

Lawrence General Hospital - FY2013

Community Benefits Mission Statement

Lawrence General Hospital is a private, non-profit community hospital providing the Merrimack Valley and southern New Hampshire regions with high quality, high value medical care for the whole family. For more than 135 years, the extremely dedicated doctors, nurses, and staff of Lawrence General have been committed to strengthening our hospital and our community.

Lawrence General Hospital (LGH) is clinically affiliated with both Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center. These affiliations ensure that Lawrence General's patients have an expanded roster of specialty services and clinics available locally, greatly decreasing the need to travel to Boston for high quality care.

Lawrence General's vision for the hospital is to become a stellar regional health system known for the highest quality, highest value, service, efficiency, and compassionate care. To achieve the highest levels of quality and patient satisfaction, the Hospital's philosophy of care focuses around these four core values: Quality, Integrity, Compassion and Service.

Since 1875, Lawrence General Hospital has served the healthcare needs of the residents of Lawrence and surrounding communities, and remains committed to that tradition by continuing to provide quality, comprehensive services for the entire family. This pledge is built on its mission, vision and values, and is embodied today in the hospital's commitment to its Community Benefits Program.

The hospital's Community Benefits Program is defined as the activities that enhance the quality of life and well-being of residents of our service area. It encompasses charity care for all in need, treatment of illness regardless of race, color or creed, and the implementation of wellness programs. We are proud to be the only remaining not-for-profit community hospital serving the Merrimack Valley area.

In support of our mission, our goal is to better meet the needs of the patients we serve and to improve the quality, safety and continuity of care delivered in a patient and family-centered care model. To achieve this goal, the leadership team at Lawrence General is committed to working collaboratively with all Employees, Medical Staff, Physicians and Community Partners.

Target Populations

Name of Target Population	Basis for Selection
<p>Our primary target populations are core urban Lawrence and Merrimack Valley residents; under-insured/uninsured residents; women & men lacking the support, financial and network services to acquire health services and education – to include preventative primary, prenatal, pediatric or emergency care, health education, screenings, etc. In addition, we target residents with high behavioral risk factors including for heart disease, stroke, cancer, diabetes, obesity, and smoking.</p>	<p>Community Health Needs Assessment, demographic data from the US Census; Massachusetts Community Health Information Profile (MassCHIP); market data from the Massachusetts Health Data Consortium; quality benchmarking and trend data from state and national sources; Press Ganey patient satisfaction surveys; the Patient Family Advisory Council at Lawrence General Hospital (PFAC), which was established in 2010, and Survey Monkey community surveys by LGH. Special studies such as DPH research on Racial and Ethnic Health Disparities or Department of Public Health Birth Data are incorporated also in planning.</p>
<p>Residents at risk for trauma, violence, sexual assault.</p>	<p>Community Health Needs Assessment, demographic data from the US Census; Massachusetts Community Health Information Profile (MassCHIP); market data from the Massachusetts Health Data Consortium; quality benchmarking and trend data from state and national sources; Press Ganey patient satisfaction surveys; the Patient Family Advisory Council at Lawrence General Hospital (PFAC), which was established in 2010, and Survey Monkey community surveys by LGH. Special studies such as DPH research on Racial and Ethnic Health Disparities or Department of Public Health Birth Data are incorporated also in planning.</p>
<p>Residents/at-risk populations in Andover, North Andover, Methuen, Haverhill, Lawrence, and Southern New Hampshire.</p>	<p>Community Health Needs Assessment, demographic data from the US Census; Massachusetts Community Health Information Profile (MassCHIP); market data from the Massachusetts Health Data Consortium; quality benchmarking and trend data from state and national sources; Press Ganey patient satisfaction surveys; the Patient Family Advisory Council at Lawrence General Hospital (PFAC), which was established in 2010, and Survey Monkey community surveys by LGH. Special studies such as DPH research on Racial and Ethnic Health Disparities or Department of Public Health Birth Data are incorporated also in planning.</p>

Publication of Target Populations

Marketing Collateral, Annual Report, Website, Other- Community Health Needs Assessment, 2013

Hospital/HMO Web Page Publicizing Target Pop.

www.lawrencegeneral.org

Key Accomplishments of Reporting Year

Lawrence General Hospital currently implements and supports numerous programs and services in the community to address the health needs of Merrimack Valley residents, and particularly individuals who are medically underserved. From support groups to cancer screenings to health education materials, Lawrence General Hospital partners with numerous community organizations and agencies to focus on primary and secondary prevention in the community. No other hospital in the immediate region matches the depth and breadth of Lawrence General Hospital's commitment to these important activities.

COMMUNITY HEALTH NEEDS ASSESSMENT

As a way to ensure that Lawrence General is achieving its vision and meeting the needs of the community, the Hospital undertook a comprehensive community health needs assessment (CHNA) in the summer of 2013. The Lawrence General Hospital CHNA focused on the Hospital's primary and secondary markets, which include the towns of: (primary) Lawrence, Methuen, North Andover, Haverhill, and Andover in Massachusetts (MA) as well as (secondary) Middleton (MA), Georgetown (MA), Salem (NH), Plaistow (NH), Atkinson (NH), Boxford (MA), and Tewksbury (MA).

Health Resources in Action (HRIA), a non-profit public health consultancy organization, was engaged to conduct the CHNA. The CHNA included reviewing existing social, economic, and health data of the Merrimack Valley region as well as conducting a public survey and in-depth discussions with providers, community-based organizational leaders, and residents to identify the perceived health needs of the community, challenges to access services, the current strengths and assets, and opportunities for action.

The CHNA utilized a participatory, collaborative approach to look at health in its broadest context. The assessment process included: synthesizing existing data on social, economic, and health indicators in the region; administering a public survey completed by 156 residents and 231 health or social service providers; and conducting focus groups and five interviews with providers, community-based organizational staff, and residents to identify the perceived health needs, challenges to accessing services, current strengths and assets, and opportunities for action in the community. The qualitative discussions in the 2013 CHNA engaged over 60 individuals.

The Lawrence General CHNA incorporates data on important social, economic, and health indicators pulled from various sources, including the MA Department of Public Health (MASSCHIP), U.S. Census, Centers for Disease Control and Prevention, and U.S. Bureau of Labor. Types of data included self-report of health behaviors from large, population-based surveys such as the Behavioral Risk Factor Surveillance System (BRFSS), as well as vital statistics based on birth and death records. All tables and graphs note the specific data source. The Lawrence General Hospital (LGH) primary and secondary service areas are comprised of a total of 12 communities that cross state lines (Massachusetts and New Hampshire), county lines (Essex County MA, Middlesex County MA, and Rockingham County NH), and Community Health Network Areas (CHNA 11 and CHNA 12). The CHNA provided an overview of the social and economic environment of the Merrimack Valley region, the health conditions and behaviors that affect its residents, and perceptions of strengths and challenges in the current environment.

Key health issues emerged as areas of potential concern in the assessment, both from an epidemiological perspective and resident/provider areas of interest. These may also be the areas where there is the most groundswell of support for action:

- Obesity
- Chronic disease: specifically cancer, diabetes, and asthma
- Substance abuse
- Mental health
- Health care access

Overarching conclusions that cut across multiple topic areas include the following:

There is wide variation in the region in population composition and socioeconomic levels, with Lawrence residents in particular facing unique socioeconomic and health concerns. While several communities in the region such as Andover and North Andover are highly affluent, communities such as Lawrence and to a lesser extent Methuen experience lower median incomes, higher rates of poverty and unemployment, and lower levels of education. These factors all have a significant impact on people's health priorities, their ability to seek services, access to resources, reliance on support networks, stress level, and opportunities to engage in healthful lives. The cultural, language, and economic diversity across the region presents significant challenges when delivering services and care that aim to meet the multitude of needs across the region. Additionally, the violence and crime in Lawrence far exceeds the rest of the region and further inhibits health of residents by affecting their ability to be safe being physically active outside, exacerbating stress and anxiety levels, and contributing to intentional injuries.

Substance use and mental health were considered growing, pressing concerns by focus group and interview respondents, and one in which the current services were not seen as necessarily addressing community needs. Substance use, particularly related to alcohol and prescription drugs, was an issue raised among several participants. The limited number of substance abuse providers and complexity of addiction were identified as reasons for contributing to this problem. Additionally, in conversations with interview and focus group participants, many noted that the issues of substance abuse and mental health are intricately intertwined. This situation makes addressing these issues even more challenging. Current treatment programs do exist, but the demand was seen as exceeding the number of providers available.

