

**HALLMARK HEALTH  
COMMUNITY BENEFITS REPORT  
2005**

## **Hallmark Health System Fiscal Year 2005**

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**Organization Type:** Health System

**Member Hospitals:**

- Hallmark Health System
- Lawrence Memorial Hospital of Medford
- Melrose-Wakefield Hospital

**Community Health Network Area:**

CHNA 19: Alliance for Community Health  
CHNA 16: North Suburban Health Alliance

**Regional Center for Healthy Communities:** Three

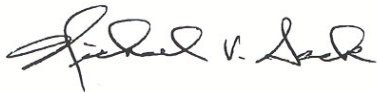
I am honored to present Hallmark Health's Community Benefits Report for 2005. It was a significant year in which our Community Benefit expenditures totaled \$5,821,515 with \$1,858,285 going directly to Community Benefit and Service programs, and corporate sponsorships. This contribution points out the significant social and economic impact of the efforts of our staff and related organizations on the health of the community.

Hallmark Health is committed to working with community residents and organizations to make measurable and substantial improvements in the health status of those it serves and in addressing the health problems of the poor and other medically underserved populations.

As our community benefits programs mature and progress, we have been fortunate to be recognized for their contributions. One aspect, our Community Outreach Teams, was profiled in a national magazine as an exceptional example of how the employees share in the commitment to the communities. One of the team's co-chairs was also profiled as a stellar example of ongoing commitment and participation in forging solid, productive relationships with community members and groups.

This report reviews a variety of ways in which we reach out to improve the health status and access to the cities and towns that we serve. These include formal education programs and grant-funded health access improvements, health fairs and flu clinics, to health clinics and services.

We believe that a healthy community is only achieved through broad-based community partnerships. We are proud of the many community linkages the Hallmark Health has developed over the years and look forward to strengthening these linkages and broadening our partnerships in the community.

A handwritten signature in black ink, appearing to read "Michael V. Sack". The signature is fluid and cursive, with a large initial "M" and "S".

Michael V. Sack  
President and Chief Executive Officer

# Appendix 1

## I. Background and Overview

### **Hallmark Health**

Hallmark Health was founded in 1997, when a group of community hospitals in Boston's Northern Suburbs came together to form a local, nonprofit health system. Today, Hallmark Health consists of Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital in Melrose, three extended care facilities, an active family health center, one of the state's busiest visiting nurse associations, a hospice, community services including federal and state grant funded programs, primary care physician practices throughout the region, and one of only two hospital-based nursing schools in the state.

The 2,927 employees at Hallmark Health, including 900 nurses, are backed up by a core medical staff of 400 experienced doctors – all working daily to meet the health needs of close to 600,000 residents in the 16 cities and towns we serve. Together, we treat more than 16,000 inpatients, 64,155 emergency patients, 1,265 newborns, and 22,319 surgical patients and over 4,000 home care patients every year.

The Hallmark Health System Strategic Plan in fiscal year 2005 has focused on recruiting and retaining quality physicians that address the needs of the communities we serve. We have recruited several physicians to establish practices in communities that require additional primary care due to anticipated physician retirement and relocation. In these recruitment efforts we have targeted practitioners that can benefit the community with their cultural and language capabilities. For example, Hallmark Health has recruited three Vietnamese physicians who will work in the city of Malden.

As the leading healthcare system serving the residents of Boston's North Suburban region, Hallmark Health strives to combine the latest medical technology and treatments with a personalized approach to care. We believe that the delivery of quality healthcare is only possible in an environment where patients come first; an environment that encourages patients and clinicians to work together to achieve the best possible outcomes. This is achieved through the following mission, vision and values:

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### **Our Mission**

Our mission is to provide, in a community-based setting, the highest quality health care to Boston's northern suburbs.

### **Our Vision**

Hallmark Health will be the system of choice in our region, with demonstrated service to and support, from area residents and physicians.

### **Our Values**

**Collaboration**-Working together as a team and actively communicating with each other, our patients, and our communities.

**Attentiveness**-Always remembering that we are here to serve the needs of the patients.

**Respect**-Treating others (including patients, families, co-workers, and physicians) with dignity and courtesy while striving to understand their needs.

**Excellence**-Holding ourselves to the highest standards of quality, service, integrity, and performance.

**Stewardship**-Managing resources prudently to ensure our future ability to serve our mission.

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## II. Internal Oversight and Management of Community Benefits Program

### Management Structure

The Community Services Department Director reports to the Senior Vice President of Home Care and Community Services, who in turn reports directly to the President and Chief Executive Officer. The Department of Community Services works on a collegial basis with staff, managers and directors of both clinical and non-clinical service areas within the institution and its subsidiaries. The Director of Community Services takes a lead role in establishing and strengthening relationships with community organizations. In addition, Community Services staffs are represented on all of Hallmark Health Community Outreach teams as well as external boards and coalitions including Healthy Malden, Medford Board of Health, Melrose Excellence In Education program and others.

The Director of Community Services oversees the reporting of Community Benefits information, compiling Community Benefits data and writing the annual report. In addition she supervises the managers of three major community benefit programs run by Hallmark Health and housed within the Department: WIC, North Suburban Family Network, and Family Education. In her role as supervisor, she also is responsible for budget oversight of those programs and quality assurance.

### Method of Sharing Information with Staff

Within the Hallmark Health system, there are numerous ways that information is shared with the large number of employees about community benefits and community service programs. The Community Outreach teams meet monthly to provide updates on community activities sponsored by Hallmark. Announcements and events of these teams and other staff involved in community benefits work is routinely posted on Hallmark's Meditech system (internal email) which reaches 3,500 employees. Specific news of community service activities is also highlighted in the two health system wide publications, the *Physician Focus* and *The Pulse*.

To ensure internal coordination of the community services provided by Hallmark Health, the Director of Community Services meets weekly with the senior managers of other community-focused Hallmark programs, such as the Visiting Nurse Association and Hospice. During those meetings, information is shared and areas for collaboration are explored.

## III. Community Needs Assessment

### Process

One of the primary reasons that Hallmark initiated Community Outreach Teams four years ago, was to ensure that Hallmark Health obtains information directly from community members on how to better serve their needs. The events sponsored by the Teams range from informal (recreation, sporting events) to formal, (community health fairs) therefore promoting multiple opportunities to interact with a wide range of community members. Teams continuously solicit input from key community leaders including superintendents of schools, state representatives, and local health departments.

Many of the employees at Hallmark Health, who serve on the Teams, also participate in a number of other community groups and civic organizations. As a result they are actively engaged in a number of ongoing discussions of emerging community needs.

The other components of the community needs assessment occur most often through evaluations of our outreach and educational programming and through surveys of participants in community service programs. These evaluations allow us to both assess the appropriateness of our community services and to determine unmet needs. Several community service programs have instituted advisory groups to elicit further feedback about the programs we provide. The Family Health Center established a Patient Advisory Board in 2005. Its overall purpose is to advance the mission of the Malden Family Health Center to become a “Personal Medical Home” for its patients. This includes the prevention and management of acute illness and diseases as well as advocacy for patients. To achieve this end, the staff of the Family Health Center expect that the Board will provide a democratic forum to discuss our services and ways they can better meet the needs of their patients.

#### Information Sources

The Hallmark Health community benefits programs utilize multiple sources of information ranging from the minutes of community coalition meetings to specific assessments of individual communities. Our goal is to gather an array of social, health and demographic data about each of the communities we serve so that we have an in-depth understanding of the status of health and well being in each community. The Director of Community Services continues to identify need assessments and community-base initiatives that contain updated information on health status indicators and changes in our target populations. In addition, we look at state and local data sets such as those available at the Massachusetts Department of Public Health, and other possible sources including school based surveys of youth risk behavior and agency specific surveys among our community partners.

