

# Cooley Dickinson Hospital - FY2012

## Community Benefits Mission Statement

Cooley Dickinson Health Care Corporation (Cooley Dickinson) will work in partnership with community leaders in business, government, education, religion, health care, public health and other areas to develop and enact a common vision of improving the health status of the communities and the people we serve.

The Community Health Improvement Mission will be accomplished by providing accessible, quality health care services at a reasonable price, by taking an active role in assessing community needs, by developing a plan and allocating resources to said needs, and by serving as a role model for other institutions."

- The above mission was affirmed by the Cooley Dickinson Health Care Corporation Board of Trustees, February 1995; revised, August 1996; revised, October 2009.

## Target Populations

Name of Target Population	Basis for Selection
Local residents who are uninsured or underinsured	2% of residents are uninsured (or approximately 2880 Hampshire County residents).
Patients who need medical interpreter services in community settings	About 700 people need this service each year
Latino residents who lack access to health care	Results of a needs assessment
Patients with diabetes and mental illness	Anecdotal evidence from providers
Hampshire County residents with AIDS	Needs assessment
Hampshire County youth prevention coalitions	Need for technical support

## Publication of Target Populations

Not Specified

## Hospital/HMO Web Page Publicizing Target Pop.

[www.cooley-dickinson.org](http://www.cooley-dickinson.org)

## Key Accomplishments of Reporting Year

The Cooley Dickinson Hospital Community Health Assessment, released in January 2011 (available here: <http://www.cooley-dickinson.org/about/community-health-assessment>), continued to garner praise. It is used by the hospital and also local non-profits for planning and grant writing. Cooley Dickinson provided grant funding for healthy eating/active living projects (valued at \$19,000 in FY 2012) and to support Latino Health Access projects (valued at \$7,500). Hospital staff participated in the development of the local Mass in Motion project as well as regional substance abuse prevention coalitions (SPIFFY, Communities That Care).

Program highlights for the reporting year include:

- The medical interpreters program provided translation services for 4,297 visits.
- Hampshire HealthConnect assisted 1319 households to find insurance coverage and/or free or reduced cost medical services.
- The Care Transitions Program made 189 visits to patients in the hospital, 109 follow up home visits, and 431 telephone follow up calls to 156 patients. The program helps patients in their transition from one health care setting to another and assists them in establishing a stable, independent home environment. The emphasis is on coaching the patient to learn skills to manage the transition.

- The Centers for Excellence in Diabetes Education provided education to 674 clients and assisted 880 clients in managing their diabetes.
- AIDS Care/Hampshire County changed its name to A Positive Place. The program served 178 clients -- a 35% increase from the previous year. The program also received federal funding which allowed it to arrange for housing for 10 clients.
- The Hampshire County Health Access Task Force has moved from concept to action planning for its "building on local infrastructure" strategy. A planning group has identified specific need, potential space, and will submit a request to HRSA for support in establishing a program in the Amherst area.

### **Plans for Next Reporting Year**

In 2013 Cooley Dickinson Hospital will refresh its community health assessment by participating in the creation of the State of the People for the Pioneer Valley report, led by the Pioneer Valley Planning Commission. Cooley Dickinson Hospital will also conduct a community survey (a joint project with other Pioneer Valley hospitals); conduct key informant interviews and focus groups, and hold community forums. The Cooley Dickinson Healthy Communities Committee, a board subcommittee, will review and possibly revise its mission and vision statements, assess its structure, membership, and decision-making. Our plans to merge with Massachusetts General Hospital in 2013 continue. We anticipate learning more about integrating community health and clinical services and identifying promising practices to improve population health by building from the health assessment results, developing partnerships with physicians and community programs, and creating a robust local healthcare delivery system.

## **Community Benefits Process**

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### **Select Community Benefits Process**

#### **Community Benefits Leadership/Team**

Jeff Harness, Director Integrated Care and Population Health  
Edith Peter, Chief Financial Officer and Vice President, Finance  
Jeanne Ryan, Executive Director, VNA and Hospice of Cooley Dickinson  
Laurie Lamoureux, Controller  
Craig Melin, Chief Executive Officer and President

#### **Community Benefits Team Meetings**

Meets monthly with community representatives and board members who are healthy communities committee members. Ad hoc internal meetings as needed.

#### **Community Partners**

Hampshire Regional Council of Governments Wellness Program  
Clinical Support Options  
Prospect Meadow Farm of ServiceNet, Inc.  
Mass. Councils on Aging  
Mass. Department of Public Health  
City of Northampton Health Department  
Strategic Planning Initiative for Families and Youth

### **Community Health Needs Assessment**

#### **Date Last Assessment Completed and Current Status**

Published January, 2011.