Chronic diseases and their related risk factors disproportionately affect residents of some of Lawrence General's service area. Obesity, healthy eating, and physical activity continue to be a concern among residents, organizational leaders, and health care providers. Of particular concern was affordability of healthy foods and the fragmentation/lack of coordination of area programs on the topic. Diabetes and heart disease were described as conditions directly affected by obesity and issues of particular concern among residents.

Despite improvements in health care coverage, residents still experience barriers to accessing care. While health care coverage in Massachusetts has expanded, assessment participants cited several challenges to accessing care including financial barriers, lack of coordinated care, lack of weekend/evening hours, long wait times, and the need for culturally competent care. Participants also indicated that there are insufficient resources to address the growing need for mental health services in the community. Overall, the integration and coordination of care was an important theme discussed by participants.

Opportunities exist to build on community assets and coordinate efforts to address the needs of the community. Participants cited multiple assets of the region including the strength of diversity, quality of health care services, collaborative organizational partnerships, and an abundance of organizations already working together. Participants wanted to see more of these strengths utilized and had a vision of a community with a greater emphasis on wellness and healthy environments/workplaces, reduction in poverty and crime, and improved collaboration across multiple entities and organizations.

Plans for Next Reporting Year

Findings from our recent CHNA will guide future community outreach undertaken by the hospital. Prioritization of our focus areas and community benefit plan include a number of considerations including: the magnitude and severity of the issue; feasibility including technical and financial capacity and strength of partnerships; and alignment with Lawrence General Hospital's current efforts.

While there is wide variation in the region in population composition and socioeconomic levels, with Lawrence residents in particular facing unique socioeconomic and health concerns, opportunities exist to build on community assets, such as collaborative community-based organizations, and coordinate efforts to address the needs of the community. Our goals for the future integrate the range of current and potentially future partnerships involved in community outreach efforts, since it is so critical for community health issues to be addressed through a comprehensive, collaborative approach.

The following key findings on critical community health issues that were identified by the CHNA will be the focus of our community efforts for 2014 and beyond:

1. Chronic diseases such as diabetes, and asthma and their related risk factors such as obesity disproportionately affect residents of some of LGH's service area. In addition cancer was identified as a major concern for residents surveyed.
2. Substance use and mental health were considered growing, pressing concerns by focus group and interview respondents, and issues for which the current services were not seen as necessarily addressing community needs.
3. Despite improvements in health care coverage, residents still experience barriers to accessing health care.

The following discusses the identified how Lawrence General Hospital, in collaboration with community partners, plans to address these key community health needs in the future.

OBESITY & CHRONIC DISEASE

Obesity is a significant risk factor for both heart disease and diabetes. The Hospital is undertaking a vast number of initiatives to address obesity as well as diabetes and heart

disease. In the last several years, LGH has implemented, invested in or supported numerous activities to address obesity, heart disease, and diabetes prevention or management. Current activities that will be continued in the following year include:

- Referring nearly 100% of all diabetic hospitalized patients of the Greater Lawrence Family Health Center for diabetic self-management education, risk stratifying those patients and dramatically improving the rate of education.
- The Heart Depot, a program that engages clinicians from across the hospital to provide information and education to the community on healthy eating habits as well as cardiac health and cancer awareness. These services also include free screenings for cholesterol and diabetes and free gym membership giveaways.
- Collaborations with YMCA and Other Community Based Organizations to improve health and wellness directly at the community level. For example, to improve physical activity, LGH supports and sponsors all of the YMCA's major teams and sports activities for children throughout Merrimack Valley region.
- Diabetes self-management education to the community through LGH's Diabetes Education Center which is certified by the American Diabetes Association, meeting national standards for education. The program includes a registered nurse and registered dietitian who hold a certification in Diabetes Education and a dietitian who has additional training in obesity and holds a pediatric/adult weight management certificate.
- Diabetes awareness events onsite via LGH Diabetes Education Center including diabetes self-management training programs, screenings for over 1,200 employees, as well as providing information on healthy eating and portion control.
- Participation by clinicians from Lawrence General Hospital's Diabetes Education Center in a number of community events where they provide free screenings to attendees and education on healthy eating, portion control, and physical activity.
- Free monthly support groups for people with diabetes and their family members to allow an opportunity for sharing experiences and learn from one another.
- Development of diabetes educational materials specifically to improve diabetes education for hospitalization follow-up for inpatients that transition home and will be seeking care from their primary health care provider.
- Lawrence General Hospital will be doubling its major sponsorship of and support for the newly-opened Spicket River Greenway, a stunning walking and bike path located in the City of Lawrence, and which winds through the LGH campus.
- Partnering with the independent physician association (IPO) and the physicians of Pentucket Medical Associates to provide their primary care physicians with information on LGH's Diabetes Education Center and how to access the services for their patients.
- Services via LGH's Weight Management and Bariatric Center, a comprehensive weight loss program that offers patients solutions, education, and support to help reduce the risks of health and achieve weight loss success via a comprehensive staff of trained doctors, nurses, dietitians, social workers, and clinical exercise physiologists.
- Mandatory weight sensitivity trainings for all LGH employees.
- The LGH-partnered Diabetes Today Coalition will conduct two large community events—Fiesta de Salud and Por tu Familia—targeting the Latino community with diabetes education, screenings, and information about LGH outpatient educational and support group activities.
- About Your Health, LGH's healthy lifestyles newsletter for the broader community (137,000 households), which includes information on cancer prevention, weight management, tobacco cessation, access to tools, resources and support groups, healthy eating tips, and nutrition facts among other topics.
- The Diabetes Today Coalition will conduct diabetes screenings on National Diabetes Alert Day to improve education, awareness, and proper treatment for the condition.
- Become an active sponsor of the expanded Farmers' Markets in the City of Lawrence, held every Wednesday and every Saturday from July through October. The markets feature a wide variety of local produce and crafts. Today, the market provides a lively gathering place for the whole community with free attractions such as live entertainment, family activities and cultural and educational exhibits, as well as access to local vendors providing fresh foods for families.
- Lawrence General Hospital works closely with the Mayor's Health Task Force on their new wellness and obesity push, announced in September of 2013. Among the priorities outlined in

the resolution are improving recreational areas of the city to promote physical activity; increasing access to affordable, healthy foods; reviewing vending machine contracts across the city; and implementing a municipal employee wellness program.

Cancer

LGH community outreach activities that address cancer needs focus on education, screening, and prevention. Example activities include, but not limited to:

- Community Cancer Program (American College of Surgeons Commission on Cancer) which is dedicated to providing patients with the highest quality of cancer care through a disciplined, dedicated, totality of care approach.
- Collaborations with YWCA and Other Community Based Organizations to improve health and wellness at the community level. LGH partners with the YWCA and local foundations to promote and provide annual mammograms to the local Latina population.
- Monthly e-newsletter, Facebook posts and About Your Health, LGH's healthy lifestyles newsletter for the broader community (137,000 households), which includes information on cancer prevention, weight management, tobacco cessation, access to tools, resources and support groups, healthy eating tips, and nutrition facts among other topics.
- Merrimack Valley Chamber of Commerce Health Expo's which focuses on the inter-related disciplines of weight control, pediatric health status, heart health, tobacco cessation efforts and cancer prevention, providing community education and prevention opportunities in collaboration with other health care agencies in the area.
- Cancer screenings including free Breast Health, Prostate and Oral, Head and Neck screenings are held at LGH in conjunction with local physicians and advertised through both Spanish and English media outlets.
- Skin Cancer Prevention Fair, a fair for employees, patients, and community members, hosted by the LGH Cancer Registrar and in recognition of May's Skin Cancer Prevention month. This fair provides an opportunity for education and resources on the prevention habits that empower people to take an active role in maintaining skin health.
- Cancer Support Group, a new cancer support group offered to any patient who has cancer or who is a cancer survivor.
- Look Good Feel Better which teaches beauty techniques to cancer patients to help manage the appearance-related side effects of cancer treatment.
- Availability of a breast tomosynthesis (also called 3D mammography), a new type of mammogram that produces a three dimensional image of the breast and improves cancer screening and detection, via a partnership with Pentucket Medical Center.
- Development of a stronger collaboration between LGH and the national organization, Be The Match. Be The Match connects patients with life-threatening blood cancers like leukemia and lymphoma with their donor match for a life-saving marrow or umbilical cord blood transplant. Since match rates are higher between individuals of the same race/ethnicity, one goal will be to improve potential donor matches among Latinos within the Greater Lawrence area.

