

Community Benefit Report

FY 2013

Baystate  Mary Lane Hospital

EXECUTIVE SUMMARY

Organization:	Baystate Mary Lane Hospital 85 South Street Ware, MA 01082 413-967-6211 www.baystatehealth.org/bmlh
Primary Service Area:	Encompasses parts of Hampshire, Hampden and Worcester Counties, also known as the Quaboag Hills Region
Facility Type:	Not for profit
Total Licensed Beds:	25
Number of Employees:	163.95 FTE's
Ethnic Mix of Patients: <small>includes inpatient & outpatient (excluding BRL)</small>	94.4% White; 2.3% Hispanic; 1.0% Black; 0.7% Asian; 0.1% Native American; 1.5% Other
Payer Mix of Patients:	66.49% Medicare; 7.81% Medicaid; 19.21% Managed Care; 0.64% Non-Managed Care; 2.85% Other
Annual Emergency Services Statistics:	14,158 Emergency Department visits 17.06% Medicaid; 3.95% Free Care; 11.01% Healthnet; 3.32% Commonwealth Care; 64.66% Other
President:	Chuck Gijanto President , Baystate Regional Markets
Community Benefit Contact:	Michelle Holmgren Public Affairs & Community Relations Specialist Baystate Mary Lane Hospital 85 South Street, Ware MA (413) 967-2296 michelle.holmgren@baystatehealth.org
Hospital Services:	Include inpatient critical care and medical-surgical care. Outpatient cancer care, cardiology, children's medicine, emergency medicine, endocrinology and diabetes, gastroenterology, infectious disease, obstetrics and gynecology, orthopedics, physical medicine and rehabilitation, pulmonary medicine, senior care, surgery, urology, and women's health.
DHCFP ID:	2148
Health System:	Baystate Health, Inc.
Community Health Network Area (CHNA)	# 5 Community Health Network of Southern Worcester County, #21 Four Communities (Holyoke, Chicopee, Ludlow, Westfield), #3 Partnership for Health in Hampshire County (Northampton)
Regional Center for Healthy Communities (RCHC)	#1

Based on FY 2013 data

COMMUNITY BENEFIT MISSION STATEMENT

As part of Baystate Health (BH), an integrated health care system, Baystate Mary Lane Hospital (BMLH) carries out the Baystate mission “to improve the health of the people in our communities every day with quality and compassion.” It does so by providing a range of community benefits including support groups, financial counseling and assistance and other health and wellness programs. As an integrated delivery system BH provides further benefits to the hospital’s community by coordinating within and among its various entities.

In addition, BMLH supports the Baystate Health Community Benefit Mission Statement¹ “to reduce health disparities, promote community wellness and improve access to care for vulnerable populations.” At BH, we extend the traditional definition of health to include economic opportunity, affordable housing, education, safe neighborhoods, food security, arts/culture, and racism and homophobia free communities – all elements that are needed for individuals, families and communities to thrive.

Baystate Mary Lane Hospital is committed to creating healthier communities by working with affiliated providers and community partners to meet the identified health and wellness needs of constituencies and the communities served - beyond the walls of the hospital.

To fulfill this commitment Baystate Mary Lane Hospital will continue to:

- focus on prevention and increasing access to health and wellness care;
- provide technical support for related community planning;
- focus on amelioration of root causes of health disparities, including related economic development, job training, and education;
- measure improvements in community health status that result from our efforts; and
- invest the time, talent, and resources necessary to accomplish these goals.

TARGET POPULATIONS

Name of Target Population	Basis for Selection
Broader community	2103 community health needs assessment
Uninsured or underinsured residents	2103 community health needs assessment

Baystate Mary Lane Hospitals’ target populations are publicized on the hospital website at www.baystatehealth.org and the MA Attorney General Website.

¹ Baystate Health’s Board of Trustees adopted a community benefit mission statement on July 13, 2010.

KEY ACCOMPLISHMENTS OF REPORTING YEAR

Baystate Mary Lane Hospital offered more than \$800,000 in community benefit expenditures with over \$250,000 going directly to support community benefit programs.

Key FY 2013 program accomplishments included our continued partnership with Quality EMT Educators of Worcester to offer **Basic EMT Training** to community members. To date over 100 community members have taken the EMT Basic Course. A total of 25 EMT Basic candidates enrolled in this new class held at the hospital three nights a week through 2013. BMLH physicians shared their expertise beyond the walls of the hospital by offering high quality training and monthly continuing education programs at no cost to EMS providers in our communities. The close working relationship between Emergency Physicians and EMS providers is essential to ensuring that patients receive the highest quality care in the field.

BMLH provided critical support and resources to the community at large through our **Support Groups** including; Caregivers Support Group, Quilting Support Group for those touched by Cancer, Diabetes Support Group, Grieving Support Group, and the Hepatitis C Support Group.

In addition, BMLH and its staff offered a great number of **outreach programs** providing a variety of education and wellness seminars to the community at large at no cost. These programs were presented by physicians, nurses and staff that work at the hospital and addressed ways to live healthier by offering a variety of educational opportunities and health screening. Lectures and screenings were offered at the hospital and in community settings including area schools and senior centers, and promoted disease prevention, behavior change, and healthier lifestyles for community members of all ages as they addressed health topics including heart health, hypertension, flu prevention, Lyme's disease, nutrition, osteoporosis, diabetes, stroke prevention, exercise, and women's health issues including HPV and cervical cancer.