Community health assessment will be refreshed in 2013 by participating in the State of the People for the Pioneer Valley

report, led by the Pioneer Valley Planning Commission. We will also participate, with other hospitals, in a regional community health survey.

We will conduct key informant interviews, focus groups, and hold community forums to share data and seek input into priorities for taking action to improve community health. ECG Consulting is assisting with the design and implementation of this process.

Related to our own community health assessment work, we are supporting the data gathering of the SPIFFY Drug Free Communities Coalition, which is coordinating the Prevention Needs Assessment with Hampshire County school districts.

### Consultants/Other Organizations

Pioneer Valley Planning Commission  
ECG Consulting

### Data Sources

Consumer Group, MassCHIP, Public Health Personnel

## Select Community Benefits Programs

### Care Transitions Coaching Program

#### Brief Description or Objective

This program serves the increasingly complex needs of patients with chronic physical and mental health conditions by providing case management to these patients through medical social workers and Transitions Coaches.

#### Program Type

Direct Services, Outreach to Underserved, Prevention

#### Target Population

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Mental Health, Other: Alcohol and Substance Abuse, Other: Cardiac Disease, Other: Chronic Pain, Other: Diabetes, Other: Elder Care, Other: Homebound, Other: Homelessness, Other: Pulmonary Disease/Tuberculosis, Other: Stroke, Other: Uninsured/Underinsured, Substance Abuse
- **Sex:** All
- **Age Group:** Adult, Adult-Elder
- **Ethnic Group:** All
- **Language:** All

### Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations

#### Goal Description

#### Goal Status

Reduce readmissions for patients with chronic disease

In progress

Provide education and support to patients with chronic disease so they can better manage their illness

In progress

### Partners

#### Partner Name, Description Partner Web Address

Western Mass Nursing Education Collaborative

Western Mass Senior Care Foundation

Hampshire County Cross Continuum Committee

Senior Health Advisory Group (SHAG)

CDH Patient Family Advisory

Council  
VNA/Hospice of Cooley Dickinson <http://www.vnaandhospice.org/>

**Contact Information** Tammy Cole-Poklewski Cooley Dickinson Hospital 30 Locust Street Northampton, MA 01060 (413) 582-2000, Tammy\_Cole-Poklewski@cooley-dickinson.org

**Detailed Description** Not Specified

### Primary and Dental Care Interpreter Project

**Brief Description or Objective** Provides services to area residents needing interpreter services to access primary care and dental services. Services are provided directly in the medical or dental office.

**Program Type** Direct Services, Outreach to Underserved

**Target Population**

- **Regions Served:** County-Hampshire
- **Health Indicator:** Access to Health Care, Other: Cultural Competency, Other: Dental Health, Other: Language/Literacy
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

**Goals**  
**Statewide Priority:** Reducing Health Disparity

Goal Description	Goal Status
Ensure that patients who need a medical interpreter, anywhere in the local health system, receive the services they need	In progress

### Partners

Partner Name, Description	Partner Web Address
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Casa Latina, Inc.	
UMass Translation Services, University of Massachusetts at Amherst	

**Contact Information** Emma Dias Medical Interpreter Services Coordinator Cooley Dickinson Hospital 30 Locust Street Northampton, MA 01060 (413) 582-2020, emma\_dias@cooley-dickinson.org

**Detailed Description** Not Specified

### Hampshire HealthConnect

**Brief Description or Objective** The goal of HHC is to ensure that people who are uninsured or underinsured receive assistance to enroll in insurance products for which they are eligible and/or receive care from a network of volunteer physicians and other providers who see HHC enrolled clients on a free or reduced fee basis.

**Program Type** Health Coverage Subsidies or Enrollment

**Target Population**

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

**Goals**  
**Statewide Priority:** Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
Connect uninsured and	In progress

underinsured people with insurance products and services for which they are eligible

## Partners

### Partner Name, Description Partner Web Address

Not Specified

### Contact Information

Laurel Dugre 30 Cooley Dickinson Hospital 30 Locust Street Northampton, MA 01060 (413) 582-2000, Laurel\_Dugre@cooley-dickinson.org

### Detailed Description

Not Specified

## Bridges to Latino Health

### Brief Description or Objective

Participate in the Bridges to Latino Health Coalition by attending trainings, coalitions meetings, and committing to goals to ensure culturally competent services

