavioral health education, prevention, and early intervention; improve chronic disease prevention (as it relates to diabetes, stroke, cancer, and heart disease) and promote healthy lifestyles and publicize available health resources and activities in the community. The goal will be to add another \$10,000 in funding to one more grant recipient.

- Continue organizational progress as it relates to the long-term goals stated for each of community benefit programs.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

- Kenneth Hanover – President and Chief Executive Officer, Northeast Health System
- David St. Laurent – Chairman, Northeast Health System Board of Trustees
- Nancy Palmer – Chairwoman, Northeast Hospital Corporation Board of Trustees
- Marc Meiches – Trustee
- Joseph Haley, Esq. – Trustee
- Charles Favazzao – Trustee
- Charles Furlong – Trustee
- Robert Irwin - Trustee
- William Donaldson, Esq. – Sr. Vice President & General Counsel
- Susan Payson – Sr. Vice President, Philanthropy
- Lisa Neveling – Vice President, Marketing & Business Development
- Joseph Porcello – Controller
- Gerald MacKillop, Jr., MBA – Public Relations Manager, Marketing & Business Development
- Margaret Sallade – Program Coordinator, North Shore Community Health Network Area
- Jack Meaney – President & CEO, North Shore YMCA
- Julie Lafontaine – Executive Director, The Open Door Food Pantry
- Margo Casey – Executive Director, North Shore United Way

Community Benefits Team Meetings

The Northeast Hospital Corporation Community Benefits Committee met three times over the course of Fiscal Year 2012.

Community Partners

Beverly Community Council
Sterling Center YMCA Beverly
Ledgewood, Beverly
Essex Park Rehab Beverly
Beacon Hospice, Beverly
Beverly High School
Beverly Senior Center
BevCam
Herrick House Beverly
Memorial School Beverly

First Baptist Church of Beverly
Beverly Resource Group
Cape Ann Chamber of Commerce
Danvers Senior Center
First Church in Danvers
Center for Healthy Aging- Danvers
Peabody Institute Library Danvers
Stop & Shop Danvers
Danvers Rotary
St. John's Prep, Danvers
Danvers Kiwanis Club
Danvers YMCA
North Shore Community College, Danvers
Essex Senior Center
Action Inc. Gloucester
Gloucester Stroke Club
Rose Baker Senior Center Gloucester
Shaws Gloucester Eastern Ave
Gloucester Rotary
Hamilton Wenham Regional High School
Hamilton Wenham Rotary
Ipswich Council on Aging
Ipswich YMCA
Ipswich Senior Center
Bridgewell Lynnfield
Lynnfield Senior Center
Lynnfield Council on Aging
Marblehead Council on Aging
Marblehead Senior Center
Jewish Community Center Marblehead
Flint Public Library Middleton
Middleton Council on Aging
Middleton Senior Center
Peabody Senior Center
Peabody Institute Library Peabody
Peabody Glen Health Care Center
Peabody Council on Aging
Brooksby Village, Peabody
Rockport Rotary Club
Rockport Senior Center
Salem Council on Aging
Topsfield Council on Aging
Wenham Council on Aging
Enon Village Wenham
Wenham Council on Aging
Beverly Chamber of Commerce
Peabody Area Chamber of Commerce
Healthy Gloucester Collaborative
GetFit Gloucester
North Shore Chamber of Commerce
Cape Ann Channel 12 Public Access
Danvers Community Access Television
American Red Cross of Northeast Massachusetts
Beverly Main Streets
North Shore United Way
Endicott College
YMCA of the North Shore