## **IV. Community Benefits Plan**

### Process of Development of the Plan

Given our Community Benefits target populations are families and the elderly, our first step in developing our Community Benefits Plan is to assess our current level and type of programming in those areas. We examine several variables such as the demand for the services, the effectiveness of the services and the available resources. We then use this information to modify our existing programs and to develop new ones in conjunction with Hallmark Health’s strategic plan.

Due to our participation and constant presence in the Hallmark Health communities, we are able to learn of the emerging or unmet needs quickly. Our decision of whether these needs are ones that we will attempt to address through our Community Benefits programs is based on several criteria. Do these needs represent a trend that will continue? Are there existing services within Hallmark that already address these needs? Are there other

community partners better suited to meet these needs? Are the needs part of Hallmark's strategic plan, mission and vision?

### Choice of Target Populations

Hallmark Health's primary target populations for Community Benefits have traditionally been young families and elders. Many of the needs of these populations are addressed through our core Community Services programs of WIC, North Suburban Family Network, Healthy Families, Family Education, and the VNA. However, the Community Outreach Teams, the Family Health Center, the VNA and Hospice alone serve a much broader population including adolescents and adults. In addition through our interpreter programs we are providing community benefits to an increasingly diverse population especially in Malden, Everett and Medford.

### Short-term (1 year) and long-term (3-5 years) strategies and goals

#### Short-term (1 year)

1. Sustain and enhance current community benefits programs
2. Initiate more in-depth community needs assessments of the communities served by Hallmark Health
3. Identify new grant and foundation funding to support needs assessment and to augment our current education and outreach activities

#### Long-term (3-5 year)

1. Expand community services to address emerging needs
2. Increase grant and foundation funding for community services
3. Develop new partnerships with community groups and organizations

### Process for Measuring Outcomes

The primary way Hallmark Health measures the effectiveness of our Community Benefits programs is to solicit evaluation of the services and activities by the community members who participate in them. We obtain this information from asking for feedback verbally at meetings and community events and in writing through program evaluations. We also review the data collected required by our grant funded programs and evaluations that we have implemented for quality assurance. For example we capture the impact of our Family Education programs via program evaluations by the individual participants. WIC collects demographic and other data on its clients. North Suburban Family Network implements surveys of the families that use that program's services to solicit more objective measures of those services.

### Process and Consideration for Determining the Budget

Throughout the year, the Senior management staff at Hallmark Health engages in ongoing discussions regarding the priorities for Hallmark Health and makes decisions as the final budget allotments for our Community Benefits programs and Community Service Department. As part of these discussions, a review of what sources of funding are available through new grants, information about emerging needs and evaluations of current community benefits programs are performed.

## V. Progress Report: Activity During the Reporting Year

### Community Summaries

#### MALDEN

*In 2005, the Malden Community Outreach team participated in community fairs, local service organizations, and sponsorships of charitable events benefiting the community. In addition, Hallmark Health sponsors the Malden Council on Aging Transportation program, enabling the city to increase its service to older adults, often transporting them to doctor appointments and hospital visits. In 2005, Team Malden was a sponsor of the Malden Rotary's Road Race, as an effort to encourage more people to participate in a healthy activity.*

*Team Malden, in cooperation with Zoll Medical, donated a defibrillator to the Malden High School Athletic Department.*

*Hallmark Health is an active participant in the City of Malden's OxyContin Drug Task Force, which implemented an OxyContin and heroin education and prevention initiative for Malden adolescents in 2004. The task force is comprised of representatives from City Council, Human Services and the Mayor's office, Hallmark Health, Healthy Malden, and the Malden Police, among others. Hallmark Health staff are also members in the Malden Rotary, Chamber of Commerce, Malden Kiwanis, and the Malden Lions Club.*

#### **Hallmark Health Visiting Nurse Association, Inc**

Hallmark Health's Visiting Nurse Association Inc. (HHVNA) provides nursing, rehabilitation, home health aides, and social services to residents in 22 cities and towns north of Boston. The HHVNA is a Joint Commission on Accreditation of Healthcare Organizations (JCAHO) accredited agency that works toward improving the health of the community by providing a full range of services that promote and restore optimum health and well being. The agency works toward improving the quality of life for patients and their families by responding to their physical, emotional, and medical needs. Specialty programs have been developed in the areas of congestive heart failure, coronary artery disease, diabetes, palliative care, asthma management for children and adults, total joint replacement, and skin/wound care.

Community programs range from services for teen parents and their newborns to health assessment clinics for older adults. HHVNA's community outreach spans all generations and economic groups. The agency's responsibility reaches beyond the front doors of its patients and into the communities it serves. With a 106-year history, the HHVNA has developed connections and strong linkages with government, school, and health care agencies. Working in partnership with these agencies has provided the residents of the HHVNA service area with a higher level of health care in their homes and community.

In 2005, HHVNA served more than 3,500 Malden elders through health care counseling clinics, screenings, and educational programs directed by registered nurses with extensive experience in geriatric and community health. Special programs and screenings specific to the health needs of Malden's older Chinese population with interpreters were also developed with the Malden Council on Aging.

### **Malden Medical Center**

The Malden Medical Center houses a variety of community focused programs and services including Financial Counseling, Community Services, regional WIC program offices, Family Education Community Programs, Lifeline Emergency Response Program, the Malden Adult Social Day Program, Hallmark Health Hospice and the Hallmark Health Visiting Nurse Association, among others.

### **The Malden Walk-in Center**

Hallmark Health's Malden Walk-in Center offers acute and ambulatory medical services, lab and basic X-ray services for those who need to be seen right away, can't schedule an immediate appointment, or do not have a primary care physician. The Center fills this gap by providing immediate attention to concerns such as fevers, infections and sprains, and provides an alternative to either waiting or utilizing the Emergency Department for non-urgent care.

Costs to maintain the Malden Walk-In Center exceed reimbursement. Hallmark Health has offset this financial loss and has also received state subsidiary to aid the Center, as well as the Malden Family Health Center (see below).

### **The Malden Family Health Center**

The Malden Family Health Center, located across the street from the Malden Medical Center, is dedicated to serving its patients and the community. It is also home to the Tufts University Family Medicine Residency. Malden Family Health Center physicians are specialists who serve the health care needs of adults and children of all ages. In 2005, there were approximately 25,000 visits, which included routine physical exams, prenatal care, well-child care, acute and chronic illness care, minor surgical procedures, and preventive medicine counseling. A registered dietician on staff provides nutritional counseling. Behavioral health and mental health counseling services are also available.

The Malden Family Health Center collaborates with a variety of community partners in primary care prevention and education including the Starr Wellness Center at the Malden High School, the Sharewood Project, Hallmark VNA and Healthy Malden, Inc.

Furthermore, the Malden Family Health Center established a Patient Advisory Board in September of 2005 to help identify and advance opportunities for community outreach. The Board meets on a monthly basis. Additionally, the Malden Family Health Center participates in many community health fairs and sponsored one in April of 2005 held in conjunction with the Boston Heart Party. By developing these partnerships within the community, we are able to address the special needs of the underserved by being able to provide accessible, affordable, high quality healthcare.