Asthma

- Continuation of smoking cessation programs currently offered to the community.
- Expansion of the new Asthma Education Program. LGH recently hired a Respiratory Therapist to implement the Asthma Education Program, which will consist of program development, collaborating with area providers and organizational leaders, and identifying potential organizational partners for collaboration to help with implementation.

MENTAL HEALTH AND SUBSTANCE ABUSE

Substance use and mental health were considered growing, pressing concerns by focus group and interview respondents in the CHNA, and one in which the current services were not seen as necessarily addressing community needs. Since substance abuse and mental health are typically intertwined and both of these issues fall under the larger rubric of behavioral health, these conditions are tandem discussions with regard to initiatives and outcomes.

It is well documented that substance abuse and mental health are among the top five issues that are currently affecting a community's/patients' health. Our recent CHNA data demonstrated that

Lawrence specifically has the highest rate of mental disorder-related Emergency Department visits in the region (5,425.2 per 100,000 population) and is above the statewide rate (4,581.4 per 100,000 population). While substance abuse hospitalization rates in the region were lower than in the state (1,589.9 per 100,000 population), the highest substance abuse hospitalization rates in the region were among residents in Tewksbury (1,545.4 per 100,000), Lawrence (1,436.4 per 100,000 population), and Haverhill (1,385.9 per 100,000 population). The limited number of substance abuse providers and complexity of addiction were identified as reasons for contributing to this problem.

Lawrence General Hospital employs a behavioral health specialist that focuses on the substance abuse and mental health needs of its patients and the larger community.

LGH is currently conducting enhanced assessments with a large number of inpatients identified as having behavioral health or substance abuse issues. For many of these patients post-discharge follow-up calls are made in order to provide an opportunity to engage the patient and determine if there are barriers to their accessing services, as well as to check-in with the patients on their overall health.

A behavioral health focused assessment will be undertaken in 2014, based upon which LGH plans to:

- Develop a plan to address the obstacles identified as limiting access to appropriate treatment for this population.
- Enhance specific outreach to LGH's local providers of all levels of substance abuse and behavioral health to learn about these services and to address the issues of access.
- Partner with local post-detox programs, acute residential services or inpatient programs for those inpatients diagnosed, as well as local providers of services to the homeless population and the local outpatient substance abuse service providers to further connect patients with appropriate treatment providers for their condition.

ACCESS TO HEALTH CARE

LGH is aiming to reduce barriers to health care access in multiple ways, including collaborating with other institutions and organization in the community to align services, instituting better technology infrastructure to streamline and coordinate care, and provide more specialty services for patients so they can access these services locally rather than traveling to Boston.

LGH is currently working on the following initiatives that focus on improving access to care: Participation on the Mayor's Health Task Force, a multi-sector collaborative of area institutions and organizations focusing on health. Through monthly sub-committee meetings, LGH works with other local organizations to identify services that can be provided in the community to address specific health care needs. Organizational members discuss how services can be co-located and/or coordinated so to improve access for the most vulnerable populations.

- ED Patient Navigator program to help patients navigate the health care system. To reduce unplanned ED readmissions, LGH patient navigators in the Emergency Department educate patients on when to use the Emergency Center vs. seeing their doctor, and to help set patients up with a primary care provider needed to establish a medical home.
- Partnership with Greater Lawrence Family Health Center (GLFHC) to reduce unnecessary Emergency Department visits. LGH works closely with GLFHC to encourage patients to utilize the appropriate services. There is an on-site GLFHC clinic on the 4th floor of the hospital as part of a new ED aversion program, where low-risk, non-acute patients are diverted to a doctor's office rather than the Emergency Department.
- Collaboration with Floating Hospital for Children at Tufts Medical Center and Beth Israel Deaconess Medical Center offers enhanced clinical programs in the greater Merrimack Valley, so that patients have access to an expanded roster of specialty services and clinics locally which greatly decreases the need to travel to Boston for high quality care.
- Pediatric Area in the Emergency Center. LGH provides a pediatric after hours location as part

of the emergency center that is separate from our main emergency center waiting room and treatment rooms. This provides a quieter, more kid-friendly environment for our pediatric patients and their families.

- Creation of an Integrated Care Organization to improve access and coordinate care. Via funding from the Delivery System Transformation Initiative (DSTI), LGH will develop a new integrated physician-hospital organization (PHO) with 325 physician members. This will include a PHO website and referral management pilot program, 30 funded providers for eClinicalWorks, and an improved data infrastructure to streamline the process.

- Partnership with Greater Lawrence Family Medicine Residency Program & Health Center, which expands the network of high quality, comprehensive health care services in the Merrimack Valley by training health care professionals to respond to the needs of a culturally diverse population.

- Financial Assistance Programs which help those most in need cover medical costs, and has recently implemented a Cost Estimator for patients to help determine what their costs would be for routine/acute care services. LGH provides medical care for all people regardless of a person's ability to pay, and our patient financial counselors help our patients apply for coverage via the financial assistance programs.

- Increasing local access to specialty care providers. So that patients do not have to travel for specialty care, LGH is partnering with facilities to improve specialty care access throughout the Merrimack Valley. Examples include:

- o Andover Medical Center: providing the community access to unparalleled medical services such as primary care, urgent care, mammograms, pediatric neurology and specialty care in a convenient location for residents of the Andover, North Andover and Tewksbury areas. LGH is looking to open a similar center with Pentucket Medical in Methuen, MA.

- o Expanded Primary Care Practice in Lawrence through Community Medical Associates (CMA): Investing in the growth of primary care services with a range of providers including physicians and nurse practitioners.

- o New Pediatric Specialty Center: In partnership with Floating Hospital for Children, LGH has opened a new site for Boston specialists to provide services in Lawrence for families in the Merrimack Valley region.

- o Weight Management & Bariatric Center: a comprehensive weight loss program that offers patients solutions, education, and support to help reduce the risks of health and achieve weight loss success with a range of providers including specially trained doctors, nurses, dietitians, social workers, and clinical exercise physiologists.

- o Regional Center for Rehabilitation Services: Due to the growing success of LGH's outpatient rehabilitation services, LGH's brand new Regional Center for Rehabilitation Services offers locally highly-trained and experienced clinical staff who specialize in physical therapy, occupational/hand therapy, speech therapy, and cardiac rehabilitation services.

- o New LGH Master Plan which aims to seek funding and fundraise for an \$85 million project to improve and expand care for local residents. The project will improve the physical access to the facilities, construct a new Surgery Center, attract more Boston surgeons to the local area, add private patient rooms, and renovate outdated inpatient units across all of LGH.

- o Health Information Exchange (HIE) initiative to improve coordination of services across sites. LGH is in the very early stages of establishing an HIE collaborative in the Merrimack Valley consisting of Home Health VNA, Greater Lawrence, Pentucket Medical Center, and Lawrence General Hospital. The Merrimack Valley HIE Collaborative will be a multi-year effort with the aim of changing the landscape of how organizations, providers, and patients communicate and interact.

- o Continuation of interpreter and transportation services for vulnerable populations. LGH will continue to provide interpreter services in numerous languages for non-English speaking patients as well as taxi vouchers through the Emergency Department for those without any transportation home.