North Shore Community Health Network Area
River House Shelter, Beverly
Widow Support Group, Gloucester
Loss of a Child, Gloucester
Manchester-Essex Regional High School
Landmark School
Proctor School, Middleton
Boards of Health - Beverly/Peabody/Gloucester/Essex/Rockport
American Red Cross
Action, Inc.
Pathways for Children
C.A.R.E.
Open Door
Beverly Bootstraps
Cape Ann TV, Gloucester
Gloucester High School
Rockport High School
Hospice of North Shore & Greater Boston
Arthritis Foundation
North Beverly Elementary School
Manchester Club
Wellspring House
American Lung Association
American Cancer Society
Gloucester Coast Guard
Pingree School
Cape Ann Military Family Support Group
Sisters of Notre Dame, Ipswich
Turtle Creek - Turtle Woods - (senior housing) - Beverly
Boxford Cable TV
Peabody Access TV
Massachusetts Coalition of Nurse Practitioners of North Shore
Rowley Senior Center
Danvers YMCA
North Shore Neuropathy Support Group
Cape Ann Farmer's Market, Gloucester

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In October 2011, John Snow Inc. (JSI) was contracted by Northeast Hospital Corporation to conduct a comprehensive needs assessment that would identify the major concerns and priorities on the North Shore so that NHC could develop community health programming and services that would more effectively meet the needs of the community. The assessment process is intended to ensure that its services and community health programs remain responsive to the communities they serve and that strong partnerships are built and renewed with the communities and other stakeholders in the area. While quantitative data is pulled for all communities in NHC's primary service area, a more thorough assessment including qualitative findings were offered in the following communities: Essex, Gloucester, Hamilton, Ipswich, Manchester, Rockport and Wenham.

The following is a summary of the process and methods used during the three phase assessment. The report and roll-out plan were completed in October 2012.

Phase I – Preliminary Needs Assessment

- Conduct a preliminary needs assessment that relies on publicly available data.
- Conduct a series of structured key informant interviews internally with select staff and board members.

Phase II – Targeted Community Engagement

- Conduct a series of structured key informant interviews externally with community leaders, health and social service providers and other key stakeholders in the community.
- Collect primary data directly from the community residents through a series of community mail surveys.
- Develop a final Needs Assessment Report and conduct a strategic planning retreat.

Phase III – Strategic Plan Development and Reporting

- Consolidate all of the project findings and deliverables into a comprehensive Community Needs Assessment and Community Engagement Strategic Plan that will include:

- oA list of the community health care needs and priorities identified overall and by the community.
- oSupporting documentation and data.
- oRecommending priority health needs and a set of preliminary programmatic recommendations for review.
- Develop a reporting strategy; develop a series of presentations / materials; present to the community.

Sources of Information

- oMassachusetts Community Health Information Profile (MassChip) system as well as other national, state and local sources.
- oCommunity Health Survey which consisted of 24 pages. 2,400 random households were selected to participate.
- oKey informant interviews with town / city leadership and public health professionals.

Needs Identified

The most significant issues with respect to access to care were related to dental services, particularly for adults and mental health and substance abuse services for low income and middle income brackets. In addition, a significant proportion of the population in the region struggled to access prescription drugs, due primarily to the cost of co-pays and deductibles. Access to care was also affected by transportation and cost barriers, which were by far the two most significant barriers to care for those in the region. These issues have a particularly strong impact on low income and older adult populations who are most likely to be isolated and struggle to make ends meet financially.

There are a number of risk factors that have a major impact on chronic disease and the general level of health for individuals and communities. The risk factors with the greatest health effects are overweight/obesity, physical exercise, poor nutrition, and smoking. These factors can lead to variety of conditions such as diabetes, heart disease, hypertension, COPD, asthma, cancer, and arthritis. Obesity is a particular and increasing problem at a national and state-level, as well as at regional level. Conversely healthy habits and behaviors with respect to nutrition and physical exercise can be protective and improve heart and lung function, diabetes control, and hypertension, and reduce the risk of cancer, fall-related injuries, and other conditions.

Chronic diseases such as diabetes, heart disease, stroke, hypertension, respiratory disease, and cancer are the major causes of morbidity, disability and mortality, both in the region and the state. These conditions are in fact among the leading causes of death across the nation. Caused by a mixture of factors including genetic, environmental, and lifestyle, chronic diseases are pervasive, difficult to treat and occur in an increasing proportion of our society. The regional prevalence, hospitalization, and death rates for chronic diseases are comparable to the rates at the State in almost all cases but there are some important exceptions, particularly with respect to diabetes and hypertension. There is also some indication that some residents in the region are not properly engaged or receiving appropriate preventive, acute or chronic disease management service in primary care. As evidenced by higher rates of hospital emergency department and hospital inpatient utilization for some conditions.