## **MEDFORD**

*In 2005, the Medford Community Outreach Team solidified its support for the Medford Public Schools by sponsoring a school bus with a positive health career message for students. They also donated a defibrillator to the Medford High School athletic department. The team has members of civic clubs including Medford Kiwanis, Rotary, and Chamber of Commerce.*

*This year, a Lawrence Memorial Hospital physician and nursing director joined the Board of Health, and the team participated in a major health fair and sponsored the first aid tent for the city's 375<sup>th</sup> celebration. The Team organized a recognition event for the area's civic organizations, recognizing them for their role in creating a healthier community.*

*One of the team's co-chairs was recognized by the Massachusetts Hospital Association for his continuous outreach work.*

### **Lawrence Memorial Hospital**

Lawrence Memorial Hospital (LMH) first opened its doors in 1924. Today, it is a 134-bed facility providing a full range of medical services, including general surgery and medicine, cardiology, oncology, geriatrics, psychiatric care, and 24-hour emergency care. Prompt Care provides walk-in outpatient services and non-emergency care. Outpatient programs provide diagnostic, medical and orthopedic services, including pre-operative testing, mammography, diabetes education and nutrition counseling. In 2005, LMH began offering Positron Emission Tomography (PET) scanning, allowing physicians to better diagnose cancer, heart, and neurological diseases. In 2005, a new Intensive/Cardiac Care Unit opened at the hospital, offering patients and families a more comfortable and welcoming atmosphere, while allowing staff a more open floor plan and greater visibility of patients in their rooms to maximize patient safety. An updated cardiac-monitoring system with space-saving, flat-screen monitors was also installed.

### **The Lawrence Memorial/ Regis College Nursing Program**

#### **The Lawrence Memorial/ Regis College Radiography Program**

The Lawrence Memorial/Regis College Nursing Program was established in 1924 as a hospital-based diploma program. In 1988, the school signed a collaborative agreement with Regis College to confer an Associate of Science nursing degree formalizing a long-standing affiliation. Today, the associate degree-nursing program is an integral part of the Hallmark Health system, which provides financial assistance through grants to qualified nursing students and employs many students within the healthcare system. Throughout the curriculum, and as part of their learning experiences, students provide nursing care to patients in the HHVNA and the hospitals of the Hallmark Health System. In 2005, the program set a new record for nursing enrollments, helping to meet high industry demand for these vital caregivers. Both faculty and students in the nursing program are actively engaged in community activities.

The Lawrence Memorial Hospital/Regis College Medical Radiography program opened in August 2004 as an effort to meet the shortage of technologists. The first class will graduate in May 2006. A second class of medical radiography students began their two years of study in August 2005. The Joint Review Committee recently visited this new program as part of the evaluation process for accreditation on Education in Radiologic Technology (JRCERT); accreditation is anticipated in the spring 2006. This effort is assisting in meeting the critical shortage of radiographers in the Commonwealth.

### **Lawrence Memorial Medical Associates**

Located at 101 Main Street in Medford, Lawrence Memorial Medical Associates is an outpatient facility providing diagnostics, medical, and orthopedic services within the community. Services including laboratory, nutrition, mammography, bone densitometry, ultrasound and orthopedics. In addition, there are four internal medicine practices staffed by four primary care physicians and two nurse practitioners. The Lawrence Memorial Medical Associates functions as one cohesive unit delivering quality healthcare to the community.

## **Melrose**

*In 2005, the Melrose Community Outreach team participated in a series of sponsorships and community outreach events. This included Reading Day at Hoover Elementary School in which team members and hospital administration read books to the students; a Valentine's Day peanut butter collection for a local food pantry; Belle of the Ball prom dress collection where hundreds of gently-used prom dresses were donated for those who otherwise wouldn't have a dress to wear to their prom. Team Melrose also participated in the annual Victorian Fair in Melrose and Anton's annual Coat for Kids Drive. Coats were collected for the Hurricane Katrina evacuees relocated to Massachusetts and given to men, women and children.*

### **Melrose-Wakefield Hospital**

Tracing its origins to 1893 when a group of 40 prominent women in Melrose organized the Melrose Hospital Association, Melrose-Wakefield Hospital (MWH) today is a 220-bed facility offering a range of inpatient and outpatient services. These services include: acute medical, surgical, obstetrics and gynecology care, pediatrics, cancer/oncology, psychiatric, advanced interventional cardiac care, and 24-hour emergency services. MWH's maternity services delivered approximately 1300 babies last year offering 24-hour neonatal intensive care through an affiliation with New England Medical Center, and a Level II Special Care Nursery. Melrose-Wakefield Hospital radiology services use advanced diagnostic technology with a 16-slice CT. This equipment delivers improved medical imaging capabilities for the diagnosis of conditions ranging from varying forms of cancer to heart disease to bone and joint problems and other musculoskeletal conditions. Emergency angioplasty is offered at Melrose-Wakefield Hospital and door to balloon times are lower than national averages. Melrose-Wakefield remains the only hospital approved to do the procedure in Hallmark Health's service area of 16 cities and towns. Achieving Department of Public Health approval required a rigorous process over the course of several months, including a thorough review of the outcomes of interventional cardiology diagnostic procedures performed at MWH and Lawrence Memorial Hospital.

## **Wakefield**

*Team Wakefield had a very active year supporting many long-time town civic events such as the Concerts on the Common, Holiday Tree Lighting and the Fourth of July Parade. In addition, the Team sponsored a special needs basketball team and a health career scholarship for the local vocational high school. Two major events included the Wakefield Rotary's Breakheart Road Race and the Wakefield Neighborhood Association's Festival by the Lake. At both events the team provided a health fair including blood pressure checks and nutritional information, as well as providing heart healthy and family healthy information. The Team also embarked on a new relationship with the Wakefield School system, sitting on their health advisory board and beginning a calendar of events to educate students, teachers and parents on health related topics such as substance abuse, childhood and adolescent obesity and depression.*

### **The Wakefield Medical Center**

Located on Lake Quannapowitt, Hallmark Health's Wakefield Medical Center consists of clinical, rehabilitative, and diagnostic services that include: Ell Pond Medical Associates and Health Diagnostic Services. The Ell Pond Medical Associates staff provides OB/GYN and Internal Medicine. Lakeside Physical Therapy includes an outpatient rehabilitation therapy clinic, which serves approximately 35 people daily.

### **The Dutton Center**

Located on Main Street in Wakefield, The Robert Dutton, MD Adult Day Health and Supportive Day Center houses a variety of education and support programs for young and old in the community. Programs during the day include social day care for seniors and adult day health care for those with special physical, cognitive or emotional needs. In addition to counseling, support groups, nutrition, and medical supervision, the adult day programs offer activities such as music, arts and crafts sessions, games and exercise groups to 30-40 participants daily.

In the evening and on weekends, the department of Family Education offers prenatal, childbirth, CPR and First Aid education programs. Classes for new and expecting mothers and their families include yoga-based prenatal exercise groups, baby-sitting classes, support groups and classes on childbirth education, parenting, partner massage and sibling adjustment. Community focused CPR and First Aid courses are also offered at the center for individuals, community groups and organizations with classes taught by RN's, LPN's, CPR and First Aid instructors, certified childbirth educators and prenatal instructors and other licensed staff.

## **Partnerships and Community Networks**

### **Community Health Network Area**

Representatives from Hallmark Health and HHVNA are active participants in the local Community Health Network Areas (CHNA), which coordinate public health delivery within the North Suburban Health Alliance (CHNA 16) and the Harbor Community Health Alliance (CHNA 19). CHNA 16 includes the communities of Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham and Wakefield.