The Emergency Department at Baystate Mary Lane Hospital continues welcoming the community to their department daily between the hours of 6:00 and 9:00 am, seven days a week for **blood pressure checks** at no cost, no appointment is necessary. Knowing that over 40% of strokes could be prevented if high blood pressure was controlled the BMLH Emergency Department staff is committed to helping community members to know their blood pressure is in an effort to tackle this statistic. In addition to conducting blood pressure assessments, the team is prepared to share education on blood pressure screening, follow up, free blood pressure monitoring cards and information for patients as requested.

More than ever, older members of our communities are living on limited, fixed incomes and are struggling to meet their basic needs. Rising costs in healthcare, food, and expenses associated with helping to raise children and grandchildren make seniors especially vulnerable when balancing their budgets each month. The **Senior Brown Bag Program** helps to meet the needs by providing income qualified senior citizens with monthly supplemental bags of food. All types of food are included, from canned goods, pasta, and produce when available. Through the efforts of

our Community Benefit Advisory Committee (CBAC) and Country Bank, BMLH has been able to bring the Brown Bag Program, sponsored by the Food Bank of Western MA to seniors in Ware for over a year now. Because the Brown Bag Program currently does not reach the Ware area a partnership with the Belchertown Senior Center has helped bring this supplemental food program monthly to close to 100 low-income seniors in Ware.

BMLH and area agencies are proud of their partnership with the Food Bank of Western Massachusetts which brings the **Mobile Pantry** to Hillside Village in Ware once a month. With the support of the management of Hillside and Highland Villages, the Mobile Food Pantry provides up to 250 local families access to fresh produce, nutrition resources, and social service information. Staff from BMLH volunteer at this monthly program to extend the reach hospital providing access to programs and services, including flu shots provided at no cost by our Nursing Department and access to our Financial Councilor, WIC services, Fuel Assistance, and SNAP. The Mobile Pantry comes to Hillside Village the fourth Thursday of every month.

As part of a capital expansion project to build a new Emergency Department, as approved by the MA Department of Public Health, Baystate Medical Center (BMC) invested \$2 million (spent over three years, beginning in 2012) for community health initiatives. Of these funds, BMLH received \$150,000, to be spent over a 3-5 year period in communities served by the hospital. In the fall of 2013, BMLH put out a request for proposals to the Quaboag Hills Community Coalition, BMLH Community Benefit Advisory Council (CBAC) and the broader community, receiving a total of six (6) applications. After careful review and consideration BMLH agreed to fund four (4) community health initiatives in the amount of \$60,000, including:

- **Domestic Screening and Supportive Referral Project**, managed by the Ware Domestic Violence Task Force, will support the domestic violence screening and referral processes for emergency care and in-patient series at the hospital, and will work to access SANE (Sexual Assault Nurse Examiner) services/nurse liaison for patients and residents.
- **Exer-gaming Program**, managed by the Ware Public Schools, will support the use of the latest technology in physical education classes and after school programs to promote wellness and increase physical activity for youth in grades 7-12.
- **Gilbertville Fitness Trail**, managed by East Quabbin Land Trust, is a free, outdoor exercise trail to provide a safe place for exercise in a rural village area.
- **Yes to Life, Structured Outpatient Addictions Program**, managed by the Carson Center for Human Services, will establish an outpatient, poly-substance abuse treatment program for older adolescents and adults.

Baystate Mary Lane Hospital is a member of the *Coalition of Western Massachusetts Hospitals* (Coalition), a partnership between seven (7) not-for-profit hospitals in western Massachusetts that includes: Baystate Medical Center, Baystate Franklin Medical Center, Baystate Mary Lane Hospital, Holyoke Medical Center, Cooley Dickinson Hospital, Mercy Medical Center (a member of Sisters of

Providence Health System), Wing Memorial Hospital and Medical Centers (a member of UMass Memorial Health Care), and Health New England, a local health insurer whose service area covers the four counties of western Massachusetts.

The Coalition, formed in 2012, put competition aside to conduct a regional community health needs assessment while sharing limited resources and enhancing the quality of data collection to benefit the community as a whole. The Coalition engaged Verité Healthcare Consulting to conduct community health needs assessments (CHNA) that identified priority health needs of the communities served by Coalition hospitals.

Following completion of the community health needs assessment, BMLH leaders, employees, the CBAC and other key community representatives collaborated to set priorities among the many health needs identified through the CHNA to develop the hospital's implementation strategy. For the period of 2014-2016, BMLH in partnership with its CBAC, identified three (3) high-priority health needs that will be the focus of future hospital community benefit efforts, including funding and in-kind resources. These strategic priority health needs, as identified through the 2013 CHNA and subsequent prioritization process are:

1. **LACK OF ACCESS TO MENTAL HEALTH SERVICES AND POOR MENTAL HEALTH STATUS:** the hospital recognizes an urgent need for improved access to mental health services and increased resources for improving mental health status in the hospital's service area.
2. **HIGH RATES OF ALCOHOL, TOBACCO, AND DRUG USE, AND NEED FOR ADDITIONAL TREATMENT:** the hospital recognizes the importance of committing resources to reduce the high rates of addiction in our region, both through prevention and treatment options.
3. **HIGH RATES OF DIET AND EXERCISE-RELATED DISEASES AND MORTALITY:** the hospital recognizes the importance of committing resources to reduce the high rates of diet and exercise-related diseases and mortality in hospital's service area.

BMLH's 2013 CHNA, 2014-2016 Implementation Strategy, inclusive of the three health priorities were reviewed and adopted by the Baystate Health Board of Trustees on September 10, 2013.