Depression, anxiety and stress are major health issues throughout the nation and place significant burdens on individuals, families and communities. Numerous national studies have shown that many of the leading chronic illnesses, such as diabetes and heart disease, are linked to mental illness and the rates of co-occurring physical and mental illness are extremely high. Mental illness also plays a significant role in increasing health care expenditures and is responsible for a large proportion of total hospital emergency department visits and inpatient stays. Numerous data elements from the survey and the state quantitative morbidity and mortality data highlight the burden that it places on the region, especially among low income populations.

Like mental health, substance abuse is evident across all income and geographic groups and causes significant burdens and loss of productivity upon individuals, families and communities. Substance abuse increases health care expenditures as well as community expenditures on law enforcement and incarceration. The extent to which many segments of the region's population abuse alcohol and prescription drugs was one of the more dramatic findings in the assessment. Regionally, those who responded to our survey were much more likely to report as "heavy" alcohol drinkers (more than

seven drinks a week for women and more than 14 drinks a week for men) or binge drinkers (more than four drinks at any one sitting for women and more than five drinks at any one sitting for men) than those in the state overall. Regionally, high proportions of the population also abused prescription drugs.

Conclusion

Northeast Hospital Corporation and the staff at Addison Gilbert and Beverly hospitals are committed to developing hospital services and other community-based programs that are tailored to meet the needs of the communities they serve. Both of LHS' hospitals have a recognized track record of working collaboratively with community partners to develop programs and services that are providing health education, expanding access to service, addressing barriers to care, and improving overall health status.

We are proud of this record and look forward to using the findings from this assessment to refine our current services and develop new community programs and partnerships. Community health workgroups that correspond to the health priorities identified by the assessment have already been convened and these workgroups are in the process of developing detailed strategic plans. The staff at Addison Gilbert and Beverly hospitals looks forward to working with all of the area's health and social service providers and the community at-large as to improve the overall health status of the North Shore and Cape Ann communities.

Consultants/Other Organizations

John Snow, Inc., and its non-profit JSI Research & Training Institute, Inc., are public health management consulting and research organizations dedicated to improving the health of individuals and communities throughout the world.

For more than 30 years, Boston-based JSI and its affiliates have provided high-quality technical and managerial assistance to public health programs worldwide. JSI has implemented projects in 106 countries, and currently operates from eight U.S. and 81 international offices, with more than 500 U.S.-based professionals and 1,600 host country staff.

JSI is deeply committed to improving the health of individuals and communities worldwide. They work in partnership with governments, organizations, and host-country experts to improve quality, access and equity of health systems worldwide. They collaborate with government agencies, the private sector, and local nonprofit and civil society organizations to achieve change in communities and health systems.

Alec McKinney
 Senior Project Director
 44 Farnsworth Street, 7th Floor
 Boston, MA 02210

Data Sources

Community Focus Groups, Hospital, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA

Select Community Benefits Programs

Mobile Market

Brief Description or Objective	Northeast Hospital Corporation provided the funding to allow Beverly Bootstraps to offer fresh produce to residents of the Beverly Housing Authority's property on the corner of Herrick Street. Each Tuesday from June – October residents were able to access produce at no cost while also learning about basic nutrition and recipes from clinical nutrition managers at Northeast Hospital Corporation. During the first year, 109 households were served; 256 total individuals were served; 12,437 pounds of produce were distributed and 18,234 meals were provided.
Program Type	Community Education, Grant/Donation/Foundation/Scholarship, Health Screening, Healthy Communities Partnership, Outreach to Underserved
Target Population	<ul style="list-style-type: none"> • Regions Served: Beverly • Health Indicator: Overweight and Obesity, Physical Activity • Sex: All

- **Age Group:** All
- **Ethnic Group:** Asian, Black/African American, Hispanic/Latino, White
- **Language:** English , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

The immediate goal was to provide access to fresh produce while providing basic information as it relates to nutrition in a community setting. Knowing transportation is a barrier to access, the mobile market was able to bring food to the housing authority location and its residents on a weekly basis. We achieved this goal in the first year of this pilot program. The breakdown of individuals were 28 seniors; 22 disabled; 53 single parent households; 83 unemployed and 79 female head of household.