### **Healthy Malden, Inc.**

Healthy Malden, Inc. is a unique public/private community-based coalition founded in 1993 by Hallmark Health and the Mayor's Office of the City of Malden. The mission of Healthy Malden, Inc. is to improve the health of Malden residents by fostering citizen and agency collaboration aimed at the community's priority health issues. The Healthy Malden coalition consists of more than 200 volunteers from all sectors of the community committed to working together to promote programs that will lead to improving the quality of life for all Malden residents. The work of Healthy Malden, Inc. is accomplished through nine topic specific task forces that develop ongoing programs with wide representation of community leaders from a diverse cross-section of the population. These leaders include Hallmark Health at the board and task force levels, representatives from the school system, law enforcement, the District Attorney's Office, the Mayor's Office, the Department of Social Services, the faith community, parent and family services, and multicultural organizations.

### **Portal To Hope**

Hallmark Health has donated office space since 2003 to Portal To Hope at its Lawrence Memorial Hospital campus in Medford. Portal To Hope, a nationally recognized nonprofit organization, provides comprehensive services to people whose lives have been impacted by domestic violence, sexual assault and stalking crimes. This celebrated partnership provides victims the opportunity to access support counseling and other direct care onsite at the hospital.

### **The Joint Committee for Children's Healthcare in Everett**

The mission of the Joint Committee for Children's Health Care in Everett (JCCHCE) is to ensure that all children and families in Everett and surrounding communities have access to quality, affordable health care. The JCCHCE is a not-for-profit organization comprised of educators, health care professionals, hospital and school administrators, parents, grandparents, civic and government leaders, and members of civic and community organizations, who volunteer their time, talents, and resources. The Hallmark Health VNA, Hallmark Health Healthy Families, WIC, the Malden Family Health Center, and Healthy Malden provide support through staff participation in the JCCHCE. The JCCHCE provides family outreach through the Parent Liaison and volunteers who work to connect families with appropriate health insurance, health care, and community resources. Additionally, the JCCHCE works collaboratively to provide health education, community service programs, and other public health initiatives.

## **Medford Health Matters**

Medford Health Matters (MHM) was formed in 1995 to identify and explore health issues of concern to Medford residents, and to promote programs that lead to positive changes in the quality of life for all community members. A multi-disciplinary group of community members, MHM consists of a diverse array of leaders from a number of human and social service organizations including the Medford VNA, the Public Health Commission, Mystic Valley Elder Services, Medford Public Schools and Hallmark Health's Department of Community Services, among others.

## **Service Organization Representation**

As part of its efforts to address the needs of its core communities, Hallmark Health partners with local businesses through service organizations in Everett, Malden, Medford, Melrose, Wakefield, and Stoneham. In 2005 Hallmark Health staff were members of 40 service organizations such as local Rotary Clubs, Chambers of Commerce, Kiwanis and Lions clubs. These organizations provide charitable support to local communities through financial and volunteer efforts.

## **Hospital Volunteers**

A wide variety of individuals in the community have shown their commitment to Hallmark Health through volunteerism. In 2005, more than 440 volunteers provided more than 52,000 hours of service through the Melrose-Wakefield, and the Lawrence Memorial Volunteer Departments as well as the Hospice Program.

Those volunteers include the Melrose Auxiliary and the Friends of the Lawrence, which are the funding raising groups. These volunteers live throughout the various communities that the Hallmark Health System serves. Volunteers receive training and support from the Volunteer Department and the staff they assist. Volunteers assist almost all departments within the hospitals as well as areas outside the hospital walls. These areas include the Dutton Adult Day Senior Center, North Suburban Family Network and Hallmark Health Hospice. The Auxiliaries have contributed over \$1 million dollars since their inception to support the hospital's patient services, capital campaigns, and community services such as the Cardiac Survival Project, CPR trainings, the purchase of life saving defibrillators donated to community organizations, and educational materials for the public schools.

## **2005 Programs and Services**

### **1. Community Outreach and Support**

#### **Community Outreach Teams**

Hallmark Health's Department of Marketing and Public Affairs initiated a system-wide approach to community relations that focused on increasing employee involvement and responsiveness to community needs.

Four community outreach teams -- named for Malden, Medford, Melrose and Wakefield - work to boost institutional involvement, identify sponsorship opportunities and

otherwise reach out to local organizations in their respective towns. By tailoring outreach and programs based on what individual communities value most, Hallmark Health is the organization that local communities look to when they face a health-related challenge or need. The team efforts have also won Hallmark Health recognition from three area Chambers of Commerce.

Staffed by employee volunteers, more than 120 employees, volunteers, and physicians were involved in a team or a team-sponsored event in 2005. In 2005 the teams logged more than 4,500 hours toward team events and as active members in over 20 civic groups in the region.

### **Hallmark Health Visiting Nurse Association Community Support**

In 2005 HHVNA offered older adult residents in the community more than 60 health education programs, ranging from programs on anxiety, understanding the aging process, and healthy aging. Health screenings and community resource fairs were held at five senior centers in collaboration with other agencies serving seniors. More than 2,000 older adults received screenings, follow-up, and education through these fairs. The HHVNA offered influenza immunization clinics throughout its service area, at which more than 2,000 older adults participated. Clinics were also held in local businesses, resulting in an additional 500 receiving the vaccine. Health care counseling clinics, directed by registered nurses, served more than 4,000 individuals in Malden and Medford.

In an effort to assist caregivers in learning more about resources available to them, and also to provide them with information on various health and social issues, Hallmark Health Visiting Nurse Association sponsored its third annual Caregivers Conference. Seminars included information on preventing Alzheimer's disease, making the home safer for a person with memory loss, music therapy, financial and estate planning, and stress management. More than 250 professional and family caregivers attended the Conference, which included a vendor fair with 45 agencies to assist caregivers and their loved ones. The Caregivers Conference was sponsored in part through a Title III grant from Mystic Valley Elder Services.

### **Occupational Health Community Outreach**

The Occupational Health Department includes employee health, infection control and workers compensation. In addition, Occupational Health participates in a variety of community-based outreach programs. Programs in 2005 included TB testing and OSHA trainings in conjunction with community groups such as the Melrose Public Schools, Glen Ridge Nursing Home, Courtyard Nursing Home, and Life Care, among others. In addition, the Occupational Health Department, in collaboration with The Lawrence Memorial/Regis College Nursing Program and Salem State College nursing students provided influenza immunizations for more than 1,500 individuals.

### **Nutrition Services Outreach and Education**

Nutrition Services at Melrose-Wakefield Hospital, Lawrence Memorial Hospital, Malden Family Health Center and Lawrence Memorial Medical Associates conducted community

outreach, education and screening topics related to diabetes and cardiac rehabilitation in 2005.

### **Stewardship**

Stewardship is part of the institutional culture at Hallmark Health and all levels of staff are engaged in numerous charitable and community volunteer efforts. In addition to the hours contributed by the Hallmark Health Community Teams, the Leadership staff of Hallmark Health contributed 1270 hours in 2005 as active members in over 40 civic groups, community organizations, boards and projects throughout the North Suburban Region. Examples of staff efforts included more than 112 new books donated to the Hallmark Health Healthy Families *Holiday Book Drive*, care packages to U.S. troops, a canned food drive to local charities and churches, toys to children in need during the holidays, a house wares drive to homeless families entering housing, and participation in various fundraising walks to assist many health-related causes.

### **Athletic Training Programs**

Hallmark Health provides athletic training services to the community to help students prevent sports injuries. These programs include Malden High School, Malden Catholic, and others. By hosting pre-sport clinics aimed at evaluating risk of injury, the program helps students by developing an individual exercise program aimed at strengthening their areas of vulnerability. Trainers are available at team practices and games to support and educate these youth athletes.