While many below fall into our three main key findings listed above, the following areas were identified as future priorities for Lawrence General by the CHNA:

- Offering more programs or services focusing on obesity/weight control
- Offering more programs or services focusing on prevention of chronic diseases like heart disease or diabetes
- Increasing the number of services to help the elderly stay in their homes
- Offering more programs or services focusing on physical activity
- Expanding the health/medical services focused on seniors
- Offering more programs or services to help people quit smoking
- Providing more counseling or mental health services
- Increasing the health/medical services that are close by and easy to get to
- Providing more alcohol or drug prevention and treatment services
- Expanding the health/medical services available to low income individuals
- Providing more public transportation to area health/medical services
- Increasing the number of staff at area health/medical services who speak another language
- Providing more reproductive or sexual health services for area youth
- Increasing the number of dental providers in the community
- Providing more testing services for HIV and other STIs
- Working Together to Address Public Health Needs

CONCLUSION

Lawrence General Hospital has remained focused throughout its history on serving the Merrimack Valley region as a private, not-for-profit acute care hospital. Every member of the clinical team works to assure the highest quality and level of care the Hospital, and supports community education to improve the health of the community. The findings gathered from this community health needs assessment both affirm our successful work to benefit the community and provide a reference point for future expansion of our efforts to address evolving needs.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

The Community Benefits Program is accountable to the Hospital Trustees, and to the President and Chief Executive Officer. Management of the program is the responsibility of the Communications Manager, Marketing & Communications Department, who oversees and prepares the annual report, with feedback and input from clinical staff members who implement and execute many of our community benefit programs. The MarCom staff works with the Lawrence General Hospital Operations Council to plan how financial and human resources are allocated for community benefit. Members of the Operations Council are managers and vice presidents whose jobs put them in constant contact with key Hospital constituents: the Director, Continuing Care; the Director, Quality Services; the Coordinator, Interpreter Services; the Physician Support Representative, and many others.

Lawrence General Hospital Leadership Team,
2012-2013

Dianne J. Anderson, President & Chief
Executive Officer

Denise Palumbo, Vice President & Chief
Operations Officer

Deborah Wilson, Senior Vice President &
Chief Financial Officer

Eduardo Haddad, MD, President, LGH Medical
Staff

Cynthia Phelan, Vice President, Human
Resources

Elizabeth Hale, Chief Nursing Officer, Vice
President, Patient Care Services

Neil Meehan, DO, Chief Medical Officer, Chief
Medical Information Officer

Daniel Concaugh, Vice President, Network &
Business Development

Nicholas Zaharias, Vice President,
Philanthropy

Christopher Cotroneo, MD, Director,
Hospitalist Program

Theresa Dunn Sievers, Vice President, Quality
and Patient Safety

Jeff Brown, Chief Information Officer

Brian Kozik, Chief Compliance Officer

Felix Mercado, Senior Director, Financial
Services and Controller

Dennis Ingram, Senior Director, Facility and
Capital Planning

Community Benefits Team Meetings

The Senior Management Team (Vice Presidents,
CEO, and COO) serve as the driving team for
community benefits decisions and priorities.
This team meets every Monday morning.

In addition to these weekly meetings, the
Board of Trustees meets monthly, and on these
dates during the report year:

2/5/13
3/12/13
5/14/13
6/11/13
7/23/13
9/10/13
11/26/13
12/10/13

Community Partners

Through collaborative meetings open to the public and public forums and via our new, active and enthusiastic Patient Family Advisory Committee, the Hospital obtains input to the community benefits plan. The Hospital Board of Trustees, who live and work in the local community also participate, and the Senior Management of the Hospital ensures implementation and monitors progress.

The Hospital's continuous and enhanced quality improvement process also provides another source for the identification of needs. Opportunities for improvement are identified throughout the organization, and the Board of Trustees helps determine annual priorities.

Community Partners

Alliance Imaging
American Cancer Society
American College of Radiology (ACR)
American Heart Association
American Red Cross
Arbour Counseling: Latino Health Partial Hospitalization
Asthma & Allergy Foundation
Baldpate Hospital:
Detox/Residential/Outpatient Substance Abuse Services
Beth Israel Deaconess Medical Center (BIDMC)
Beyond Soccer
CardioVascular Institute at BIDMC
Chelmsford Police Department
Children's Hospital of Boston
City of Lawrence
Commonwealth Hematology and Oncology
Community Cancer Program

Community Medical Associates (CMA)
Danvers Treatment Center/Lahey Behavioral
Health Clinical
Stabilization Services
Daybreak Shelter
Diabetes Today Coalition
Edgewood Retirement Community
Elder Services of the Merrimack Valley, Inc.
Floating Hospital for Children at Tufts
Medical Center
Greater Lawrence Family Health Center (GLFHC)
Greater Lawrence Family Residency
Groundwork Lawrence
Hampstead Hospital:
Detox/Residential/Outpatient Substance
Abuse Services
Home Health VNA
Jackson Lumber Work Health Initiative
Kiwanis Club of Lawrence
L&M Radiology
Lawrence Community Works
Lawrence Council on Aging
Lawrence Farmer's Market
Lawrence Fire Department
Lawrence General Hospital Auxiliary
Lawrence High School
Lawrence Rotary Club
Lawrence Senior Center
LGH Senior Management Team
LGH President's Council
LGH Patient Family Advisory Council (PFAC)
Lynn Transitional Support Services/Lahey
Behavioral Health
Massachusetts Department of Public Health
Mass General Hospital (Pediatric Cardiology)
MassCONNECT Collaborators
Mayor's Health Task Force
The Office of Mayor Daniel Rivera, City of
Lawrence
Members of the Hospital Board of Trustees
Merrimack College
Merrimack Valley Assisted Living Facilities
Merrimack Valley Chamber of Commerce
Merrimack Valley Community Development
Committee
Merrimack Valley Health Services
Merrimack Valley Senior Centers
Merrimack Valley Skilled Nursing Facilities
Merrimack Valley YMCA
MITS Associates
Northern Essex Community College
Notre Dame High School
North Andover Public Schools
Northeast Center for Healthy Communities
Northeast Rehabilitation
NeuroCare
Patient Family Advisory Council

Pentucket Medical Associates
Psychological Center
Tobacco Free Community Partnership
Transitions Program/Lahey Behavioral Health
Post Detox/Pre-
Recovery/Tewksbury
Tufts Medical Center
United Way of the Merrimack Valley
YWCA of Lawrence

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

CHNA recently completed in September 2013, filed.

Consultants/Other Organizations

The Hospital works with the findings of the Department of Public Health, Community Needs Assessment reports on Health Care Access Demographic Profile of Adults; Health Indicators for Lawrence, MA, Demographic Indicators; Breast Health Report, Breast Cancer Mortality; Behavioral Risk Factors, Demographic Profile of Adults; Chronic Illness Report for Lawrence, MA, Demographic Profile of Adults; 2002-2007 copyright 2009. Hospital continued to address the same priorities in 2011 as identified in 2009, in collaboration with our community partners, the City of Lawrence, Dept. of Public Health and others.

Health Resources in Action, Patient Family Advisory Council (PFAC), Mayor's Health Task Force, City of Lawrence, LGH Volunteers & Trustees, Press Ganey Patient Satisfaction Surveys, Input from Clinical Departments, ie social services, interpretive services, etc.

Data Sources

Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA, Other - BRFSS

Select Community Benefits Programs

Breast Health Outreach

Brief Description or Objective

In 2013, LGH continued its work under a grant in conjunction with the YWCA of Lawrence to co-coordinate breast health outreach and awareness initiatives through the Latina Health Breast Project. This project aims to raise awareness, recruit and link medically under-served women, particularly Latinas, in the Lawrence area to breast health education, screenings and services with the goal of earlier detection and better health outcomes by increasing mammography screening rates and decreasing no show rates.

Program Type	Community Education,Community Health Needs Assessment,Outreach to Underserved,Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: Lawrence • Health Indicator: Other: Cancer - Breast • Sex: Female • Age Group: Adult • Ethnic Group: Hispanic/Latino • Language: Spanish
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations
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Goal Description	Goal Status
Continue to raise awareness of breast health education, screenings and services in Lawrence area.	Reach out to participants and breast cancer survivors through follow-up phone calls and letters, mailing out over 250 letters and making 600 phone calls
Conduct breast health outreach and charlas - small group sessions done in community settings.	37 breast health sessions were scheduled the majority taking place in churches and at local community organizations.
Continue to raise awareness of breast health education, screenings and services in Lawrence area.	Collaborated with the YWCA on 29 articles in local Spanish printed media and staff promoted breast health services and education at 3 local Spanish radio stations
Conduct breast health outreach and charlas - small group sessions done in community settings.	Provide culturally and linguistically appropriate educational materials to 1,000+ Latina women as well as instruct them on breast self-exams
Continue to raise awareness of breast health education, screenings and services in Lawrence area.	Co-host and sponsor Annual Breast Cancer Awareness Kick Off Breakfast Event - 275 attendees with 40+ breast cancer survivors
Host/offer breast health education & outreach efforts during Breast Cancer Awareness Month, October 2013	Participate in YWCA and Mayor's Health Task Force events held for women's health services and breast cancer awareness.