Goal Status

Complete

To expand the program to one addition low income residence in partnership with Beverly Bootstraps and the Beverly Housing Authority by 2014.

Planning Phase

Partners

Partner Name, Description Partner Web Address

Beverly Bootstraps Community Services, Inc. www.beverlybootstraps.org

Contact Information

Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Addison Gilbert Hospital Weekly Blood Pressure Clinic

Brief Description or Objective

Addison Gilbert Hospital offers a free weekly walk-in blood pressure clinic every Monday (minus holidays) from 1 – 3 p.m. in the Women's Health Conference Room.

Program Type

Direct Services,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Essex, Gloucester, Manchester-by-the-Sea, Rockport
- **Health Indicator:** Other: Hypertension
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

In fiscal year 2012 we saw 1,007 "patients", 40 presented with high blood pressures. The goal of the program is to educate patients as well as

Goal Status

Complete

educate and offer information related to additional resources for patients. Retired nursing staff see patients, take blood pressure, review results, review medications and council if necessary. We also ask the patient if they would like us to share results with their primary care physician or nurse practitioner for follow-up care.

To implement a walk-in blood pressure clinic once per month at Beverly Hospital at Danvers by end of fiscal year 2013. Planning Phase

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Emergency Department & Jail Diversion Program

Brief Description or Objective

The emergency department and jail diversion program in partnership with the Danvers Police offers a means of diverting individuals with mental illness, substance abuse and other behavioral health issues away from the criminal justice system and away from the hospital emergency department at Beverly Hospital and places them in a more appropriate setting, such as a psychiatric, social service and community based services.

Program Type

Direct Services, Grant/Donation/Foundation/Scholarship, Health Professional/Staff Training, Prevention

Target Population

- **Regions Served:** Danvers, Middleton, Topsfield
- **Health Indicator:** Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Domestic Violence
- **Sex:** All
- **Age Group:** All Adults, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

To provide basic training and understanding of behavioral health and substance abuse related issues with local police departments in Danvers, Middleton and Topsfield.

Complete

Create an atmosphere the incorporates ride-along programs with the crisis response team member and the patrol division of the Danvers Police Department.

Complete

To incorporate the emergency department and jail diversion program in place in one other community prior to the

Planning Phase

conclusion of fiscal year 2014.

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Diabetes Walk-In Clinic(s)

Brief Description or Objective

Weekly walk-in non-fasting glucose clinic held the first Monday of each month at Addison Gilbert Hospital; minus holidays. In addition to the weekly walk in program, the diabetes care center offered non-fasting glucose testing at numerous health fairs and other hospital locations in fiscal year 2012, seeing 274 "patients" at 23 sessions. 87 "patients" had higher than normal readings.

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Essex, Gloucester, Manchester-by-the-Sea, Rockport
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

The goal of the program is to provide intervention, help detect a high glucose reading and also educate patients about diabetes and resources to help them if they indeed are diabetic. We also help folks who are borderline diabetic and need assistance with diet, medication etc. Diabetes Educations and Clinical Nutritionists see patients, take the blood sample, review results, review medications and council if necessary. We also ask the patient if they would like us to share results with their primary care physician or nurse practitioner for follow-up care.

On-Going

To implement a collaborative program with local food pantries and YMCA's on a coordinated approach and program to address diabetes in both adult and youth populations. This program should be multifaceted, combining education, nutrition and physical activity components. A program should be developed by end of fiscal

Planning

year 2014.