### **Support Groups**

Support groups are offered among many of the clinical service areas within Hallmark Health. Oncology and Outpatient Psychiatric Service Departments offer cancer support groups to aid families in coping with the physical, social, and emotional aspects of cancer. Run by nurses, social workers and other clinical members, groups are held at both Lawrence Memorial and Melrose-Wakefield Hospitals. Classes offered in 2005 included a four-part series entitled, "*I Can Cope*" which includes sessions on learning about cancer and cancer treatments, understanding feelings and family relationships, discovering resources, and celebrating life.

In 2005, Hallmark Health Hospice offered a series of ongoing support groups to help those who have experienced loss including nine on-going support groups such as *Loss of a Spouse or Partner*; *Adult Child Loss of a Parent*; *Loss after Sixty*; and a Holiday Support Group. A program for children who have experienced loss, which utilizes expressional therapies, was also developed and several groups were held in 2005. Community Counseling offers support groups for families with loved ones in military service over-seas. Community Counseling also provided outreach and support in response to tragic death of a teenager in Medford in 2005.

### **Bariatric Surgery Support Group**

The Bariatric Surgery department at Lawrence Memorial Hospital provides a support group for those who are either waiting to have surgery or those who have experienced it. The group has more than 200 members that meet on a monthly basis. Those who are

post-surgery provide social and emotional support to those who are waiting in order to help ease anxiety and share their own experience. A surgeon, clinical and department staff lead the group in addressing issues such as post-management skills and nutrition.

## **2. Patient Access Support**

### **Financial Counseling**

Hallmark Health's financial counselors at Melrose-Wakefield Hospital, Lawrence Memorial Hospital, and the Malden Family Health Center provide counseling and support to assist patients in accessing Mass Health and Free Care applications. In 2005 Financial Counseling, in collaboration with Patient Access and Community Services, implemented a grant to assist residents in accessing Mass Health, track patient visits and identify barriers to health access.

### **Interpreter Services**

Hallmark Health offers free interpreter services, in full compliance with Mass General Law as well as the Office of Civil Rights regulations. The service is available 7 days per week, 24 hours per day to our health care system patients that are non-English speaking. In 2005 the interpreter pool responded to more than 1,000 requests. The diverse nature of the Hallmark Health patient population is reflected in over 35 different language requests including: Spanish, Chinese, Portuguese, Russian, Arabic, and Haitian. Interpreter Services also provide written translation services and Telecommunications Device for the Deaf (TDD) and Teletypewriter (TTY) Services for hearing-impaired patients. Each campus has at least one TDD/TTY phone with portable machines that are available for installation in patients' rooms. This past year Hallmark Health became a member of the Massachusetts Coalition of Coordinators of Interpreter Services.

### **Transportation Support**

In 2005, Hallmark Health provided transportation to help senior residents in Medford, Malden, and Melrose access healthcare. Partnering with the Malden Council on Aging a shuttle operates between various community stops and the Melrose-Wakefield and Lawrence Memorial Hospitals and Malden Medical Center. In Medford, a transportation service provides several scheduled stops daily between Lawrence Memorial Hospital, Lawrence Memorial Medical Services at 101 Main Street and various locations between the senior center, nutrition programs, clinics, and health related appointments. The System has also provided more than \$33,580 in cab vouchers to those unable to access these vans.

## **3. Behavioral Health Services**

### **Domestic Violence Prevention & Education**

Our domestic violence initiatives are integrated into the plan of care for all inpatient and outpatient programs. Education materials are distributed at health fairs and other events and domestic violence issues are addressed through maternity services, Hallmark Health Healthy Families, and the North Suburban Family Network. Hallmark Health staff

support local community initiatives that address domestic violence such as the Melrose Alliance Against Violence and the Portal to Hope Program in Everett.

#### **4. Child and Family Programs**

##### **Family Education Programs**

Hallmark Health is committed to giving families the necessary information to live healthier, more productive lives by offering a variety of educational opportunities. We honor our commitment to providing health education to our communities in a variety of ways, including tuition waivers, free community trainings, providing information at town festivals and fairs, and through referrals to agencies and departments which provide free and low-cost health services. Our classes include childbirth education classes, prenatal exercise, pain management for labor and deliver, breastfeeding, infant care, partner massage, sibling adjustment, and monthly tours of Maternal-Newborn Services at Melrose-Wakefield Hospital. Our safety education classes are taught by American Heart Association certified instructors and include CPR and First Aid Training. These courses are designed to give community residents, both lay and healthcare workers, the skill necessary to help save lives. Other courses, such as babysitting, promote wellness and safety awareness for young adults.

In addition to our regularly scheduled pre- and post-natal classes and our safety classes, the Family Education Program offered “Parenting with Love and Logic: The Series” for the second consecutive year. Funded by the Massachusetts Children’s Trust Fund, this series is designed to bring together the families of children from birth to age six to teach the skills and strategies for raising children in a positive environment. Community collaboration was evident in referrals to the program from area childcare programs as well as information sharing on resources for additional family education, advocacy, and intervention services. Continuing collaboration with both Hallmark Health Departments and programs includes the Women, Infants and Children’s Program (W.I.C.), Healthy Families, and North Suburban Family Network, and Maternal and Child services of Hallmark Health VNA.

##### **North Suburban Family Network**

Located at the Franklin School, a few blocks from the Melrose-Wakefield Hospital, the North Suburban Family Network is a community-based family education and support program that serves families living or working in Melrose, Stoneham and Wakefield. The Network, funded by a grant through the Massachusetts Department of Early Education and Care, through a partnership with the Melrose Public Schools, offers parent/child playgroups, parenting education programs, support groups, family fun activities, as well as information on resources and referrals. The Network is governed by a parent-led community coalition, which over-see numerous programs run from the home base in Melrose. Parents and community representatives assist with fundraising, community outreach and program development.

Last year, over 1100 unduplicated families participated in the North Suburban Family Networks programs or services. This represents over 1300 children between the ages of

birth and three. An average of 200 families and 230 children visit the Family Network on a weekly basis. Monthly workshops on various parenting topics educate an average of 50 caregivers, parents and family service providers. The NSFN drop-in-playroom, open a total of 27 hours per week is visited by an average of 20 families a day. The NSFN outreach program provides needy families with food, clothing, household equipment and toys.

### **Women Infants and Children Program**

Funded by the United States Department of Agriculture (USDA) and the Massachusetts Department of Public Health, the Women, Infants and Children (WIC) program provides food and nutrition services to prenatal and postpartum women and to infants and children under the age of five. Last year the Malden/Everett WIC Program served more than 2,400 low and moderate-income families from Malden, Everett, Medford, Melrose, Reading, North Reading, Stoneham, and Wakefield. Participants receive nutrition education on topics such as diet during pregnancy, feeding infants and children, and benefits of breastfeeding as well as referrals to other health and social services. In addition, participants receive checks for nutritious foods to redeem at local grocery stores or pharmacies. This year Malden WIC nutritionists presented free nutrition workshops to parents, clinical professionals, and childcare providers throughout the region.

### **Hallmark Health Healthy Families**

Hallmark Health's Healthy Families program is funded by the Children's Trust Fund and supported by Hallmark Health, and serves families in Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, and Wakefield. Services are free for participants and their families from pregnancy until the child turns three. Services include home visiting, mentoring, role modeling, prenatal and parenting education, parenting activities, and groups for first-time parents age 20 and under. In addition, services include educational classes such as prenatal, CPR, and First Aid.