Plans for Next Reporting Year

In FY 2014, Baystate Mary Lane Hospital will continue to work with the Community Benefit Advisory Council, the Patient and Family Advisory Council and the Quaboag Hills Community Coalition to address community health needs. Together they will develop community health planning strategies and stimulate collaborative opportunities among public health and community leaders to build a healthier, safer community. Baystate Mary Lane Hospital will continue to provide quality services through our Community Outreach Program, Support Groups and EMT Training throughout the Baystate Health Eastern Region, serving Hampden, Hampshire and Worcester counties.

Through the work of the BMLH CBAC, the Tri-Community YMCA has received startup funding to being an after school program to engage with venerable at risk youth living at Hillside Village area of Ware. BMLH Staff and the CBAC continue to work together to identify potential grant funding opportunities that align with our health priorities and support collaboration and future work between hospital and partnering agencies.

The BMLH CBAC plans to send out a second RFP in June of 2014 to continue to address the hospital's three (3) high-priority health needs from its CHNA that will continue to be the focus of future hospital community benefit efforts, including funding and in-kind resources.

In addition to supporting these local community-based efforts, BMLH will continue to pursue grant funds from outside sources in support of collaboration between the hospital and its community partners. BMLH will expand its efforts to communicate to the general public about these community benefit programs and partnerships – through press coverage, its monthly HealthBeat TV program, and other means as appropriate.

At each meeting of BMLH's CBAC's monthly meetings attendees review the hospital's current community benefit priorities and has an open and thoughtful discussion about what organizations, community members and constituents should be invited to join the CBAC.

COMMUNITY BENEFIT PLANNING PROCESS

Community Benefit Leadership Team

Baystate Mary Lane Hospital's Community Benefit Advisory Council and the Baystate Health's Board of Trustees are actively involved in overseeing community benefit programs and expenditures. In July 2010, the Baystate Health Board of Trustees assigned oversight of community benefits to the Board's Governance Committee. Through its regular board meetings, internal hospital meetings and leadership activities, Baystate Health is actively involved in shaping community benefits provided by the system. For FY 2013 the system's Vice President for Government and Community Relations and Public Affairs, under the direction of the Sr. Vice President for Strategy & External Relations, supervised the Director of Community Health Planning and Community Benefit Manager. Additionally, the Director and Manager work collaboratively with the Regional Director of Public Affairs & Communications for Baystate Health Northern and Eastern Regions to oversee the hospitals' community benefit planning, community health needs assessments, annual program data collection, and state and federal reporting of community benefit.

Community Benefit Team Meetings

The Baystate Health Board Governance Committee meets minimally two times per year and is charged with advocating for community benefit at the Board level and throughout the health system; integrating the three (3) hospital-specific community benefit plans into the health system's strategic plan; periodic review of community health needs assessment data; approval of a community benefit mission statement and health priorities; review impact of community benefit programs in promoting health of the community; and ensure community benefit programs are in compliance with guidelines established by the MA Attorney General and IRS. Annually, Baystate Health's Vice President for Government and Community Relations and Public Affairs and the Director of Community Health Planning present a system-wide community benefit update to the full Board of Trustees.

In 2013, Baystate Mary Lane Hospital's Community Benefit Advisory Council (CBAC) continued to meet monthly and grow its membership. Through the community health initiatives funding and community health needs assessment, the hospital engaged more internal and community stakeholders who took a liking to the hospital's community benefit planning efforts. The CBAC continues to bring a community lens and filter for the hospital's health priorities. The CBAC provides a community perspective on how to increase wellness and resilience opportunities for optimal health for an entire population; guidance in matching Baystate Mary Lane's resources to community resources, thus making the most of what is possible with the goal to improve health status and quality of life; and policy advocacy to assure and restore health equity by targeting resources for residents. Participants on the CBAC for BMLH represent the constituencies and communities that the hospital serves. CBAC members are responsible for reviewing community needs assessment data and use this analysis as a foundation for providing the hospital with input on its community benefit planning process.

Community Partners

Baystate Mary Lane Hospital's community partners include, but not limited to:

1. All Saints Church
2. Best Oral Health Program
3. Country Bank
4. East Quabbin Land Trust
5. Fire & Police Departments
6. Food Bank of Western MA
7. Hillside Village Apartments (Ware)
8. Local Boards of Health
9. Mass Department of Public Health
10. Quaboag Hills Chamber of Commerce
11. Quaboag Hills Community Coalition
12. Quaboag Valley Community Development Corporation
13. Quality EMS Educators of Worcester
14. Salvation Army
15. Senior Centers
16. The Carson Center at Valley Human Services
17. The Literacy Project
18. TRIAD Ware Council
19. Tri-community YMCA
20. Trinity Episcopal Church
21. United Way of Hampshire County
22. Ware Adult Learning Center
23. Ware Community Development Department
24. Ware Domestic Violence Task
25. Ware Jubilee Food Pantry
26. Ware Public Schools and School Nurses, including Superintendent and School Principals
27. Ware Town Manager
28. WIC/SNAP Nutritional Program
29. YMCA of Greater Springfield

COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)

In partnership with Coalition of Western MA Hospitals, Baystate Mary Lane Hospital conducted its most recent community health needs assessment (CHNA) in 2013 of the geographic areas served by the hospital pursuant to the requirements of the MA Attorney General's Community Benefit Guidelines and Section 501(r) of the Internal Revenue Code ("Section 501(r)").² The CHNA findings were made available on the hospital's website in September 2013.³

Organizational Policy

Per the Internal Revenue Service (IRS) and the Massachusetts Office of the Attorney General, each non-profit hospital must conduct a formal community health needs assessment (CHNA) every three-years in partnership with community organizations and individuals across the hospital's service area. The aim is to identify community assets as well as the critical gaps/needs in public health resources and the weak connections between medical care and community care. This "gaps analysis" assists Baystate Health's Board of Trustees and senior managers in developing community benefit policy, which targets our charitable resources in focused areas. These areas frame existing community benefit programs, assist in transforming community service activities to comply with the IRS and MA Attorney General's criteria, and set priorities in the design of new programs.