Partners

Partner Name, Description	Partner Web Address
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Gloucester Health Department	www.gloucester-ma.gov
The Open Door	www.foodpantry.org
Danvers Family Y.M.C.A.	www.danversymca.net
Beverly Bootstraps Community Services, Inc.	www.beverlybootstraps.org
Rockport Council on Aging	www.townofrockport.com

Contact Information	Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org
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Detailed Description	Not Specified
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Community Supper Program - First Parish Church Beverly

Brief Description or Objective	Northeast Hospital Corporation funded a weekly supper program which saw over 2,000 patrons in fiscal year 2012. NHC funding allowed the First Parish church to provide a hot and nutritious meal every Tuesday night. It was not atypical for that meal to be the patrons only meal of the day.
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Program Type	Grant/Donation/Foundation/Scholarship
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Target Population	<ul style="list-style-type: none">• Regions Served: Beverly• Health Indicator: Other: Nutrition• Sex: All• Age Group: All• Ethnic Group: All• Language: English
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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To provide funding to allow the First Parish Church in Beverly to continue their Tuesday supper program while be able to provide meals for the ever growing number of attendees.	On-Going
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Continue to provide funding to meet the needs of a highly vulnerable population. The plan is to provide education, assistance and support to patrons via a support group, nutrition education or access to healthcare.	Planning Phase
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Partners

Partner Name, Description	Partner Web Address
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First Parish Church, Beverly	www.firstparishchurchbeverly.org
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Contact Information	Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org
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Detailed Description	Not Specified
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Northeast Hospital Corporation Community Collaborative Grants

Brief Description or	Northeast Hospital Corporation launched a new Community Collaborative Grant to address
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Objective significant health issues in our North Shore communities. The grant program will be a key aspect of the NHC community benefit program and is a direct result of our most recent community health needs assessment. Through the grant, NHC awarded 3, \$10,000 grants funding for innovative, community-based initiatives in one of three key areas: those that promote mental and behavioral health education, prevention and early intervention; those that promote healthy lifestyles and improve chronic disease prevention (including diabetes, stroke, cancer and heart disease); and those that improve access to health services and resources in the community.

Program Type Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Asthma/Allergies, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Other, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Diabetes, Other: Domestic Violence, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Rape, Other: Smoking/Tobacco, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** Adult-Young, All
- **Ethnic Group:** All
- **Language:** English

Goals
Statewide Priority: Not Specified

Goal Description **Goal Status**

Expand the grant program by fiscal year 2013 to include one addition \$10,000 grant. Planning

Adapt the grant categories to reflect upon the findings of the community health needs assessment that occurred in fiscal year 2012. Planning

Partners

Partner Name, Description **Partner Web Address**

DanversCares	www.danverscares.org
Cape Ann YMCA / Get Fit Gloucester	www.northshoreymca.org
HAWC	www.hawcdv.org
VNA Care & Hospice	www.vnacarenetwork.org

Contact Information Gerald MacKillop, MBA - Public Relations Manager 500 Cummings Center Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description Not Specified

Pioneering Healthier Communities

Brief Description or Objective The Greater Beverly YMCA, with a grant funded by the Centers of Disease Control and in partnership with Beverly Hospital, Beverly Public Schools and other community organizations, is launching a new healthy living movement known as Be Healthy Beverly. The group's first area of focus over the past year has been to join the national effort to combat childhood obesity, and support the new nutrition standards in the National School Lunch Program.