### Program Type

Community Participation/Capacity Building Initiative

### Target Population

- **Regions Served:** County-Hampshire
- **Health Indicator:** Access to Health Care, Other: Cultural Competency
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** Hispanic/Latino
- **Language:** Spanish

## Goals

**Statewide Priority:** Address Unmet Health Needs of the Uninsured

### Goal Description

### Goal Status

Provide support to Casa Latina to develop and maintain a database of referrals and services needed by the local Latino community

In progress

## Partners

### Partner Name, Description Partner Web Address

Casa Latina

### Contact Information

Jeff Harness Cooley Dickinson Hospital 30 Locust Street, Northampton, MA 01060 413 582-2035 , Jeff\_Harness@cooley-dickinson.org

### Detailed Description

Not Specified

## Center for Excellence in Diabetes Education

### Brief Description or Objective

Provide educational services to patients with diabetes, pre-diabetes, or at risk of developing diabetes.

### Program Type

Direct Services

### Target Population

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Other: Diabetes
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

## Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

### Goal Description

### Goal Status

Provide patients education

In progress

## Partners

Partner Name, Description	Partner Web Address
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Partner Name, Desc. Partner Web Address	<a href="http://www.servicenet.org/">http://www.servicenet.org/</a>
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Casa Latina	<a href="http://www.casalatinainc.org">www.casalatinainc.org</a>
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### Contact Information

Kelly Henry Center for Excellence in Diabetes Education 264 Elm Street Northampton, MA 01060 413 586-1601, [kelly\\_henry@cooley-dickinson.org](mailto:kelly_henry@cooley-dickinson.org)

### Detailed Description

Not Specified

## A Positive Place (formerly AIDS Care Hampshire County)

### Brief Description or Objective

Provide case management and other supportive services to people with AIDS or who are HIV positive

### Program Type

Direct Services

### Target Population

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Other: HIV/AIDS
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

## Goals

**Statewide Priority:** Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Provide access to a range of supportive services for people living with AIDS or who are HIV positive.	In progress
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## Partners

Partner Name, Description	Partner Web Address
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Dr. Joanne Levin	
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Dr. William Swiggard	
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Dr. Angela Martagon Villamil	
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Dr. Robert Weitzman	
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Tri-County Continuum of Care	
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Springfield Continuum of Care	
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Western Massachusetts Regional Coordinating Network	
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City of Springfield's Interagency Council on	
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Housing &  
Homelessness

Housing and  
Community  
Development  
Planner, City  
of  
Northampton

NEXT STEP  
Collaborative  
Survival  
Centers

Department  
of Social  
Services

DTA  
Social  
Security  
Administration

Tapestry Health Services <http://www.tapestryhealth.org/>

Baystate Medical Center <http://baystatehealth.com/Baystate>

Holyoke Health Center <http://www.hhcinc.org/>

River Valley AIDS Project <http://www.rvcc-inc.org/>

Hampshire and Franklin Counties Jail & House of Corrections [http://www.hampshiresheriffs.com/index.php?option=com\\_content&task=view&id=12&Itemid=40](http://www.hampshiresheriffs.com/index.php?option=com_content&task=view&id=12&Itemid=40)

COSA <http://cosahampshirecounty.wordpress.com/>

Soldier On <http://www.wesoldieron.org/>

Stavros Center for Independent Living <http://www.stavros.org/>

Highland Valley Elder Services <http://www.highlandvalley.org/>

Casa Latina <http://www.casalatinainc.org/>

Food Bank of Western Mass <http://www.foodbankwma.org/>

Serio's Pharmacy <http://www.seriosmarket.com/History/>

Collective Home Care <http://www.collectivehomecare.com/>

Safe Passage <http://www.safepass.org/>

Gay Men's Domestic Violence Program <http://gmdvp.org/>

Western Mass Legal Services <http://www.communitylegal.org/>

#### Contact Information

Betsy Shally-Jensen , Post Office Box #1299, Northampton MA 01061-1299 Tel: (413) 586-

8288/ Fax: (413) 586-8996, Betsy\_Shally-Jensen@cooley-dickinson.org

**Detailed Description** Not Specified

### Behavioral Health Response Team

**Brief Description or Objective** Evaluate patients in the emergency department who may be experiencing mental health and/or addiction problems

**Program Type** Direct Services

**Target Population**

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Mental Health, Other: Alcohol and Substance Abuse
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

### Goals

**Statewide Priority:** Reducing Health Disparity

Goal Description	Goal Status
Ensure patients with behavioral health needs receive a timely assessment and referral	In progress