Program Results

The CHNA is the basis for developing accountable community benefit programs. In an ideal situation, an effective and large scale community benefit program will demonstrate measurable community impacts on the health status and quality of life for residents - effectively closing gaps when current data is compared to initial CHNA baseline indicators. At a more practical program level, the CHNA guides a "theory of change" – linking health needs to community benefit efforts to desired program and community outcomes.

Date of Last Assessment Completed, and Current Status

In partnership with Coalition of Western MA Hospitals, Baystate Mary Lane Hospital conducted its most recent community health needs assessment (CHNA) in 2013 of the geographic areas served by the hospital pursuant to the requirements of the MA Attorney General's Community Benefit Guidelines and Section 501(r) of the Internal Revenue Code ("Section 501(r)"). The CHNA findings were made available on the hospital's website in September 2013.

Community Health Needs Assessment Findings

BMLH's CHNA began by identifying the communities served by the hospital. Findings are based on various quantitative analyses regarding health-related needs in those areas, a review of health assessments conducted by other organizations in recent years, information obtained from interviews, and findings from a community survey. Preliminary assessment findings were discussed with community stakeholders during a series of "listening sessions" and feedback from participants

² The Patient Protection and Affordable Care Act (Pub. L. 111-148) added section 501(r) to the Internal Revenue Code, which imposes new requirements on nonprofit hospitals in order to qualify for an exemption under Section 501(c)(3), and adding new reporting requirements for such hospitals under Section 6033(b) of the Internal Revenue Code.

³ Review BMC's 2013 CHNA at www.baystatehealth.org/

helped validate findings. Finally, Verité applied a ranking methodology to help prioritize the community health needs identified by the assessment. Including multiple data sources and stakeholder views is important when assessing the level of consensus that exists regarding priority community health needs. If alternative data sources including interviews support similar conclusions, then confidence is increased regarding the most problematic health needs in a community. Further information about the analytic methods and prioritization process and criteria can be found in the CHNA report.

The list that follows describes the health needs identified throughout the assessment as priorities in the community served by Baystate Mary Lane Hospital. These needs are presented in alphabetical order, by category. The prioritized list identifies the thirteen (13) most problematic community health needs found by this assessment. Needs were determined by synthesizing findings from multiple data sources.

Access to Care

Lack of Affordable and Accessible Medical Care

Health Behaviors

High Rates of Alcohol, Tobacco (Hampden and Worcester counties), and Drug Use
High Rates of Unsafe Sex (Hampden County), Teen Pregnancy, and Chlamydia (Hampden County)

Maternal and Child Health

Prevalent Infant Health Risk Factors (e.g., smoking during pregnancy, births to women age 40-54)
Pediatric Disability (Hampden County)

Mental Health

Lack of Access to Mental Health Services and Poor Mental Health Status

Morbidity and Mortality

High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease)
High Rates of Asthma (Hampden County)
Disease Morbidity and Mortality (e.g. cancer, chronic liver disease, circulatory system diseases)

Physical Environment

Poor Built Environment and Environmental Quality (e.g., air quality, presence of food deserts)

Social and Economic Factors

Basic Needs Insecurity: Financial Hardship, Housing, and Food Access
Low Educational Achievement
Physical and Social Isolation

Additional CHNA highlights include:

- Population (2012): 118,831
- Projected population change (2012-2017): Growth of 2% overall; 18% increase in the 65+ population
- 28% of Baystate Mary Lane's discharges for ambulatory care sensitive conditions (ACSC)
- Comparatively high rates of disability in the community, particularly pediatric disability in Hampden County
- Poverty rates mostly above Massachusetts average
- Comparatively high utilization of government assistance programs, particularly in Hampden County
- Growing diversity: Almost 5% non-White in 2012; more than 5% non-White by 2017

Consultants/Other Organizations

Baystate Mary Lane Hospital is a member of the *Coalition of Western Massachusetts Hospitals*, a partnership between seven (7) not-for-profit hospitals in western Massachusetts that includes: Baystate Medical Center, Baystate Franklin Medical Center, Baystate Mary Lane Hospital, Holyoke Medical Center, Cooley Dickinson Hospital, Mercy Medical Center (a member of Sisters of Providence Health System) and Wing Memorial Hospital and Medical Centers (a member of UMass Memorial Health Care), and Health New England, a local health insurer whose service areas covers the four counties of western Massachusetts. The Coalition, formed in 2012, put competition aside to conduct a regional community health needs assessment while sharing limited resources and enhancing the quality of data collection to benefit the community as a whole. The Coalition engaged Verité Healthcare Consulting to conduct the community health needs assessments that identified the priority health needs of the communities served by Coalition hospitals.