Partners

Partner Name, Description	Partner Web Address
YWCA of Greater Lawrence, MA	www.ywcalawrence.org
Mayor's Health Task Force, Lawrence, MA	http://lawrencemhtf.org

Contact Information	Deb Ralls, RN, Certified Breast Care Nurse, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org
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Detailed Description	Download/View Attachment (254.28 KB) File Name: Breast Health Awareness, DRalls.pdf
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Breast Health Screening

Brief Description or Objective	Outreach to uninsured women who have not had an annual mammogram.
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Program Type	Community Education,Community Health Needs Assessment,Outreach to Underserved,Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, Haverhill, North Andover • Health Indicator: Access to Health Care, Other: Cancer - Breast • Sex: Female • Age Group: Adult • Ethnic Group: All, Hispanic/Latino • Language: All , Spanish
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Goals

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

Goal Description

Reach, screen and educate women about importance of breast screenings

Goal Status

A total of 274 referrals have been made to LGH, with 230 women having received their mammograms and 44 pending. Most of the women were provided with one-on-one case management and support.

Partners

Partner Name, Description	Partner Web Address
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Mayor's Health Task Force	http://lawrencemhtf.org/
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Contact Information

Abby Tracy, CTR, Cancer Registry Coordinator Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Prostate Health Screening

Brief Description or Objective

Outreach to uninsured men who have not had an annual PSA/DRE screening.

Program Type

Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, North Andover
- **Health Indicator:** Other: Cancer, Other: Cancer - Prostate
- **Sex:** Male
- **Age Group:** Adult, Adult-Elder
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , Spanish

Goals

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

Goal Description

Outreach to uninsured men at community events, health expos, etc, who have not had an annual PSA/DRE screening

Goal Status

Total of 153 men screened at community events

Hold community prostate screening at Covanta Energy in January and September

Completed, 43 men screened

Partners

Partner Name, Description	Partner Web Address
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Mayor's Health Task Force	http://lawrencemhtf.org/
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Contact Information

Abby Tracy,CTR, Cancer Registry Coordinator Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description	Not Specified
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Making Strides Walk for Breast Cancer

Brief Description or Objective	Support "Making Strides Walk for Breast Cancer" by promoting employee participation and fundraising.
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Program Type	Community Education,Community Participation/Capacity Building Initiative
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Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, Haverhill, Lawrence, North Andover • Health Indicator: Other: Cancer - Breast • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Promote breast health awareness, support & participation among LGH Employees	Recruited 31 employees to walk in 2013 Making Strides Walk

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	http://www.cancer.org/

Contact Information	Abby Tracy, CTR, Cancer Registry Coordinator Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org
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Detailed Description	Not Specified
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Car Seat Checks

Brief Description or Objective	Help prevent accident related injuries by educating parents and families on safe driving practices, including seat-belt usage and proper installation of child car seats.
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Program Type	Community Education,Community Health Needs Assessment,Outreach to Underserved,Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, Haverhill, Lawrence, Methuen • Health Indicator: Injury and Violence, Other: Parenting Skills, Other: Public Safety, Other: Safety - Auto/Passenger • Sex: All • Age Group: All • Ethnic Group: All • Language: All
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Goals

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

Goal Description	Goal Status
Families with children who are in carseats and need assistance with installation of infant, rear facing, changing from rear facing to forward facing, and booster seats. Educate family that children learn by example concept	Completed, 15 vehicles checked in a tri-city area
Provide car seats to families that didn't have one or the funds to purchase, educate them on car seat use and	Completed, 35 vehicles inspected and 35 car seats given to families without

accident prevention

Car Seat Checks: Trauma Department assist parents on car seat installation - open to families of Merrimack Valley by appointment

Completed the following car seat checks at events: 10/5 Methuen, 10/16 Methuen, 10/20 Derry NH*, 10/30 Methuen, 11/11 Salem, NH, 11/14 Haverhill, 11/14 Salem NH, 11/20 Methuen, 11/30 Methuen, 12/12 Methuen, 12/12 Methuen, 12/19 North Andover, 12/28 L

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Lawrence YWCA Rape Crisis Training

Brief Description or Objective

Train rape crisis volunteers to assist in the emotional and safety needs of sexually assaulted victims.

Program Type

Community Education, Health Professional/Staff Training

Target Population

- **Regions Served:** Lawrence, Methuen, North Andover
- **Health Indicator:** Injury and Violence, Mental Health, Other: Domestic Violence, Other: Rape
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Educate Lawrence YWCA Staff on role in the Emergency Dept. and rape crisis training

Goal Status

Completed rape crisis training and program evaluations provided to 13 RCC Staff

Partners

Partner

Name, Description Partner Web Address

YWCA <http://ywcalawrence.org/>

YWCA Rape Crisis Program http://www.ywcalawrence.org/programs/rape_crisis.asp

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

North Shore Rape Crisis Training

Brief Description or Objective

Train rape crisis volunteers to assist in the emotional and safety needs of sexually assaulted victims.

Program Type

Health Professional/Staff Training

Target Population

- **Regions Served:** Not Specified

- **Health Indicator:** Injury and Violence, Mental Health, Other: Domestic Violence, Other: Rape
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Train rape crisis volunteers to assist in the emotional and safety needs of sexually assaulted victims.

Goal Status

Completed rape crisis training and program evaluations provided to 34 RCC Staff

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

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Lawrence Community Program**Brief Description or Objective**

Educate children and families about trauma preventions, bike-riding safety, and sport safety including proper helmet fitting and wearing when playing certain sports.

Program Type

Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Injury and Violence, Other: Parenting Skills, Other: Public Safety, Other: Safety, Other: Safety - Sports
- **Sex:** All
- **Age Group:** All, All Adults, All Children
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Educate children and families about trauma preventions, bike-riding safety, and sport safety including proper helmet fitting and wearing when playing certain sports.

Goal Status

Completed, 250+ attendees

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

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Annual Bike Rodeo, Kiwanis Club of Greater Lawrence**Brief Description or**

Educate families and children about bike and helmet usage safety.

Objective**Program Type**

Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence, Methuen, North Andover
- **Health Indicator:** Injury and Violence, Other: Parenting Skills, Other: Public Safety, Other: Safety
- **Sex:** All
- **Age Group:** Adult-Young, All, All Children, Child-Preschool, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform**Goal Description**

Educate children to be able to demonstrate put on a bike helmet and repeat safety tips while on the road

Goal Status

Gave away 300+ bike helmets

To educate children who are members of the Boys & Girls Club to practice safe bicycle riding with use of a helmet, to always look listen and stop for hazards in roads & water safety

Over 350+ children and their families in attendance

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

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Andover Days Community Event**Brief Description or Objective**

Sponsorship of town wide annual celebration, with health and wellness materials, as well as information regarding our expanded pediatrics program. Educate children and families about trauma preventions, bike-riding safety, and sport safety.

Program Type

Community Education,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, North Andover
- **Health Indicator:** Injury and Violence, Other: Parenting Skills, Other: Public Safety, Other: Safety
- **Sex:** All
- **Age Group:** Adult, Adult-Young, All Children, Child-Preteen, Child-Primary School, Child-Teen, Child-Toddler
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform**Goal Description**

Outreach event to promote LGH Programs and Centers, expanded services and trauma prevention programs to attendees of all ages

Goal Status

3,500+ families attended

LGH Trauma Department set up information booth to display and hand out information on fall prevention activities	Gave away over 500 prevention & informational materials, 500 reflector Halloween bags with safety tips, and frisbies for children
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Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Pepperel EMS Training on EMS Response to a sexual assault

Brief Description or Objective

Train EMS to provide compassionate care and accurate documentation when responding to a sexual assault victim

Program Type

Community Education,Community Health Needs Assessment,Health Professional/Staff Training

Target Population

- **Regions Served:** Lawrence, Methuen
- **Health Indicator:** Injury and Violence, Other: Parenting Skills, Other: Public Safety, Other: Safety
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Train EMS to provide compassionate care and accurate documentation when responding to a sexual assault victim

Goal Status

Completed, 35 EMS trained

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Crisis Standards of Care: In Disasters and Pandemics: Testing a Process for Community Conversations

Brief Description or Objective

An educational Community Conversation sponsored by Inst. Of Medicine of the National Academies. Trauma was involved with this research project which was designed to ensure the fair use of scarce medical resources when a disaster strikes in the community

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Outreach to Underserved

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Public Safety
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Educate families on how disaster relief agencies get to community. Participants were able to talk openly of the expectations of relief workers and local hospitals should a large area be affected

Goal Status

Over 65 families attended the community conversation

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

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Diabetes Coalition**Brief Description or Objective**

Planning community events for the education and prevention of diabetes.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Diabetes, Other: Stroke, Other: Vision , Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, All, All Children, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Plan community and conducts community events that offer screenings and diabetes education and awareness.