### Partners

Partner Name, Description	Partner Web Address
Clinical Support Options	

<b>Contact Information</b>	Carol Carson Cooley Dickinson Hospital 30 Locust Street, Northampton, MA 01060 413 582-2000, Carol_Carson@cooley-dickinson.org
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**Detailed Description** Not Specified

### Western Massachusetts Center for Healthy Communities

**Brief Description or Objective** Provide training and technical assistance to SPIFFY to support positive youth development and reduce substance abuse

**Program Type** Community Participation/Capacity Building Initiative, Healthy Communities Partnership

**Target Population**

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

### Goals

**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide technical assistance to area substance abuse prevention initiatives	Completed

### Partners

Partner Name, Description	Partner Web Address
Strategic Planning Initiative for Families and Youth	<a href="http://spiffycoalition.org/">http://spiffycoalition.org/</a>
Northern Berkshire Community Coalition	<a href="http://nbccoalition.org/">http://nbccoalition.org/</a>



Franklin Communities That Care	<a href="http://www.communitiesthatcarecoalition.org/">http://www.communitiesthatcarecoalition.org/</a>
Pittsfield Prevention Partnership	<a href="http://www.totallyfreeberkshires.org/">http://www.totallyfreeberkshires.org/</a>
Southern Berkshire County Youth Coalition	<a href="http://www.southberkshirecommunitycoalition.org/">http://www.southberkshirecommunitycoalition.org/</a>
Mason Square Drug Free Communities Coalition	
Springfield STOP Access	
Holyoke Youth Task Force	<a href="http://youthtaskforce.org/">http://youthtaskforce.org/</a>
North Quabbin Community Coalition	<a href="http://www.nqcc.org/">http://www.nqcc.org/</a>
Hampden/Wilbraham Safe Schools	
Ludlow Prevention Coalition	
Holyoke Food & Fitness Policy Council	<a href="http://holyokefoodandfitness.org/">http://holyokefoodandfitness.org/</a>
Cooley Dickinson Hospital	<a href="http://www.cooley-dickinson.org">www.cooley-dickinson.org</a>
Northampton Prevention Coalition	<a href="http://www.northamptonprevents.org">http://www.northamptonprevents.org</a>

**Contact Information** Jeff Harness 30 Locust Street Northampton, MA 01060 413 582-2035, [Jeff\\_Harness@cooley-dickinson.org](mailto:Jeff_Harness@cooley-dickinson.org)

**Detailed Description** Not Specified

## Healthy eating/Active living

**Brief Description or Objective** Develop partnerships in the communities we serve to increase healthy eating and active living. This is a new initiative. Specific objectives will be developed based on community health assessment results and input from community and partnering organizations

**Program Type** Healthy Communities Partnership

**Target Population**

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** Other: Nutrition, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

**Goals**  
**Statewide Priority:** Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide support to coalitions and projects aimed at improving access to healthy food and places to be physically active	In progress and under review

## Partners

Partner Name, Description	Partner Web Address
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Strategic Prevention Initiative for Families and Youth (SPIFFY)	<a href="http://spiffycoalition.org/">http://spiffycoalition.org/</a>
Northampton Health Department	<a href="http://www.northamptonma.gov/healthdept/">http://www.northamptonma.gov/healthdept/</a>
Grow Food Northampton	<a href="http://www.growfoodnorthampton.com/">http://www.growfoodnorthampton.com/</a>
Hadley Public Schools	<a href="http://www.hadleyschools.org/">http://www.hadleyschools.org/</a>
Easthampton Council on Aging	<a href="http://www.easthamptonseniorcenter.org/">http://www.easthamptonseniorcenter.org/</a>
RSVP	<a href="http://www.hampshirecog.org/rsvp/">http://www.hampshirecog.org/rsvp/</a>
Fertile Ground	<a href="http://www.fertilegroundschoools.org/index.html">http://www.fertilegroundschoools.org/index.html</a>
Jackson St. Elementary School	<a href="http://jackson.northampton-k12.us/">http://jackson.northampton-k12.us/</a>
Communities that Care Coalition	<a href="http://www.communitiesthatcarecoalition.org/">http://www.communitiesthatcarecoalition.org/</a>
Community Action Youth Programs	<a href="http://www.communityaction.us/youth-programs.html">http://www.communityaction.us/youth-programs.html</a>
Amherst Health Department	<a href="http://www.amherstma.gov/index.aspx?NID=65">http://www.amherstma.gov/index.aspx?NID=65</a>