The following organizations/community stakeholders were interviewed:

Public Health Experts

- Tracy Osbahr, Director, Massachusetts Department of Public Health, Early Intervention Program
- Ben Wood, Healthy Community Design Coordinator, Massachusetts Department of Public Health, Division of Prevention and Wellness
- Donna Salloom, Community Liaison, Massachusetts Department of Public Health, Division of Prevention and Wellness
- Ruth Jacobson-Hardy, Regional Manager, Massachusetts Department of Public Health, Substance Abuse Services
- Molly Butler, Program Coordinator, Massachusetts Department of Public Health, Rural Health
- Barbara Coughlin, Advisor, Massachusetts Department of Public Health, STD Program
- Charles Kaniecki, District Health Officer, Massachusetts Department of Public Health, Western Mass Region
- Ronnie Rom, Coordinator, Massachusetts Department of Public Health, Rural Hospital Program
- Amy Waldman, Project Director, Massachusetts Department of Public Health, Rural Domestic and Sexual Violence Project
- Cathy O'Connor, Director, Massachusetts Department of Public Health, Office of Healthy Communities
- Judi Metcalf, RS, CHO, Director of Public Health, Quabbin Health District (Towns of Ware, Belchertown and Pelham)

Health or Other Departments or Agencies

- Andrew Morehouse, Executive Director, Food Bank of Western MA
- Deborah Rothschild, Director, Ware Senior Center/COA
- Jane Saletnik, RN, Registered Nurse, Ware Public Schools
- Jane Simonds, Program Manager, The Carson Center at Valley Human Services
- John Zienowicz, Health and Fitness Director, Tri-Community YMCA Southbridge
- Julie Costello, Vice President of Operations , Scantic Valley YMCA
- Kathy Wilson, President/CEO, Behavioral Health Network
- Kim LaDue, RN, Co-founder, Collaborative for Community Health
- Kristina Chapell, Development Officer, Alzheimer's Association
- Maire-Brigid Bresnahan, Community Member , Ware Senior Center/COA
- Nanyamka Hales, Director for Health Initiatives, American Cancer Association
- Nikki Burnett, Regional Vice President for Health Equity , American Heart Association
- Robert Marmor, President/CEO, Jewish Family Services

Community Leaders or Representatives Interviewed

- Carl Coniglio, Director, Ware Literacy Project
- Cheryl Vaughn, Coordinator, Ware Jubilee Food Cupboard
- Karen Donovan, Community Coordinator, South Central WIC Program
- Liz Reilly, Coordinator, Hardwick Food Pantry
- Pat Jackman, Coordinator, West Brookfield, Sharing Cupboard Food Pantry
- Rev. Lisa Durkee, Pastor, West Brookfield First Congregational Church , UCC

Other Interviewees Representing the Broad Interests of the Community

- Chad Mullin, Director of Diagnostic Services , Baystate Mary Lane Hospital
- Charlotte Graves, Member, Patient & Family Advisory Council Baystate Mary Lane Hospital
- Charlotte Mulligan, Community Member
- Chief Dennis Healey, Chief of Police, Ware Police Department
- Chief Francis Fox, Chief of Police, Belchertown Police Department
- Dr. Mohammed Shafeeq Ahmed, Chief Operating Officer/ Chief Medical Officer , Baystate Mary Lane Hospital

- Gerald Paist, Superintendent, Pathfinder Regional Schools
- Judi Mosso, Administrative Assistant, Community Development Department, Town of Ware
- Kate Kane, Managing Director , Northwestern Mutual Financial Services
- Lenny Weake, President , Quaboag Hills Chamber of Commerce
- Lisa Beaudry, Director of Patient Care Services, Baystate Mary Lane Hospital
- Lorri Horton, Practice Manager, Baystate Medical Practices
- Marna Mucha, Director of Quality , Baystate Mary Lane Hospital
- Senator Stephen Brewer, State Senator, Massachusetts Legislature
- Stewart Beckley, Town Manager, Town of Ware
- Jennifer Mott, RN, Registered Nurse, Baystate Mary Lane Hospital, Emergency Department
- Dr. Kirti Nagpal, Pediatrician, Baystate Medical Practices, Quabbin Pediatrics
- Liz Weeks, RN, Registered Nurse, Baystate Mary Lane Hospital, Emergency Department
- Michelle Holmgren, Public Affairs & Community Relations Specialist , Baystate Mary Lane Hospital
- Richard Gerstein, Chair of Emergency Medicine , Baystate Mary Lane Hospital
- Roxanna Harper, Interim Clinical Director, Baystate VNA

CHNA data sources included:

Quantitative analysis (secondary data from DPH, Mass CHIP, BMLH Inpatient/ED Discharge, and Ambulatory Care Sensitive Conditions), review of health assessments conducted by other organizations in recent years, key informant interview, and findings from a community survey. Preliminary assessment findings were also discussed with community stakeholders during a “listening session” and feedback from participants helped validate findings.

Community Definition

Baystate Mary Lane Hospital located in Ware, Massachusetts, is a 25-bed acute care community hospital. We are dedicated to the health and well-being of our patients, their families and our community and have been a valued community neighbor for a century and are committed to bringing our patients the best of both worlds -- the clinical excellence, state-of-the-art technology and convenience of a community hospital. The community served by the hospital is defined based on the geographic origins of the hospital's discharges. The hospital's community is comprised of 23 ZIP codes in 17 towns: Belchertown, Barre, Brimfield, Brookfield, East Brookfield, Granby, Hardwick, Ludlow, Monson, New Braintree, North Brookfield, Palmer, Spencer, Wales, Ware, Warren, and West Brookfield. The overall community encompasses parts of Hampden, Hampshire, and Worcester counties. In 2012, about 95.2 percent of the community's population was White. Non-White populations are expected to grow faster than White populations in the community. The Asian, American Indian, Black, and Other are expecting the fastest growth. The growing diversity of the community is important to recognize given the presence of health disparities and community input regarding the need to enhance cultural competency of health care providers.