Goal Status

Successfully planned and executed Diabetes Alert Day, Fiesta de Salud, and Por Tu Familia.

Outreach to underserved populations to increase access to diabetes information, education and services

Successfully reached 1,500+ community members in FY13

Increase employee & patient awareness of diabetes symptoms and risks

300 risk tests (200 English, 100 Spanish) on average per month

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

Lawrence Council on Aging

www.cityoflawrence.com/council-on-aging.aspx

Mayor's Health Task Force

www.lawrencemhtf.org/

Greater Lawrence Family Health Center

www.glfhc.org

Home Health VNA	www.homehealthvna.org/
Northern Essex Community College	www.necc.mass.edu
Ground Works Lawrence	www.groundworklawrence.org/

Contact Information Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description Not Specified

Diabetes Support Group

Brief Description or Objective Provide information and support for patients and families dealing with diabetes.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Outreach to Underserved,Support Group

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen, North Andover
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Other: Stroke, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, All, All Children, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** English , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Provide support and education to patients and families with diabetes	Monthly attendance of 20+ individuals with diabetes or supporting family members/friends who have diabetes

Partners

Partner Name, Description **Partner Web Address**

Not Specified

Contact Information Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description Not Specified

Ground Work Lawrence Health Fair

Brief Description or Objective Provided diabetes information and risk testing.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Other: Stroke, Other: Vision , Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, All Adults, All Children, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Provide information about risks and symptoms of diabetes, prevention and resources

Goal Status

Over 350+ attendees at fair, disseminated information that focused on nutrition/risks, ie 200 diabetes risk tests, nutrition information, Know Your Numbers

Partners**Partner Name, Description**

Groundwork Lawrence

Partner Web Address

<http://www.groundworklawrence.org/>

Contact Information

Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description

Not Specified

Diabetes Alert Screenings**Brief Description or Objective**

Screen participants for diabetes.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Screen participants for diabetes at health expos, community events, etc.

Goal Status

Over 750 individuals screened in FY13

Partners**Partner Name, Description**

Lawrence Council on Aging

Partner Web Address

www.cityoflawrence.com/council-on-aging.aspx

Contact Information

Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description

Not Specified

Fiesta de Salud Community Health Fair**Brief Description or Objective**

Educate families about diabetes risk and provide information on diabetes management.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Other: Vision, Overweight and Obesity, Physical Activity
- **Sex:** All

Age Group: Adult, Adult-Elder, Adult-Young, All Adults, Child-Preteen, Child-Primary School, Child-Teen

• **Ethnic Group:** All, Hispanic/Latino

• **Language:** All , English , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Increase awareness of diabetes risk, provide information on diabetes management.

Goal Status

2,000+ event attendees

Partners

Partner Name, Description

Mayor's Health Task Force

Partner Web Address

<http://lawrencemhtf.org/>

Contact Information

Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description

Not Specified

Conferencia Por Tu Familia (Latino ADA Health Fair)

Brief Description or Objective

Attend La Conferencia Por Tu Familia (Latino ADA Health Fair) to provide information on diabetes risk and diabetes management.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Lawrence
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Other: Vision , Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , English , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Increase awareness of diabetes risk, provide information on diabetes management.

Goal Status

80+ attendees

Partners

Partner Name, Description

Mayor's Health Task Force

Partner Web Address

<http://lawrencemhtf.org/>

Contact Information

Nancy Masys, RN, MS, CDE, Lawrence General Hospital, 978-683-4000, nancy.r.masys@lawrencegeneral.org

Detailed Description

Not Specified

YMCA Community Partnership

Brief Description or Objective

LGH partners with the Merrimack Valley YMCA which has 3 branches, to collaborate in health, education and physical activity initiatives for the youth in the community.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved

Target Population

- **Regions Served:** Lawrence, Other-Merrimack Valley
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Other: Vision , Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, All Adults, Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description**Goal Status**

Exclusive sponsor of the Youth Basketball League to promote athletic and leadership development, and healthy living/physical activities for children

Over 1,000 kids participate in the Youth Basketball League at all 3 YMCA branches

Exclusive sponsor of the Itty Bitty Baseball League to promote athletic and leadership development, and healthy living/physical activities for children

Over 1,000 kids participate in the Itty Bitty Baseball League at all 3 YMCA branches

Sponsor Annual Tom Sager Golf Classic

Annual golf event that raises funds and awareness for the YMCA

Sponsor of the Smart Hoops Program to promote athletic and leadership development, and healthy activities for children. Sponsorship conducted with partner, Lawrence Public Schools

Over 800 kids participate in the Smart Hoops Program at all 3 YMCA branches

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

Merrimack Valley YMCA

<http://mvymca.org/>

Contact Information

Nick Zaharias, VP Philanthropy, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Health Insurance Fair**Brief Description or Objective**

Provide information, screen and enroll uninsured residents for public assistance programs.

Program Type

Direct Services, Health Coverage Subsidies or Enrollment, Outreach to Underserved

Target Population

- **Regions Served:** Lawrence, Methuen
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , Spanish

Goals

Statewide Priority: Not Specified

Goal Description**Goal Status**

Hold health insurance fair to

Event had over 90 attendees;

raise awareness to affordable health care & insurance options for the medically under-served

59 attendees were screened for public assistance programs by LGH Financial Counselors, 43 attendees met with the Insurance Representatives, launched Cost Estimator

Partners

Partner Name, Description Partner Web Address

Neighborhood Health Plan
Network Health
BMC Health Net
Health Care for All
Commonwealth Care
Health Safety Net
LGH Interpreter Services

Contact Information

Barbara Beardsley, Director, Patient Financial Services Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

ARC Blood Drives

Brief Description or Objective

Host and coordinate 6 employee blood drives for the American Red Cross.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved

Target Population

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

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Host and coordinate 6-8 employee blood drives for the American Red Cross

Goal Status

Completed, with 200+ units of blood collected

Partners

Partner Name, Description Partner Web Address

American Red Cross <http://www.redcross.org/>

Contact Information

Ali Scarry, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Hospitalist Program, Floating Hospital for Children at Tufts Medical Center

Brief Description or Objective

Clinical affiliation with Floating Hospital for Children, which brings their pediatric specialists to LGH as part of the hospitalist program to provide enhanced pediatric care to children admitted to the hospital.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Professional/Staff Training,Healthy Communities Partnership,Mentorship/Career Training/Internship,School/Health Center Partnership

Target Population

- **Regions Served:** All Massachusetts

- **Health Indicator:** Access to Health Care, Immunization, Overweight and Obesity
- **Sex:** All
- **Age Group:** Adult-Young, All Children, Child-Infant, Child-Preschool, Child-Preteen, Child-Primary School, Child-Teen, Child-Toddler
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Provide enhanced care to children of the MV Region by providing on-site Floating Hospitalists for specialized pediatric care

Enhance local access to pediatric specialists through clinical affiliation

Goal Status

Over 22,000 pediatric patients served

Expanded pediatric specialty services with 4 new clinical specialties and opened Pediatric Specialty Center off-campus

Partners

Partner Name, Description

Partner Web Address

Floating Hospital for Children at Tufts Medical Center

<http://www.floatinghospital.org/default>

The Pediatric Center at LGH

<http://www.lawrencegeneral.org/pediatric/>

Contact Information

Dr. Dan Hale, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Heart Depot

Brief Description or Objective

A community health fair which offered free cholesterol, blood sugar and blood pressure screenings, diabetes screenings, free information on heart health, nutrition, stroke, smoking cessation, stress reduction and more for the community & employees.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen, North Andover
- **Health Indicator:** Access to Health Care, Mental Health, Other: Cancer, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Description Goal Status
Provide health education and promotional items to the

Goal Status

Over 300 attendees

community on heart health, stress, stroke, diabetes and other factors that affect heart health

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information Andrea Eobstel, Lawrence General Hospital, 978-946-8159, info@lawrencegeneral.org