**Contact Information** Jeff Harness Cooley Dickinson Hospital 30 Locust Street, Northampton, MA 01060 413 582-2000, [Jeff\\_Harness@cooley-dickinson.org](mailto:Jeff_Harness@cooley-dickinson.org)

**Detailed Description** Not Specified

## Community Health Assessment

**Brief Description or Objective** A comprehensive community health assessment was conducted and includes sections such as demographics, chronic disease, and health access. The report is available at: [www.cooley-dickinson.org](http://www.cooley-dickinson.org) (about us section)

**Program Type** Community Health Needs Assessment

**Target Population**

- **Regions Served:** County-Franklin, County-Hampshire
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
Assess community health needs and develop an action plan	In progress

## Partners

Partner Name, Description	Partner Web Address
Northampton Department of	

**Contact Information** Jeff Harness Cooley Dickinson Hospital 30 Locust Street, Northampton, MA 01060 413 582-2000, Jeff\_Harness@cooley-dickinson.org

**Detailed Description** Not Specified

### Hampshire County Health Access Task Force

**Brief Description or Objective** A group of stakeholders that convene regularly to discuss gaps in health insurance coverage for vulnerable populations and how to leverage resources to address these gaps.

**Program Type** Community Benefits Planning Process

**Target Population**

- **Regions Served:** Amherst, County-Franklin, County-Hampshire
- **Health Indicator:** Access to Health Care, All
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

**Goals**  
**Statewide Priority:** Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
Not Specified	

### Partners

Partner Name, Description	Partner Web Address
Center for New Americans	<a href="http://www.cnam.org/">http://www.cnam.org/</a>
University of Massachusetts Amherst	<a href="http://www.umass.edu/">http://www.umass.edu/</a>
Cooley Dickinson Hospital	<a href="https://www.cooley-dickinson.org">https://www.cooley-dickinson.org</a>
Hampshire Health Connect	<a href="http://www.cooley-dickinson.org/services/hampshire-health-connect">http://www.cooley-dickinson.org/services/hampshire-health-connect</a>
Representative Ellen Story's office	
Hilltown Community Health Center	<a href="http://www.hchcweb.org/">http://www.hchcweb.org/</a>
Amherst Survival Center	<a href="http://amherstsurvival.org/">http://amherstsurvival.org/</a>
Blue Cross Blue Shield Foundation of Massachusetts	<a href="http://bluecrossmafoundation.org/">http://bluecrossmafoundation.org/</a>

**Contact Information** Jeff Harness, Cooley Dickinson Hospital 30 Locust Street, Northampton, MA 01060 413 582-2035, jeff\_harness@cooley-dickinson.org

**Detailed Description** Not Specified

### Expenditures

Program Type	Estimated Total Expenditures for FY2012	Approved Program Budget for 2012
<a href="#">Community Benefits Programs</a>	<a href="#">Direct Expenses</a> \$1,419,694 <a href="#">Associated Expenses</a> Not Specified	\$2,777,246 *Excluding expenditures

	<a href="#">Determination of Need Expenditures</a>	\$26,500	that cannot be projected at the time of the report.
	<a href="#">Employee Volunteerism</a>	Not Specified	
	<a href="#">Other Leveraged Resources</a>	Not Specified	
<a href="#">Net Charity Care</a>	<a href="#">HSN Assessment</a>	\$2,643,256	
	<a href="#">HSN Denied Claims</a>	\$0	
	<a href="#">Free/Discount Care</a>	\$995,917	
	<a href="#">Total Net Charity Care</a>	\$3,639,173	
<a href="#">Corporate Sponsorships</a>		\$33,600	
	<b>Total Expenditures</b>	<b>\$5,118,967</b>	
<b>Total Patient Care-Related Expenses for FY2012</b>			<b>\$140,380,827</b>
<b>Comments:</b> www.cooley-dickinson.org			

### Optional Information

Expenditures	Amount	
<a href="#">Community Service Programs</a>	<a href="#">Direct Expenses</a>	\$116,806
	<a href="#">Associated Expenses</a>	Not Specified
	<a href="#">Determination of Need Expenditures</a>	Not Specified
	<a href="#">Employee Volunteerism</a>	Not Specified
	<a href="#">Other Leveraged Resources</a>	Not Specified
<b>Total Community Service Programs</b>		<b>\$116,806</b>
<b>Bad Debt:</b>	Not Specified Not Specified	
<b>IRS 990:</b>	Not Specified	