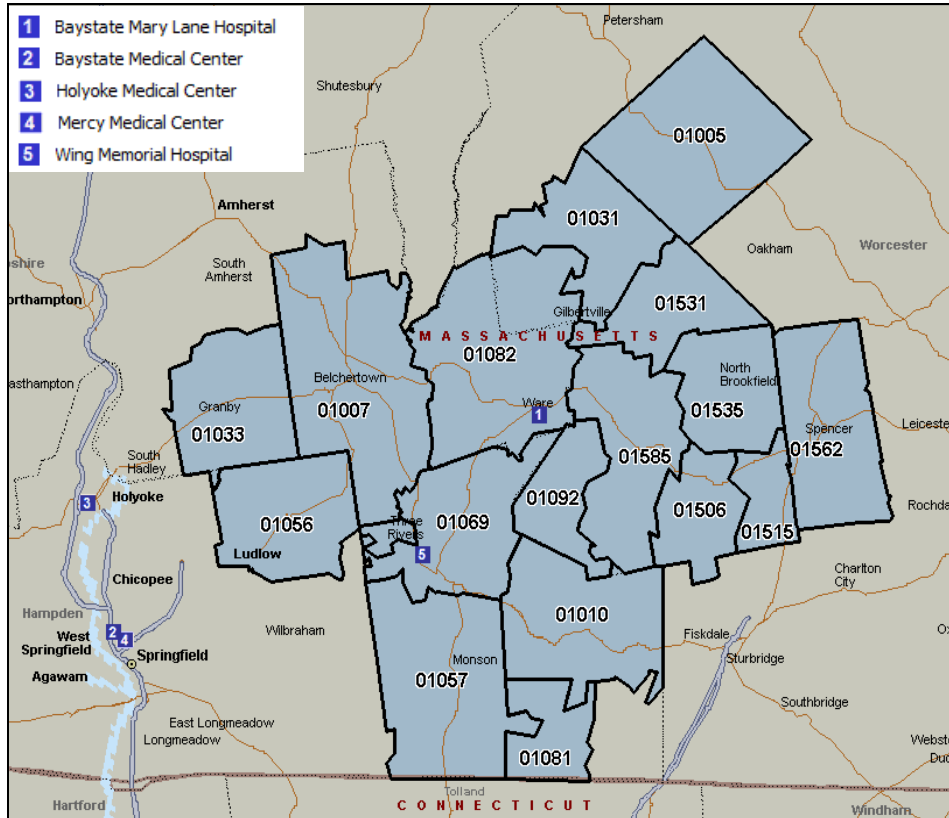
The following table depicts the population of the 23 ZIP codes covering 17 towns that comprise BFMLH primary service area:

County and Town/City*	Total Population 2012	Percent of Total Population
Hampden Towns	47,399	39.9%
Brimfield	3,844	3.2%
Ludlow	21,197	17.8%
Monson	8,493	7.1%
Palmer	12,174	10.2%
Wales	1,691	1.4%
Hampshire Towns	32,148	27.1%
Belchertown	14,941	12.6%
Granby	6,266	5.3%
Ware	10,941	9.2%
Worcester Towns	39,284	33.1%
Barre	5,423	4.6%
Brookfield	3,448	2.9%
East Brookfield	2,229	1.9%
Hardwick	1,683	1.4%
New Braintree	1,262	1.1%
North Brookfield	4,720	4.0%
Spencer	11,714	9.9%
Warren	2,855	2.4%
West Brookfield	5,950	5.0%
Total	118,831	100.0%

Source: The Nielsen Company and Truven Health Analytics using U.S Census Bureau data via Baystate Mary Lane, 2012.

*Data were available by ZIP code and are presented by each ZIP code's associated town name.

The map below depicts the community served by the hospital. It also shows the location of the hospital as well as the other hospitals in the area that are part of the BH system as well as non-BH hospitals that are part of the Coalition.



To learn more about the findings from BMLH’s community health needs assessment and the hospital’s implementation strategy to address the identified health needs, please visit our website at www.baystatehealth.org and search for community benefits. All documents are available for FREE in a PDF downloadable format. To request a FREE hard copy of the CHNA please contact the Office of Government and Community Relations at 413-794-1016.

COMMUNITY BENEFIT PROGRAM PROFILES

Emergency Medical Technician Training

Brief Description or Objective Baystate Mary Lane Hospital partners with Quality EMS Educators of Worcester to offer Basic EMT Training to community members. Strained town budgets make EMS training and education a challenge for many rural fire/ambulance squads. To date over 100 community members have taken the EMT Basic Course. EMS providers are a vital part of the safety infrastructure of our community, and the first link in the chain of care for our residents. Many of the candidates that have completed this EMT course are now providing essential emergency care in the communities they live in.

Program Type Community Education, Community Participation/Capacity Building Initiative, Health Professional/Staff Training, Mentorship/Career Training/Internship

Target Population **Regions Served:** Belchertown, Brimfield, Brookfield, Hardwick, Monson, New Braintree, North Brookfield, Palmer, Ware, Warren, West Brookfield

Health Indicator: Access to Health Care, Other: Elder Care, Other: First Aid/ACLS/CPR, Other: Homebound, Other: Public Safety

Sex: All
Age Group: All Adults
Ethnic Group: All
Language: English

Goals **Statewide Priority:**

- Promoting Wellness of Vulnerable Populations
- Supporting Healthcare Reform

Goal 1
Description: Ensure that local communities have access to no cost and/or affordable EMS Training.
Status: In progress

Goal 2
Description: EMS personnel have access to up-to-date training on critical topics and meet their continuing education requirements necessary for maintaining EMS certification.
Status: In progress

Goal 3
Description: Ensure there are an adequate number of qualified EMS providers in local communities so patients receive the highest quality care in the field.
Status: In progress

Partners Quality EMS Educators of Worcester www.qualityemsed.org

Contact Information Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296, michelle.holmgren@baystatehealth.org

Community Health Outreach and Education

Brief Description or Objective Baystate Mary Lane Hospital offers a variety of education, wellness and prevention programs to the community at large at no cost. These various programs are presented by BMLH physicians, nurses and staff. The Community Health Education programs help participants live healthier, more productive lives by offering a variety of educational opportunities and health screenings that promote disease prevention, behavior change, and healthier lifestyles.