Detailed Description Not Specified

Parenting Support Programs

Brief Description or Objective The Parenting Education program includes presentations, classes and community outreach to help educate at risk groups, individuals and families about childbirth, family planning and parenting choices.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Outreach to Underserved,Support Group

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen, North Andover
- **Health Indicator:** Access to Health Care, Other: Child Care, Other: Family Planning, Other: Parenting Skills, Other: Pregnancy, Other: Stress Management, Responsible Sexual Behavior
- **Sex:** All
- **Age Group:** Adult, Adult-Young, Child-Preteen, Child-Teen
- **Ethnic Group:** All, Hispanic/Latino
- **Language:** All , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Support group for new mothers Increase # of CBE classes

Increase outpatient lactation appointments

Begin Share Support Group

Goal Status

Increase attendance for Mama2Mama support group. Group is free and offers lactation support Availability of formal CBE classes increased. Added weekend and 1 day format classes Newborn Care class now offered twice a month Breastfeeding class now offered o

Increased number of outpatient lactation appointments by 5 per month

Successfully launched Perinatal Bereavement Support group now in place for any parent who experiences a pregnancy or Infant loss, with 121 families attending in FY13

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information Kim Hoffman, RN, Childbirth Educator, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description Not Specified

Stroke Awareness

Brief Description or Objective	Increase community awareness of stroke risk and prevention.
Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, Haverhill, Lawrence, North Andover • Health Indicator: Other: Hypertension, Other: Smoking/Tobacco, Other: Stroke • Sex: All • Age Group: Adult • Ethnic Group: All • Language: All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Hold hands only CPR Stroke Training to raise awareness and educate	45 attendees, outreach, materials passed out, demonstration and interactive demonstrations

Partners

Partner Name, Description	Partner Web Address
North Andover, School Nurses	www.northandoverpublicschools.com

Contact Information Terry Melnikas, RN, Director of Nurse Education, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description Not Specified

Student Shadowing and Volunteer Program

Brief Description or Objective	Lawrence General Hospital's student shadowing program provides High School and GED students first-hand experience in healthcare careers and promotes the benefits of continuing education and career opportunities in health care.
Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Mentorship/Career Training/Internship,School/Health Center Partnership
Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, Haverhill, Lawrence, Methuen, North Andover • Health Indicator: Other: Education/Learning Issues • Sex: All • Age Group: Adult-Young, Child-Teen • Ethnic Group: All • Language: All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Promote career opportunities in healthcare in teens and young adults.	12 students for one-day program
Promote career opportunities in healthcare in teens and young adults	40 students in summer-long program
Promote career opportunities in healthcare in teen and young adults	30 students accepted for High school Internship Programs

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Brenda Leblanc, Volunteer Services Coordinator, Lawrence General Hospital, 978-683-4000 ,
info@lawrencegeneral.org

Detailed Description

Not Specified

Patient Family Advisory Council (PFAC)

Brief Description or Objective

Bi-Monthly meetings of Lawrence General's 25 member PFAC held to discuss LGH's efforts on improving patient care and delivery.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership

Target Population

- **Regions Served:** Other-Merrimack Valley
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Bi-Monthly meetings to discuss community, patient and Board initiatives that would improve quality of care, delivery of care and overall hospital improvements, such as facilities, operations, clinical specialties, patient satisfaction, etc.

Goal Status

Completed, 6 meetings held with over 12 initiatives implemented that enhanced patient satisfaction scores

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Andrea Eobstel, LGH, 978-946-8159, info@lawrencegeneral.org

Detailed Description

[Download/View Attachment](#)(31.23 KB)
File Name: PFAC ByLaws.doc

LGH Community Outreach Program

Brief Description or Objective

Community presentations highlighting services and new centers for the community.

Program Type

Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Outreach to Underserved

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen, North Andover
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Conduct community presentations to local organizations on LGH, services & programs	Conducted 40 community presentations

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information	Andrea Eobstel, Marketing Specialist, Lawrence General Hospital, One General Street, Lawrence, MA 978.683.4000, info@lawrencegeneral.org
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Detailed Description	Not Specified
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Beth Israel Deaconess Medical Center Affiliation

Brief Description or Objective	Clinical affiliation to bring BIDMC Specialists on-site provides patients increased local access to all specialties of a Harvard-affiliated teaching hospital and improved coordination of care through the EMR, including cardiovascular, endocrinology and gynecologic ob/gyn services.
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Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Healthy Communities Partnership,Mentorship/Career Training/Internship,School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, County-Essex, Haverhill, Lawrence, Methuen, North Andover, Other-Merrimack Valley • Health Indicator: Access to Health Care, Other: Cancer - Cervical, Other: Cancer - Ovarian, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Pulmonary Disease/Tuberculosis, Other: Stroke, Other: Uninsured/Underinsured • Sex: All • Age Group: All Adults • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform
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Goal Description	Goal Status
Provide enhanced specialty care for patients through BIDMC Specialists	Affiliation & Specialty Clinics ongoing

Partners

Partner Name, Description	Partner Web Address
Beth Israel Deaconess Medical Center	www.bidmc.org

Contact Information	Daniel Concaugh, Vice President, Network & Business Development, Lawrence General Hospital, 1 General Street, Lawrence, MA 01842 978-683-4000, daniel.concaugh@lawrencegeneral.org
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Detailed Description	Not Specified
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Health Insurance Program

Brief Description or Objective	Provide assistance to the uninsured and medically underserved populations for health insurance programs.
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Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Outreach to Underserved
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Target Population	<ul style="list-style-type: none"> • Regions Served: Andover, County-Essex, Haverhill, Lawrence, Methuen, North Andover, Other-Merrimack Valley • Health Indicator: Access to Health Care
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- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Not Specified

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

Not Specified

Contact Information

Barbara Beardsley, Director, Patient Financial Services, Lawrence General Hospital, One General Street, Lawrence, MA 978.683.4000, barbara.beardsley@lawrencegeneral.org

Detailed Description

Not Specified

Educational Collaborative for Students with Disabilities**Brief Description or Objective**

Educational Collaborative Program that provides students and kids with disabilities or special needs with shadowing and internship opportunities at LGH.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Mentorship/Career Training/Internship,School/Health Center Partnership

Target Population

- **Regions Served:** County-Essex, Haverhill, Lawrence, Methuen, North Andover, Other-Merrimack Valley, Tewksbury
- **Health Indicator:** Mental Health
- **Sex:** All
- **Age Group:** Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Provide learning opportunities to students with disabilities, mental or physical, or other special needs so that when they are released from the DMR System at the age of 22, they have a base set of job and social skills that they can then apply to their own lives and be productive members in their own communities

Goal Status

8 students participated 5 days a week in the collaborative program

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

Greater Lawrence Educational Collaborative www.glec.org

Contact Information

Brenda Leblanc, Volunteer Services Coordinator, Lawrence General Hospital, 978-683-4000 , info@lawrencegeneral.org

Detailed Description

Not Specified

Lawrence Community Works Health Fair

Brief Description or Objective	Participate in community health fair as collaborative partner
Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Outreach to Underserved
Target Population	<ul style="list-style-type: none"> • Regions Served: Lawrence, Other-Merrimack Valley • Health Indicator: Access to Health Care, Other: Cultural Competency, Other: Diabetes, Other: Hypertension, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity • Sex: All • Age Group: All • Ethnic Group: All • Language: All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Increase awareness on diabetes risk factors, prevention and management	Completed, with over 15 attendees and 55 risk tests completed

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

Lawrence Community Works www.lcworks.org/

Contact Information Nancy Masys, RN, MS, CDE, Lawrence General Hospital, One General Street, Lawrence, MA 978.683.4000, nancy.r.masys@lawrencegeneral.org

Detailed Description Not Specified

ACLS Training

Brief Description or Objective	Increase skill and response to life threatening emergency : ACLS
Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Healthy Communities Partnership
Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Merrimack Valley • Health Indicator: Other: First Aid/ACLS/CPR • Sex: All • Age Group: All Adults • Ethnic Group: White • Language: English

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Provide ACLS training for early recognition, response and life sustaining measures	Completed, trained 9 different community groups with 80 members - materials, full training and certifications provided

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

Not Specified

Contact Information Sharon Blackwell, Nurse Educator, Lawrence General Hospital, One General Street, Lawrence, MA 01841, 978.683.4000, info@lawrencegeneral.org

Detailed Description Not Specified

Interpreter Services Program

Brief Description or Objective Enhance cultural competency by facilitating effective communication in health care across linguistic and cultural differences to reduce health disparities in the health care system. To provide accurate and culturally sensitive medical interpretation and translation services for patients and their families who do not speak English, have Limited English Proficiency (LEP), or are hearing impaired at no cost.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Outreach to Underserved

Target Population

- **Regions Served:** Other-Merrimack Valley
- **Health Indicator:** Access to Health Care, Other: Cultural Competency
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Status

Continue to provide professional development opportunities to staff and enhance the number of medical interpreters at LGH available to patients.