The Hallmark Health Healthy Families program served 126 families in 2005, and received 93 referrals. Staff and managers actively engage in collaborative partnerships to benefit the children, families and communities including: the Joint Committee for Children's Health Care in Everett, the Malden High School Teen Parent Task Force, the Malden/Everett, Medford, and North Suburban Family Networks, the Melrose/Stoneham/Wakefield Community Partnership for Children, the Everett Community Partnership, Medford Health Matters, Healthy Malden, and the Healthy Families Community Coalition.

### **Child Protection Team**

Hallmark Health's Child Protection Team was developed in 2003 and consists of 25 staff and clinicians working to ensure a coordinated system to link Hallmark Health and the community to provide services for infants and children at risk. The Massachusetts Department of Social Services, the Melrose Police Department, the District Attorney's office, members of Hallmark Health's Women's & Children's Services staff, and Hallmark Health VNA Maternal/Child Health staff are represented.

### **Call to Protect Program**

In 2005, Hallmark Health staff continued participation in a national campaign in which used cell phones are donated to women escaping abusive relationships. To date, more than 3,500 cell phones have been collected from staff and contributed to the project. The donated cell phones are re-programmed to dial one non-emergency number and also 911. The phones are then distributed to women who were victims of domestic violence or those at threat of domestic violence.

## **5. Chronic Disease Prevention and Intervention**

### **Cancer Screenings and Prevention**

In 2005, free skin cancer screenings were held in Medford and Melrose and surrounding communities through the Division of Oncology and Cancer Care Center. These screenings provided education about skin cancer prevention, and treatment to hundreds of community residents. The Lawrence Memorial Hospital Cancer Committee screening guidelines created in 2004 for physicians and the lay public in areas of breast, cervical, colon and skin cancer are periodically distributed to both the medical staff and the community. A Smoking Cessation Resource Guide was created in the wake of loss of public funding for cigarette cessation programs. Education about breast cancer prevention is also offered to those women who are felt to be at high risk and the Oncology staff routinely provides public presentations on cancer screening and prevention issues.

### **Cardiac & Pulmonary Rehabilitation Programs**

These programs focus on exercise and education. Patients meet regularly to receive counseling on the physical, psychological, and emotional impact of their condition, and learn from the staff and each other about heart disease, smoking cessation, and nutrition. The Rehabilitation Department provides community education through speaking engagements such as fall prevention, monthly back school, and pre-surgical education programs for people having elective hip and knee replacements. These programs are offered at various sites throughout the service area.

### **Cardio Pulmonary Resuscitation Trainings**

The organization and scheduling of community Cardio Pulmonary Resuscitation Trainings (CPR) classes is coordinated through the Family Education Department within Community Services. These trainings occur at Melrose-Wakefield Hospital and Lawrence Memorial Hospital, Malden Medical Center, the Dutton Center in Wakefield and various community sites throughout the North Suburban region. Adult and pediatric CPR trainings are offered in either certification or re-certification modules for both community residents and healthcare providers. This year Family Education instructors taught life saving skills to more than 500 community residents including the Melrose and Wakefield public schools and Medford Rotary club members.

### **Cardiovascular Education and Screenings**

A series of cardiovascular screenings and community education events were conducted by Hallmark Health physicians, radiology and respiratory therapists throughout the year as on-going outreach at community sites and fairs, and in conjunction with the National

Respiratory Care Week and other events. The goal of these events was to promote awareness and educate the public on asthma and cardiovascular health. Screenings included peripheral vascular, lung function and other tests, as well as education on Chronic Obstructive Pulmonary Disease.

## **6. Older Adult Programs**

### **Hallmark Health Hospice**

Hospice is a compassionate, patient-centered approach to medical care and support for people at the end of life and their families. Its care focuses on maintaining dignity, increasing quality of life, and providing comfort, including pain and symptom control. For the patient with a life-limiting illness, choosing hospice care may be an important step toward accepting death. The Hallmark Health Hospice staff works together to help the patient get through this emotional hurdle. The staff also works with the patient's family to live through this difficult time by providing needed support and understanding. Hallmark Health Hospice is accredited by the Joint Commission on Accreditation of Health Care Organizations and is licensed and certified by the Massachusetts Department of Public Health. In addition, Hallmark Health Hospice provides ongoing Bereavement Support Groups and a Kids and Grief Support Group.

### **Senior Citizens Health Services Program**

This program provides community outreach for the elders of Medford, Stoneham, and Winchester through the utilization of a registered nurse at several housing sites and at senior centers. The program served about 2,300 seniors in 2005. The Medford Senior Drop-In Center offers nursing services such as nursing assessments and referrals, B-12 injections, blood pressure screenings, and individual health conferences. The program also provides education and support services, such as osteoporosis awareness, prevention and treatment for hypertension, influenza clinics, and senior safety programs throughout senior housing sites.

### **The Dutton Center Adult Day Health and Supportive Day Program**

The Dutton Center Adult Day Health and Supportive Day Program offers Social Day Care for all seniors and Adult Day Healthcare for those with special physical, cognitive or emotional needs. In addition to counseling, support groups, supervision, and socialization, the program offers activities such as music programs, arts and crafts sessions, games, and exercise groups. In 2005, the program served between 35-40 clients per day.

### **Malden Social Day Care Program**

This program provides an enriched social opportunity for seniors and is located at the Malden Medical Center. The program offers transportation, activities, counseling and social support, as well as nutritional snacks and lunch. Although a City of Malden program, Hallmark Health provides administrative oversight and support as well as in-kind space for the program. It serves approximately 15-20 seniors on a daily basis and provides seniors with regular social contact and offers families respite, education, and nutrition counseling.

### **The Parish Nurse-Community Outreach Program**

The Parish Nurse Program of Hallmark Health Visiting Nurse Association (HHVNA) provides non-invasive health care and supportive services. The program is supported in part through a donation from St. Joseph's Parish in Malden. In 2005, blood pressure screenings were held after Masses on Saturdays and Sundays, an ongoing health fair for seniors and events for families were held providing valuable health information to parishioners.

### **Community Outreach Programs for Older Adults**

Hallmark Health Visiting Nurse Association sponsors health care counseling clinics and education programs for older adults at senior housing sites and Councils on Aging through its Community Outreach Program for Older Adults. Registered nurses with extensive experience and training in geriatric health provide health counseling and referral, educational programs, and exercise and nutrition classes on an ongoing basis. In addition, in 2005, more than a dozen health screenings and resource fairs were held. Screenings included blood pressure, blood sugar, cholesterol, osteoporosis, eye and hearing. Flu immunizations clinics were also sponsored in the fall. More than 4,500 older adults (and families) were served through these outreach programs and services.

### **The Transitional Housing Program**

Hallmark Health VNA offers support to families who were temporarily homeless due to multiple circumstances including natural disasters, the financial challenges of single parent families, or those fleeing from abusive or neglectful situations. Maternal/child health nurses of the HHVNA taught parenting and child-care classes as part of this mandatory program for residents. Mothers and fathers gained knowledge of self-care, nutrition for all family members, and learned to develop coping strategies regarding stress management, anger management, anxiety, and depression.

### **Lifeline Program**

Hallmark Health maintains a Lifeline Emergency Response Program, which gives subscribers the confidence to continue to live independently in their own homes through a lifeline unit. This unit, consisting of a small in-home communicator hooked up to the client's telephone, is activated by the push of a button that automatically dials the Lifeline call center. This service was provided for more than 2,000 area residents in 2005. Lifeline staff also provided outreach and education on independent living and safety throughout the region during 2005.