Program Type Community Education, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population **Regions Served:** Belchertown, Brimfield, Brookfield, Hardwick, Monson, New Braintree, North Brookfield, Palmer, Ware, Warren, West Brookfield

Health Indicator: Access to Health Care, Immunization, Injury and Violence, Other: Alzheimer Disease, Other: Asthma/Allergies, Other: Bereavement, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Colitis/Crohn's Disease, Other: Dental Health, Other: Diabetes, Other: Elder Care, Other: First Aid/ACLS/CPR, Other: Hearing, Other: HIV/AIDS, Other: Homebound, Other: Hypertension, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Pregnancy, Other: Public Safety, Other: Safety, Other: Safety - Auto/Passenger, Other: Safety - Home, Other: Safety - Sports, Other: Sexually Transmitted Diseases, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use

Sex: All
Age Group: All
Ethnic Group: All
Language: English

Goals **Statewide Priority:**

- Chronic Disease Management in Disadvantage Populations,
- Promoting Wellness of Vulnerable Populations

Goal 1
Description: Promote appropriate health behaviors and implement intervention programs which result in health-positive behaviors among individuals, families, and groups in our community.
Status: In progress

Partners

Quaboag Hills Community Coalition	http://qhcc.weebly.com
Ware Senior Center	www.townofware.com
Ware TRIAD	www.townofware.com
Ware Public Schools Advisory Committee	www.warepublicschools.com

Contact Information Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, 413-967-2296, michelle.holmgren@baystatehealth.org

Support Groups	
Brief Description or Objective	Baystate Mary Lane Hospital offers a variety of support groups for individuals and families facing specific health issues—giving them opportunities to gain the insight and knowledge needed to best address their condition.
Program Type	Community Education, Prevention, Support Group
Target Population	<p>Regions Served: Belchertown, Brimfield, Brookfield, Hardwick, Monson, New Braintree, North Brookfield, Palmer, Ware, Warren, West Brookfield</p> <p>Health Indicator: Other: Alcohol and Substance Abuse, Other: Aphasia, Head Injury and Neurological Disorders, Alzheimer Disease, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cardiac Disease, Other: Diabetes, Other: Elder Care, Other: Hepatitis, Other: Homebound, Other: Hypertension, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Safety - Home, Other: Stroke, Overweight and Obesity, Substance Abuse, Tobacco Use</p> <p>Sex: All Age Group: All Ethnic Group: All Language: English</p>
Goals	<p>Statewide Priority:</p> <ul style="list-style-type: none"> ▪ Chronic Disease Management in Disadvantage Populations ▪ Promoting Wellness of Vulnerable Populations <p>Goal 1 <u>Description:</u> To support and educate patients/community members on how to improve their life and/or live with their health issues and link patients with hospital resources, outside resources and services as appropriate. <u>Status:</u> In progress</p>
Partners	Alcohol Anonymous www.aa.org
Contact Information	Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296, michelle.holmgren@baystatehealth.org

Financial Assistance Counseling

Brief Description or Objective For over ten years, Baystate Health has provided financial counseling services to inpatient and outpatient individuals who have concerns about how to pay for care. Financial Counselors are dedicated to identifying and assisting patients who are unable to pay their estimated care prior to treatments or who have large existing balances. This assistance includes linking patients to available funding sources such as Medicaid and Medicare and determining whether they are eligible for charity care or for Baystate’s Financial Assistance Program. BMLH Financial Counselors have all been trained and certified by the state as Certified Account Counselors to assist patients in applying for available state and federal programs.

Program Type Health Coverage Subsidies or Enrollment

Target Population **Regions Served:** County-Franklin, County-Hampden, County-Hampshire

Health Indicator: Access to Health Care

Sex: All

Age Group: All

Ethnic Group: All

Language: All , English , Spanish

- Goals**
- Statewide Priority:**
- Address Unmet Health Needs of the Uninsured
 - Supporting Healthcare Reform

Goal 1

Description: Provide financial counseling services and secure insurance sponsorship for uninsured or underinsured individuals requesting our support.

Status: In progress

Goal 2

Description: Screen all individuals and provide assistance in completing and submitting applicable applications; achieve a 95% approval rate.