Program Type Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Healthy Communities Partnership

Target Population

- **Regions Served:** Beverly
- **Health Indicator:** Environmental Quality, Other: Nutrition, Other: Public Safety, Overweight and Obesity, Physical Activity

- **Sex:** All
- **Age Group:** All Children, Child-Preschool, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Be Healthy Beverly introduced fruit and vegetable bars in all five Beverly public elementary school cafeterias. Research has demonstrated that food consumed by children during the school day has a significant impact on both health and education outcomes.	On-Going
To begin a program where students will receive a "5-minute Nutrition" lesson from a nutritionist highlighting one vegetable during their lunch period once a month beginning in 2013. The students will then get to sample this vegetable from the vegetable bar.	Planning Phase
Incorporate raised bed fruit and vegetable gardens at each of Beverly's five elementary schools.	Planning

Partners

Partner Name, Description	Partner Web Address
Beverly Public Schools	www.beverlyschools.org
Beverly Bootstraps Community Services	www.beverlybootstraps.org
Greater Beverly Y.M.C.A.	www.northshoreymca.org
The Food Project	www.foodproject.org
North Shore United Way	www.nsuw.org
Beverly Chamber of Commerce	www.beverlychamber.com
Beverly Health Department	www.beverlyma.gov
Beverly Recreation Department	www.beverlyma.gov

Contact Information Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description Not Specified

Safe Steps for Seniors

Brief Description or Objective	Safe Steps for Seniors aims to promote fall risk reduction by improving the physical, social, and nutritional health of elders in the community. Anticipated outcomes for elders include improved physical health from group exercise, gaining confidence, increasing socialization, and improving emotional well-being by participating in a group program. By improving the knowledge of the participants regarding falls, seniors will be better equipped to advocate for themselves in the community for fall risk reduction.
Program Type	Health Screening, Prevention
Target Population	• Regions Served: Essex, Gloucester, Manchester-by-the-Sea, Rockport

- **Health Indicator:** Other: Safety, Physical Activity
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Continue to offer Safe Steps at Addison Gilbert Hospital, while incorporating a more structured nutrition and food based component with Unidine during fiscal year 2013.	Planning
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A new SSS program will be added in Beverly/Danvers. Group exercise classes will run 3 times per week for 12 weeks with 40-60 minute sessions, serving 12-15 seniors in each location; participants may walk with or without an assistive device. Taught by licensed PTs, classes will incorporate task specific strength, balance, and agility training. Three 12-week sessions will be held July - June, avoiding winter months. Educational sessions will include guest speakers from pharmacy and ophthalmology covering fall risk topics and strategies to prevent injury.	Planning
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Partners

Partner Name, Description	Partner Web Address
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Not Specified

Contact Information

Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org

Detailed Description

Not Specified

Serving the Health Information Needs of Elders (SHINE)

Brief Description or Objective

The SHINE (Serving the Health Information Needs of Elders) Program provides health insurance counseling services to elderly and disabled adults. SHINE counselors are trained to handle complex questions about Medicare, Medicare supplements, Medicare Health Maintenance Organizations, public benefits with health care components, Medicaid, free hospital care, prescription drug assistance programs, drug discount cards, and long-term health insurance.

Program Type

Community Education, Health Coverage Subsidies or Enrollment

Target Population

- **Regions Served:** County-Essex
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** English , Other , Portuguese , Spanish

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
In FY '12 Our SHINE Counselors: Managed over 2,100 client contact forms, had 1,800 visits, spent 374 hours with the beneficiary for all contacts.	Complete
To provide education and assistance to elders who need guidance as it relates to their healthcare insurance.	On-Going
To implement a similar program to take place at Beverly Hospital at Danvers (one time per week) within the next 2 years.	Planning
To implement a similar program at the Rockport Council on Aging in fiscal year 2012.	Complete. We now visit the Rockport Council on Aging each week for two hours.

Partners

Partner Name, Description	Partner Web Address
Gloucester Council on Aging	www.gloucester-ma.gov
Rockport Council on Aging	www.townofrockport.com
Beverly Council on Aging	www.beverlyma.gov

Contact Information	Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org
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Detailed Description	Not Specified
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Addison Gilbert and Beverly Hospital Skin Cancer Clinics