# Appendix 2

## **Annual Report Standardized Summary**

### **HALLMARK HEALTH SYSTEM, INC.**

*Report for Fiscal Year 2005*

#### **Community Benefits Mission**

- To promote healthy lifestyles by providing access to health information and education.
- To serve as a leader within the community by encouraging collaborative planning between local organizations for affordable, accessible, and high quality health care.
- To address the special health needs of the under-served in our community.
- To identify and address the health care needs of those we serve.
- To improve the health of community members by continuing our tradition of working with healthcare institutions, physicians, and community organizations.

#### **Program Organization and Management**

Hallmark Health's Community Services focus includes facilitating community-based public health opportunities, targeting unmet community health needs and serving to advocate and link various institutional program offerings in the community. The Department Director reports to the Senior Vice President of Home Health and Community Services, who in turn reports directly to the President and Chief Executive Officer. The Department of Community Services works on a collegial basis with staff, managers and directors of both clinical and non-clinical service areas within the institution and its subsidiaries. In addition, Community Services staff is represented on all of Hallmark Health Community Outreach teams, as well as external boards and coalitions including Healthy Malden, Medford Board of Health, Melrose Excellence In Education program and others.

## **Department of Community Services**

The Department of Community Services at Hallmark Health helps to facilitate the linkage of staff in clinical and non-clinical service areas to partner with and address the health service needs of the community at-large. Projects are developed that respond to public health issues and identified community service gaps to address the unmet needs of the under- or un-insured. Community partnerships involve collaboration on projects, representation on health and community agency boards, grants development, and technical support. In 2005, these partnerships included the Stoneham Council on Aging, Everett Community Partnership, Malden High School Teen Parent Program, Melrose/Stoneham/Wakefield Community Partnership for Children, Tri-City Early Intervention, Children's Trust Fund, the Medford Board of Health, Healthy Malden, Inc., Medford Health Matters, and the Joint Committee for Children's Health Care in Everett, the Massachusetts Department of Public Health, Mystic Valley Elder Services, local Community Health Network Alliance, and others. Current programming is focused on promoting the health of families and older adults, and facilitating access to care.

The department's mission is:

- To promote healthy lifestyles by providing access to health information and education.
- To serve as a leader within the community by encouraging collaborative planning between local organizations for affordable, accessible and high quality health care.
- To address the special health needs of the under-served in our community.
- To improve the health of community members by facilitating staff and provider linkages with residents and organizations.

## **Key Collaborations and Partnerships**

As part of its efforts to improve the health status of its core communities, Hallmark Health participates in a variety of broad-based community coalitions and initiatives that work towards addressing the specific and general health needs in these cities and towns. A sample of current membership includes: Malden High School Teen Parent Task Force, the Everett Community Partnership and Lead Prevention Committee, the Malden School to Career Club, Mystic Valley Elder Services Provider Task Force, Malden Council on Aging, Medford Council on Aging, Melrose Council on Aging, Saugus Council on Aging, Lynnfield Council on Aging, Healthy Families Community Coalitions, Medford Family Resource Coalition, and the Malden, Everett, and Medford Family Networks.

In addition, in 2005, Hallmark Health was represented in more than 40 service organizations, such as the Malden, Medford, Wakefield, Melrose and Everett Rotary clubs; the Malden, Medford, and Melrose Kiwanis clubs; and the Malden, Melrose, Wakefield, Medford and Everett Chambers of Commerce, among others.

## **Community Benefits Plan for Next Reporting Year**

Hallmark Health's plan for 2006 calls for increasing collaboration within the system to develop and to implement community-based health initiatives. Hallmark Health attempts to maximize the impact of limited state and federal dollars through creative and targeted collaborations in order to improve efficiency and expand its outreach. In addition, the Director of Community Services in conjunction with other Hallmark program managers and our development office will continue to identify and apply for additional grant and foundation funding. The Community Services Department is ideally suited to expand existing outreach and community relationships given that it is the division of the Hallmark Health system that deals with the majority of community-based services for children, families, and older adults. The primary elements of Hallmark Health's Community Benefits Plan for the Fiscal Year 2006 include the following:

- **Strengthen Public Health Partnerships:** Strengthening collaborative efforts with other community-based health agencies will further strengthen the link between Hallmark Health and community providers. This will in turn help Hallmark Health and other agencies better address the diverse, complex needs of the populations served. The changing makeup of neighborhoods such as an increased number of racial and ethnic groups represented in urban areas of Malden, Medford and Everett is one example of emerging needs that could be potentially addressed by that our Community Services Department in FY'06 through coalitions and partnerships.
- **Expand Health Education and Outreach:** Expanding our health education to address a broader range of needs so that the education offered reflects changing local demographics is also critical. Taking a more holistic view that encompasses a lifespan approach is key to our future efforts to better serve a larger number of community members. The trend towards a growing number of older "baby boomers", calls for expanding education to include areas such as diabetes, menopause, prostate cancer and cardiac care. Many older adults in our

communities have other issues due to serving as either caregivers of elderly parents or grandchildren.

- Identify and Address Service Gaps: Community Services works with community groups and various departments at Hallmark Health to encourage collaborative planning to more effectively address service gaps in the region and work to "fill-in" these gaps. The department serves as a resource for grant writing proposals, program development, and as a linkage to other community agencies. Projects are supported in response to community needs. Examples of addressing service gaps are noted in the Department's efforts to develop programming for fathers, grandparents and facilitate community-wide access to donations of children's items for low-income families.
- Expand Community Teams: As Hallmark Health's service area expands more than 16 cities and towns, utilizing of the "Team" approach in community service has enabled coordination of outreach efforts and involvement. Over 120 team members actively participate in civic, social, and health events in the communities, which have resulted in more than \$40,000 in community sponsorships and over 4,500 volunteer hours by team members, hospital leadership, and employees. In FY06, Hallmark Health plans to further expand teams to other cities and towns.

## **Key Accomplishments for Reporting Year**

Hallmark Health offered more than \$5,821,515 with \$1,818,285 in Community Benefits and Community Service program contributions in 2005.

Key Accomplishments in 2005 included the following:

- *Stewardship and Volunteerism:* Employee volunteerism grew considerable this past year, with employees contributing their efforts and time to charitable causes throughout the region. In addition to the 2,690 hours donated by "Community Team" members, Hallmark Health's Leadership and Management staffs donated an additional 1,973 hours.
- *Community Outreach:* Hallmark Health has been recognized as a leader in Community Outreach throughout the north suburban region. The Hallmark Health Visiting Nurse Association (HHVNA), through its Community Outreach for Older Adults and Parish Nurse Program, provided health education and wellness programs, and free health screenings to more than 4,000 individuals in 2005. HHVNA also conducted more than twelve health fairs, 50 health education programs in Medford, Malden, Melrose, Saugus, Lynnfield, and Wakefield, and 300 health care counseling clinics in senior housing sites in both Malden and Medford. The Hallmark Health Healthy Families Program, WIC, and the North Suburban Family Network provided workshops and educational programs on parenting, growth and development, and nutrition information to young families in the northern suburbs of Boston.

### **Community Benefits Contact**

Gail Merriam, MSW, MPH  
Director, Community Services  
Hallmark Health System, Inc.  
Malden Medical Center  
100 Hospital Road  
Malden, Massachusetts, 02148  
Telephone: (781) 338-7552  
Fax: (781) 338-322-0514  
E-mail: [gmerriam@hallmarkhealth.org](mailto:gmerriam@hallmarkhealth.org)

## **Selected Community Benefits Programs**

Hallmark Health's commitment to meeting the needs of its diverse communities has involved creative and innovative partnerships aimed at supporting our constituents and facilitating access to healthcare education by providing support and services.