Had eleven employees participated in the 60 hours medical interpreter training to qualify as competent interpreters bringing the total to 50

Provide additional language assistance to the new outpatient clinics from our affiliated hospitals due to the high volume of Spanish speaking patients.

Completed

Install second Sorenson videophone for the deaf in the front lobby. This is a free service LGH provides to its deaf community and employees

Completed

Engaged the Spanish interpreter covering the Emergency Center to extend his/her area of coverage to the entire hospital.

Successfully enhanced the competent services in a timely manner improving patient wait time to receive interpreter services as well as providers satisfaction.

The Emergency Center with an exclusive Spanish interpreter 24-7 in order to better fulfill the communication needs of our Spanish speaking patients with the health care providers.

Completed

Hire of a per-diem Spanish interpreter-translator to cover requests for translation of documents within the department instead of depending on off-site vendors.

Completed

Adopt ServiceHub, a web based dispatcher system that allows healthcare professionals to create language requests. Any interpreter can respond to

Completed, with an improved response rate time from an average of 11 minutes (2012) to 4.2 minutes (2013).

requests via a web application, running on iPads

Develop an online guide that lists all available methods to contact interpreter services, 356/24/7

Completed, with proven reductions in LEP patient's waiting time for assistance

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Liliana Zagaria, Interpreter Services Coordinator, Lawrence General Hospital, One General Street, Lawrence, MA, 978.683.4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Skin Cancer Screening

Brief Description or Objective

Educate all hospital employees and visitors on skin cancer prevention and screenings.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen
- **Health Indicator:** Access to Health Care, Other: Cancer - Skin
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Status

Educate hospital community about the risks and dangers of skin cancer, and educate on ways of preventing.

110+ Edgewood employees attended

Educate hospital community about the risks and dangers of skin cancer, educate on ways of preventing

Completed, 75 attendees used facial scanner

Partners

Partner Name, Description Partner Web Address

Mayor's Health Task Force, Lawrence, MA

<http://lawrencemhtf.org>

Contact Information

Abby Tracy, CTR, Cancer Registry Coordinator Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Bike Safety Fair

Brief Description or Objective

Provide bike safety education and tips to local community school children

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Arlington
- **Health Indicator:** Injury and Violence, Other: Public Safety, Other: Safety, Other: Safety - Sports, Physical Activity

- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Status

Promote bike safety awareness and tips to school employees, children and their families	Attend Bike Safety Fair as exhibitor, event attended by 550 families
Promote bike safety awareness and tips to school employees, children and their families	Held bike helmet safety checks at Sacred Heart School, 20 student attendees with 20 helmets given out
Promote bike safety awareness and tips to school employees, children and their families	Hold LGH Trauma Prevention Bike Helmet Replacement Program year round & available to the community, over 65 helmets replaced
Promote bike safety awareness and tips to school employees, children and their families	Attend Kidgits Getting Cool to promote bike safety & helmet checks, over 75 attendees

Partners

Partner Name, Description

Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

School Education, Driving

Brief Description or Objective

Provide education and awareness to local schools on the outcomes of driving under the influence and/or while texting

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, North Andover
- **Health Indicator:** Injury and Violence, Other: Alcohol and Substance Abuse, Other: Drunk Driving, Other: Public Safety, Other: Safety - Auto/Passenger, Substance Abuse
- **Sex:** All
- **Age Group:** Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Status

Conduct presentations to High School Seniors & other teenage groups on "Your Decision Your Life" Driving while under the influence and education awareness on driving under the influence and/or texting while driving	Attended back to school event with over 300+ teens, passed out information & educational materials on the dangers of texting/DWI
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Conduct presentations to High School Seniors & other teenage groups on "Your Decision Your Life" Driving while under the influence and education awareness on driving under the influence and/or texting while driving

Attended North Andover HS with 340 students, passed out information & educational materials on the dangers of texting/DWI

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Girl Scout Camporee

Brief Description or Objective

Attend the Girl Scout Camporee as Volunteers to celebrate Girl Scouts of America 100th anniversary; Trauma responsible to respond to the need for first aid care during event and assisting in training girls to obtain their first aid badge

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Healthy Communities Partnership, Outreach to Underserved

Target Population

- **Regions Served:** All Massachusetts
- **Health Indicator:** Other: First Aid/ACLS/CPR, Other: Public Safety, Other: Safety
- **Sex:** Female
- **Age Group:** Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Trauma responsible to respond to the need for first aid care during event and assisting in training girls to obtain their first aid badge

Goal Status

Provided First Aid & Trauma Response Support to over 1800 girls; \$2,000 in in-kind donations, LGH supplied all first aid supplies and rest donated to the Girl Scouts

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Sexual Assault Education

Brief Description or Objective

Provide sexual assault education to Nurses at Holy Family Hospital, Methuen, MA.

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Health Professional/Staff Training, Healthy Communities Partnership, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Haverhill, Lawrence
- **Health Indicator:** Other: Domestic Violence, Other: Public Safety, Other: Rape, Other: Safety, Responsible Sexual Behavior

- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Provide training to Nurses at Holy Family Hospital on sexual assault and using sexual assault kits

Goal Status

Completed, 15 Registered Nurses trained through program

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deb Perry, Trauma Nurse Coordinator, Lawrence General Hospital 978-683-4000, info@lawrencegeneral.org

Detailed Description

Not Specified

Student Training/Internships

Brief Description or Objective

Provide training and internship opportunities for college and/or technical school students in various medical fields within the hospital.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Healthy Communities Partnership,Mentorship/Career Training/Internship,School/Health Center Partnership

Target Population

- **Regions Served:** All Massachusetts
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult, Adult-Young
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Provide training and internship opportunities for college and/or technical school students in various medical fields within the hospital.

Goal Status

12 Umass Lowell Clinical Laboratory Scientist students with clinical rotations in Hematology, Blood Bank, Chemistry and Microbiology

Provide training and internship opportunities for college and/or technical school students in various medical fields within the hospital.

1 Student from Middlesex community college with an internship in clinical lab assistant program

Provide training and internship opportunities for college and/or technical school students in various medical fields within the hospital.

6 phlebotomy students from Northern Essex Community College

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information Ali Scarry, Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description Not Specified

Oral, Head and Neck Health Screening

Brief Description or Objective Outreach to men and women to promote awareness and offer a free head and neck screening

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Andover, Haverhill, Lawrence, Methuen
- **Health Indicator:** Access to Health Care, Other: Cancer, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Reach, screen and educate women about importance of breast screenings working with local community physicians at 3 events

Goal Status

57 men and women received free oral, head and neck screening

Partners

Partner Name, Description **Partner Web Address**

Not Specified

Contact Information Abby Tracy, CTR, Cancer Registry Coordinator Lawrence General Hospital, 978-683-4000, info@lawrencegeneral.org

Detailed Description Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2013	Approved Program Budget for 2013
Community Benefits Programs	Direct Expenses \$5,260,000 Associated Expenses \$44,708 Determination of Need Expenditures Not Specified Employee Volunteerism \$18,750 Other Leveraged Resources \$379,359	\$1,200,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$1,975,736 HSN Denied Claims \$404,180 Free/Discount Care \$313,821 Total Net Charity Care \$2,693,737	
Corporate Sponsorships	\$95,398	
	Total Expenditures \$8,491,952	

Total Patient Care-Related Expenses for FY2013

\$193,176,150

Comments: In FY13, Lawrence General Hospital provided \$7,467,009 in unreimbursed MassHealth Services and absorbed \$6,608,830 in bad debt.

Optional Information

Expenditures	Amount	
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
	Total Community Service Programs	Not Specified
Bad Debt:	Not Specified	Not Specified
IRS 990:	Not Specified	