Brief Description or Objective	The Community Skin Cancer Clinic, in partnership with the American Cancer Society and the Melanoma Foundation. Patients call to schedule an appointment with one of our Oncologists. At the clinic, patients are provided with a thorough examination and information on skin cancer prevention. If they were in need of further evaluation and treatment, the findings could be shared with their primary care physician.
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Program Type	Health Screening,Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Essex • Health Indicator: Other: Cancer - Skin • Sex: All • Age Group: All Adults, Child-Teen • Ethnic Group: All • Language: English
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
In FY '12, the program aimed to launch a second clinic day and that was achieved in September 2011. 79 patients participated in two community skin cancer clinics. Out of the 79 patients we saw, 47 needed further treatment and or evaluation. Residents from 21 different communities attended.	Complete

The goal of the program is to educate patients as well as offer preventative services to patients. NHC oncologists and oncology nurse partner to help intervene with early detection of skin cancer.

On-Going

To implement a two more community skin cancer clinics by 2014. One additional clinic at Beverly Hospital and one at Beverly Hospital at Danvers.

Planning

Partners

Partner Name, Description

Partner Web Address

American Cancer Society
Melanoma Foundation of New England

www.cancer.org
www.melanomafoundationne.org/

Contact Information

Tina Ketchopulos, Community Relations Coordinator, 298 Washington Street, Gloucester, MA 01930, 978-283-4000 Ext. 585 , tketchop@nhs-healthlink.org

Detailed Description

Not Specified

Northeast Hospital Corporation Speakers Bureau

Brief Description or Objective

The Beverly and Addison Gilbert hospitals' Speakers Bureau is a free service designed to bring timely information on a variety of health-related topics. Speakers include physicians, registered nurses, dietitians, physical therapists, pharmacists and other healthcare professionals. Provide information about healthy living and illness prevention.

Program Type

Community Education

Target Population

- **Regions Served:** Beverly, Danvers, Essex, Gloucester, Hamilton, Ipswich, Manchester-by-the-Sea, Middleton, Peabody, Rockport, Topsfield, Wenham
- **Health Indicator:** Other: Diabetes, Other: Domestic Violence, Other: Drunk Driving, Other: Elder Care, Other: First Aid/ACLS/CPR, Other: Hearing, Other: Hospice, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Safety - Auto/Passenger, Other: Safety - Sports, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Other: Vision , Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Supporting Healthcare Reform

Goal Description

Provide information about healthy living and illness prevention for the following health related topics – neurological health, cardiac health, cancer, senior health, infectious disease, child development, parenting, diabetes, fitness/exercise, memory loss/dementia/Alzheimer's, arthritis and joint pain, ophthalmology, behavioral health, nutrition, women's

Goal Status

On-Going

health, nervous system, nephrology, men's health, respiratory, hypertension and chronic pain management.

To recruit 10 additional physicians over the next two years to develop presentations directly stemming from data and results of the community health needs assessment. (In FY'12 we added 4 additional members of the Speakers Bureau).

On-Going

Partners

Partner Name, Description Partner Web Address

Bridgewell, Inc.

Manchester-Essex Public Schools

Safe Harbor Retirement

Rockport Council on Aging

Hamilton-Wenham Public Schools

Gloucester Council on Aging

Danvers Council on Aging

Beverly Council on Aging

Gorton's of Gloucester

The Herrick House

Danvers Kiwanis Club

Beverly Kiwanis Club

Cove Circle Community Group

Masconomet School District

North Reading High School

Salem Girl Scouts

Beverly Boy Scouts

Middleton Public Library

Saint John's Prep Danvers

North Shore Mall

Spectrum Adult Day Health Program, Beverly

Endicott College

Salem State University

Peabody Public Health Department

Ipswich Public Health Department

Manchester Men's Club

Second Congregational Church Beverly

BankGloucester

Sisters of Notre Dame, Ipswich

Turtle Creek and Turtle Woods Senior Housing Unit(s)

Pengjun Hall

Contact Information	Tina Ketchopulos, Community Relations Coordinator, 298 Washington Street, Gloucester, MA 01930, 978-283-4000 Ext. 585 , tketchop@nhs-healthlink.org
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Detailed Description	Not Specified
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Speech and Audiology Screenings