Status: In progress

Partners Community Outreach Worker Networking Organization Massachusetts Association of Community Health Workers www.machw.org www.fns.usda.gov/snap
 Supplemental Nutrition Application Program (SNAP) www.partnersforahealthiercommunity.org
 Live Well Springfield

Contact Information Mary Ann Swistak, Financial Counselor, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2250, maryann.swistak@baystatehealth.org

BMLH Healthbeat							
Brief Description or Objective	“Healthbeat” is a community interview show featuring physicians, nurses, community leaders, and volunteers, who discuss a wide variety of health care and BMLH-related topics. Produced by Michelle Holmgren, Public Affairs & Community Relations Specialist. Hosted by The Ware Community Television Program. "Healthbeat" airs on Ware Community Television, local cable access channel 15 throughout the day.						
Program Type	Community Education, Prevention						
Target Population	<p>Regions Served: Gilbertville, Hardwick, Ware, Warren, West Warren</p> <p>Health Indicator:</p> <ul style="list-style-type: none"> • Heart Health Program by Dr. James Cook, Cardiologist • Fit and 50 – Exercise at home for Adults (1 hour exercise program) • Zumba-tomic-Exercise at home for Children (20 minute exercise program) • Let’s talk about Stroke Prevention and Treatment- Kim Davis, RN, BMLH ER • Nutrition and Healthy Cooking with a Dr. Nagpal Pediatrician & Alicia Walter Nutritionist • Healthy Breakfast for Children and Families, WIC Program • Stroke Awareness, Blood Pressure & Diet- Kim Davis, RN BMLH ER <p>Sex: All Age Group: All Ethnic Group: All Language: English</p>						
Goals	<p>Statewide Priority:</p> <ul style="list-style-type: none"> ▪ Chronic Disease Management in Disadvantage Populations ▪ Promoting Wellness of Vulnerable Populations <p>Goal 1 <u>Description:</u> To provide health and wellness information to the viewing public, which they can use to improve their individual and family health status. <u>Status:</u> In progress</p>						
Partners	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Various staff at Baystate Mary Lane Hospital</td> <td style="width: 50%; text-align: right;">www.baystatehealth.org/bmlh</td> </tr> <tr> <td>Baystate Medical Practices</td> <td style="text-align: right;">www.baystatehealth.org/bmp</td> </tr> <tr> <td>Ware Community Television</td> <td style="text-align: right;">www.warecommunitytelevision.com</td> </tr> </table>	Various staff at Baystate Mary Lane Hospital	www.baystatehealth.org/bmlh	Baystate Medical Practices	www.baystatehealth.org/bmp	Ware Community Television	www.warecommunitytelevision.com
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Contact Information	Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296, michelle.holmgren@baystatehealth.org						

Emergency Department Blood Pressure Screenings

Brief Description or Objective	BMLH Emergency Department RN's offer daily blood pressure screening and education (as appropriate) to the community. Screenings are offered daily between the hours of 6:00 am and 9:00 am, seven days a week. There is no cost and no appointment necessary.
Program Type	Community Education, Prevention
Target Population	<p>Regions Served: Belchertown, Brimfield, Brookfield, Hardwick, Monson, New Braintree, North Brookfield, Palmer, Ware, Warren, West Brookfield</p> <p>Health Indicator: Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Stroke, Overweight and Obesity</p> <p>Sex: All Age Group: All Ethnic Group: All Language: English</p>
Goals	<p>Statewide Priority:</p> <ul style="list-style-type: none"> ▪ Chronic Disease Management in Disadvantage Populations ▪ Promoting Wellness of Vulnerable Populations <p>Goal 1 <u>Description:</u> To provide accurate blood pressure screenings to the public and education as appropriate, which they can use to improve their individual and family health status. <u>Status:</u> In progress</p>
Partners	
Contact Information	Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296, michelle.holmgren@baystatehealth.org

Mobile Food Pantry

Brief Description or Objective The Food Bank of Western Massachusetts Mobile Pantry partners with Hillside Village and Baystate Mary Lane Hospital once a month to distribute food to our most vulnerable community members. The Mobile Food Bank provides an additional source of food to families and individuals facing hunger. The program reaches the underserved populations that don't otherwise have access to fresh, healthy foods. This is largely due to a lack of transportation and access to grocery stores, farmers' markets and other healthy food providers. Area providers and agencies partner with BMLH & Hillside Village to volunteer at the monthly mobile pantry and provide families, children and seniors with information about access to services including WIC, SNAP, Health Insurance, Fuel Assistance and much more.

Program Type Community Outreach

Target Population **Regions Served:** County-Hampden; County-Hampshire; County-Worcester

Health Indicator:
Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Stroke, Overweight and Obesity

Sex: All
Age Group: All
Ethnic Group: All
Language: English

Goals **Statewide Priority:**

- Promoting Wellness of Vulnerable Populations
- Reducing Health Disparities

Goal 1
Description: Increase food access to vulnerable populations.
Status: In progress

Partners Food Bank of Western MA
Hillside Village Apartments (Ware)

Contact Information Michelle Holmgren, Public Affairs & Community Relations Specialist, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296, michelle.holmgren@baystatehealth.org

COMMUNITY BENEFIT EXPENDITURES

PROGRAM TYPE	ESTIMATED TOTAL EXPENDITURES FOR FY 2013		APPROVED PROGRAM BUDGET FOR FY 2014
COMMUNITY BENEFIT PROGRAMS	Direct Expenses	\$240,926	*Excluding expenditures that cannot be projected at the time of the report.
	Associated Expenses	\$0	
	Determination of Need Expenditures	NA	
	Employee Volunteerism	\$0	
	Other Leveraged Resources	\$0	
	Total CB Programs	\$240,926	
NET CHARITY CARE	HSN Assessment	\$350,331	
	HSN Denied Claims	\$0	
	Free/Discount Care (BMLH Financial Assistance Program)	\$235,390	
	Total Net Charity Care	\$585,721	
CORPORATE SPONSORSHIPS	\$150.00		
TOTAL EXPENDITURES		\$826,797	
Net Patient Service Revenues for FY 2013			\$23,353,881
Total Patient Care Related Expenses for FY 2013			\$26,657,297

OPTIONAL INFORMATION

Bad Debt:	\$1,130,988	Certified: YES
IRS 990 Schedule H:	\$1,637,359	2011 Tax Return (FY 2012)