The following are examples of some Hallmark Health programs and services that exemplify this commitment.

### **Breastfeeding Outreach Program:**

*Objective:* To increase awareness of breastfeeding and breastfeeding support services.

*Program:* This year the Malden/ Everett WIC Program engaged in an outreach campaign to educate the local medical community about our lactation services and our breastfeeding peer-counseling program. Our peer counselors are WIC moms who were given additional training as lactation counselors. They work for the Malden/ Everett WIC Program supporting other WIC moms who want to breastfeed. Over the summer the peer counselors and the WIC community coordinator visited Hallmark physicians to share a packet of materials explaining our breastfeeding support services. Services provided are:

- Phone support that moms can access all days of the week.
- A free breastfeeding class.
- A weekly playgroup and a weekly support group.
- Individual assessment and education in the office.

The outreach campaign culminated in a family celebration to honor breastfeeding moms held at Malden Medical Center during World Breastfeeding Week.

*Hospital Contact:*

Saratha Sivasithamparam

WIC Director

(781) 338-7577

## **The North Suburban Family Network (NSFN) Family Assistance Program**

*Objective:* To educate and assist parents and young families.

*Program:* The North Suburban Family Network (NSFN) Family Assistance Program is organized and run by a parent volunteer of the NSFN. This volunteer works in collaboration with the local Department of Social Services (DSS), Healthy Families, WIC, TriCap Head Start, Early Intervention and other human service agencies to provide clothes, household items, toys and food for families in need. Her efforts include picking up donations, sorting through them and delivering them to families. A space has been made available in Malden Medical Center to house donated items. Families for NSFN, other agencies and people in our communities donate the items that are distributed. People interested in donating gently used clothes, toys, gift cards for gasoline; gift cards for local grocery stores or other household items contact the parent volunteer directly.

*Partnerships:* Malden DSS, Healthy Families, Malden/Everett WIC, TriCap Head Start, and Early Intervention.

Hospital Contact:  
Kathy Harlow  
NSFN Director  
(781) 662-2722

## **Love & Logic** **Parenting Series**

*Objective:* To support parents and families by offering enhanced parenting skill training

*Program:* The Love and Logic education and support series is designed to bring together families to address their needs as parents of children from birth to age six. Funded by the Children's Trust Fund, the objectives of this series is to teach parents practical knowledge in child development, skills for positive behavior management techniques, and to offer resources for additional family education, advocacy, and support.

*Partners:* Hallmark Health Family Education Program, Children's Trust Fund, numerous community agencies serving children and families.

*Hospital Contact:*

Emily Maughan  
Manager, Family Education  
(781) 338-7556

## **Smoking Cessation Program**

*Objective:* Provide a local smoking cessation counseling program

*Program:* Many key cities and towns served by Hallmark Health have significantly higher rates of lung cancer. Through surveys, community residents have identified smoking as a primary concern. This smoking cessation program has been designed to help participants quit smoking at their own pace. It blends the best self-help with advanced, proactive telephone counseling. Participants are evaluated on their readiness to quit smoking and assessment of nicotine dependency. With this information, a tailored smoking cessation program is developed to meet their needs. Among the components of the program are a home tobacco cessation kit, four motivational lectures, and support.

*Partners:* Hallmark Health Community Services, Lawrence Memorial Hospital Oncology Project Fund, and Health Resources.

*Hospital Contact:*

Diane Trask-McCue  
Outreach Coordinator  
(781) 388-7572

## **Community Outreach for Malden's Older Adults**

*Objective:* To increase health promotion and screening of older adults living in Malden

*Program:* In the city of Malden, Hallmark Health Visiting Nurse Association (HHVNA) sponsors health care counseling clinics in all senior housing sites, an assisted living facility, at the Malden Council on Aging, and at a local parish. A registered nurse with extensive geriatric care training and experience directs the clinics. In these clinics, participants receive free blood pressure checks and review of their health status. They are referred to their physician if findings are irregular or to community resources if they require a service offered by a local or state agency. As well as health care counseling clinics offered to elders in Malden, Hallmark Health VNA sponsors educational programs, weight management classes, and exercise classes that are all geared toward older adults.

In an effort to meet the growing needs of Malden's Chinese older adults, HHVNA offers a translation service at these clinics and at its screening fairs. Many of the educational programs offered have been geared to the health needs of the Chinese population, and also include translation services or the use of physicians who speak Chinese.

*Partners:* The Malden Family Health Center, Hallmark Health-Tufts University Residency Program, Malden Housing Authority, Malden Council on Aging, St. Joseph's Parish, Maplewood Place Assisted Living, Aging Well Program of Jewish Family and Children's Services, the Arthritis Foundation, and Mystic Valley Elder Services.

*Hospital Contact:*

Janet Schweitzer  
Hallmark Health Home Care  
Director of Program Development  
(781) 338-7903

**Community Outreach Programs for Teenagers**  
**The Malden Family Health Center**

*Objective:* To provide an entry-point for high school students into the health care system.

*Program:* The *Starr Wellness Center* at Malden High School is among the programs in which the Tufts University Family Medicine Residency and the Malden Family Health Center partner with the City of Malden. At the *Starr Wellness Center*, residents and physicians provide *nine* hours of medical and health assessment services on a weekly basis during the school year. The residents and physicians work cooperatively with the school nursing staff to identify and provide care for students in need. Students are often referred back to the Malden Family Health Center for ongoing care needs. Once yearly, we provide pre-participation physical exams for student athletes at the Malden High School.

Faculty and residents from the Tufts University Family Medicine Residency also provide health education in the schools of Malden. We have been able to reach about 300 students with information about tobacco prevention and disease awareness. Close communication from the Tufts faculty to the health teachers in the schools allows timely and effective school-based health teaching.

*Partners:* Tufts University Family Medicine Residency Program, Malden High School, Healthy Malden, Hallmark Health Visiting Nurse Association, Hallmark Health Healthy Families, WIC, North Suburban Family Network, and dozens of other health and social agencies in the region.

*Hospital Contact:*  
David McBride, MD  
(781) 338-7478

# Community Benefit Expenditures

## Type

### Community Benefits Programs

#### Estimated\* Total Expenditures for 2005

1. Direct Expenses \$ 192,677.77
2. Associated Expenses \$ 388,242
3. Determination of Need Expenditures N/A
4. Employee Volunteerism \$ 38,881.17
5. Other Leveraged Resources \$ 758,040

#### Estimated Program Budget for 2006

\$1,900,000

\*Excluding Net Charity Care contributions that cannot be projected at the time of the report.

### Community Service Programs

1. Direct Expenses \$ 236,033
2. Associated Expenses \$ 79,435.72
3. Determination of Need Expenditures N/A
4. Employee Volunteerism \$ 135,650.69
5. Other Leveraged Resources \$ 32,125

### Net Charity Care or Uncompensated Care Pool Contribution

\$3,918,346 (excluding Hallmark Health VNA charity care)

(not including bad debt which totaled approximately \$8,874,630)

### Corporate Sponsorships

\$ 44,884.00

TOTAL \$ 5,821,515.35  
(excluding bad debt)

**Total Patient Care Related Expenses for Fiscal Year 2005:** To be submitted March 2006

\*Data collection template utilized during FY 2005 to collect expenditures, did not allow for clear differentiation of categories listed (1-5), therefore totals are roughly approximated in each.