Brief Description or Objective	Pediatric Speech screenings are 30 minutes in duration and were used to identify if a child is developmentally appropriate in terms of their speech, language, or feeding skills. If a child qualifies for further evaluation, the family will be assisted by a speech/language pathologist who will assist in scheduling a comprehensive speech/language evaluation. Early identification and intervention is key to addressing developmental delays.
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Program Type	Direct Services,Health Screening
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Target Population	<ul style="list-style-type: none">• Regions Served: County-Essex• Health Indicator: Other: Hearing, Other: Language/Literacy• Sex: All• Age Group: Child-Preschool, Child-Preteen, Child-Toddler• Ethnic Group: All• Language: English
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Goals	
Statewide Priority:	Not Specified

Goal Description	Goal Status
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In fiscal year 2012, we offered four different pediatric speech screenings; ranging from an entire month and others over the course of two days. We saw a total of 128 children. We also conducted two free adult hearing screenings where we saw 70 adults participate.	Complete
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To expand the program to Addison Gilbert Hospital by 2013, by offering 2 month long sessions.	Planning
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Partners

Partner Name, Description	Partner Web Address
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Not Specified	
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Contact Information	Gerald MacKillop, Public Relations Manager, 500 Cummings Center, Suite 6500 Beverly, MA 01915 978-236-1615, gmackill@nhs-healthlink.org
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Detailed Description	Not Specified
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Northeast Hospital Corporation Support Groups

Brief Description or Objective	Addison Gilbert and Beverly hospitals offers a variety of support groups to help educated, support, and assist individuals and families who are going through a difficult time in their lives. Support Groups can help to inform, console, and lift the spirit.. all part of the healing process.
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Program Type	Support Group
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Target Population	<ul style="list-style-type: none">• Regions Served: Beverly, Boxford, Danvers, Essex, Gloucester, Hamilton, Ipswich, Manchester-by-the-Sea, Middleton, Peabody, Rockport, Topsfield, Wenham• Health Indicator: Other: Alzheimer Disease, Other: Cancer, Other: Child Care, Other: Diabetes, Other: Elder Care, Other: Parenting Skills, Other: Smoking/Tobacco, Other: Stroke• Sex: All• Age Group: All Adults, Child-Preteen, Child-Primary School, Child-Teen• Ethnic Group: All• Language: English
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Goals**Statewide Priority:** Not Specified**Goal Description****Goal Status**

In fiscal year 2012 NHC hosted 198 support group sessions. We offered 20 different types of support groups totaling 297 hours. We hosted support groups at Beverly Hospital, Beverly Hospital at Danvers and Addison Gilbert Hospital.

Complete

To implement two new support groups, based on identified needs of the community health needs assessment over the course of the next three fiscal years. Goal was achieved in May 2011. We have currently added a total of four new support groups.

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

Not Specified

Contact Information

Tina Ketchopulos, Community Relations Coordinator, 298 Washington Street, Gloucester, MA 01930, 978-283-4000 Ext. 585 , tketchop@nhs-healthlink.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2012	Approved Program Budget for 2012
Community Benefits Programs	Direct Expenses \$1,367,417 Associated Expenses \$103,250 Determination of Need Expenditures \$20,608 Employee Volunteerism \$12,120 Other Leveraged Resources \$34,000	\$719,921 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$5,039,938 HSN Denied Claims \$113,136 Free/Discount Care \$497,462 Total Net Charity Care \$5,650,536	
Corporate Sponsorships	\$90,250	
	Total Expenditures \$7,278,181	
Total Patient Care-Related Expenses for FY2012		\$296,668,655

Comments: None

Optional Information

Expenditures	Amount			
Community Service Programs	Direct Expenses	\$26,711		
	Associated Expenses	\$0		
	Determination of Need Expenditures	\$0		
	Employee Volunteerism	\$9,954		
	Other Leveraged Resources	\$7,449		
	Total Community Service Programs		Not Specified	
Bad Debt:	Not Specified Not Specified			
IRS 990:	Not Specified			