

Morton Hospital & Medical Center - FY2010

Community Benefits Mission Statement

Morton Hospital and Medical Center's community benefits mission statement and the guiding philosophy of our community initiatives is to improve the health status of the community by providing access to comprehensive, high quality, compassionate and efficient health services in the community setting.

This community benefits philosophy expands upon the mission of Morton Hospital to identify and address community needs, particularly those that affect the health and wellness of residents throughout the greater Taunton area. Aiming to provide culturally-sensitive, linguistically-appropriate, accessible health care services to the communities it serves, Morton Hospital encourages the community to engage in healthy lifestyles, be active participants in their health care, and educate themselves of the risks associated with unhealthy behaviors and poor lifestyle choices. The Hospital also works to address barriers to health care access and maintains adult and school-based clinics in the community to provide primary health care services to under-insured or uninsured people.

The Hospital fosters an internal environment that encourages involvement in community benefit activities and includes in its mission and goals the development of organization-wide cultural diversity programming addressing the cultural needs of our community.

Target Populations

Name of Target Population	Basis for Selection
Central Southeastern Massachusetts	Through continuous assessment of unmet community health needs, participation on local action committees and funding of several community-based health care initiatives, the Hospital is able to respond to low-income, under or uninsured populations, providing access to comprehensive care across Central Southeastern Massachusetts - primarily Taunton, Raynham, Berkley, Dighton, Bridgewater, Rehoboth, Middleboro, Lakeville, Carver, Assonet, East Freetown and Norton
Specific Target Populations	Targeted populations included: women, seniors, children, teens and young adults of all ethnicities and backgrounds, as well as uninsured and under-insured residents and those at risk for chronic diseases

Publication of Target Populations

Marketing Collateral, Annual Report, Other- Community Newsletter

Hospital/HMO Web Page Publicizing Target Pop.

Not Specified

Key Accomplishments of Reporting Year

Through implementation of its Community Benefits Program, Morton Hospital has been able to increase the Greater Taunton community's awareness of a variety of chronic diseases and health-related issues by providing educational programs and workshops, special events and support groups. The Hospital was successful in incorporating new programs into its community education series, such as smoking cessation sessions, which have targeted those chronic diseases with a high incidence rate in the community.

In addition to the continuation and enhancement of its community education program, the Hospital increased its community involvement by participating in several community events and health fairs, and by joining the Greater Taunton Health and Human Services Coalition (GTHHSC)/CHNA 24.

The Hospital was successful in increasing access to health care services by recruiting two new primary care physicians, giving residents greater access to primary and preventive care, and an OB/GYN, providing comprehensive women's health services. Additionally, the Hospital formed a clinical affiliation with Floating Hospital for Children at Tufts Medical Center to enhance its

pediatric program and allow for greater access to pediatric care in the community.

Morton has also maintained its commitment to serving un-insured and under-insured residents by continuing to fund its adult and school-based health clinics, which provide primary and preventive care to adults and students regardless of insurance status.

Through its focus on providing access to comprehensive, compassionate and efficient healthcare services, the hospital has continued to serve as a vital community resource.

Plans for Next Reporting Year

- a) Continue to partner with local schools, the Department of Public Health and area health and human services agencies on disease prevention and education initiatives.
- b) Continue efforts to encourage adults to adopt healthier lifestyles with regard to nutrition and exercise by enhancing the Hospital's diabetes education and nutrition programs.
- c) Continue outreach, education and screening efforts around women's health issues.
- d) Continue to add providers in key specialties, depending on areas identified by community needs assessments.
- e) Pursue grant funding to support these initiatives.
- f) Enhance the Hospital's cancer program by increasing the number of screenings offered annually, such as skin cancer screenings, colorectal cancer screenings, mammography screenings, etc.
- g) Strengthen the Hospital's involvement with the Greater Taunton Health and Human Services Coalition/CHNA 24 and continue the hospital's support of the group's health and wellness initiatives;
- h) Continue to focus on serving un-insured and under-insured residents, as well as those at high risk for chronic diseases.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

In recognition of the need to include a community benefits mission statement into the overall mission of the Hospital, the President and Chief Executive Officer, the Board of Trustees of Morton Hospital and Medical Center and the Hospital's senior leadership team have a vested interest in the activities of the Community Benefits Program, and as such have granted the Public Affairs and Philanthropy Department oversight of the Community Benefits Program. Responsibilities of the department include:

- Identification of unmet health care needs in the community;
 - Collaboration with community representatives to improve health status;
 - Prioritization of unmet needs and determination of those that can be most effectively addressed by Morton Hospital while making the most effective use of limited health care resources;
 - Development of a mechanism for regular evaluation of the community benefit program;
- and
- Recommendation of a particular course of action to the Hospital's senior leadership team to address specific unmet needs in a timely fashion.

In overseeing and developing the Hospital's Community Benefits Program, the Public Affairs and Philanthropy Department is supported and guided by:

- Senior Leadership, including the President and Chief Executive Officer
- The Board of Trustees
- The Marketing and Image Committee
- The Patient and Family Advisory Council

Implementation and enhancement of the Community Benefits Program is the responsibility of both the Hospital's senior leadership team and the Public Affairs and Philanthropy Department. Preparation of the report is the responsibility of the Public Affairs and Philanthropy Department and the Accounting/Finance Department.

Community Benefits Team Meetings

Community Benefits-related programs and initiatives are reviewed and discussed every other month at the Marketing & Image

Committee meetings. The committee is comprised of members of the Hospital's Board of Trustees, Senior Leadership staff and Public Affairs & Philanthropy Department staff. Input regarding programs is shared.

The Public Affairs & Philanthropy Department staff members actively share health statistics with Senior Leadership staff as appropriate and pertinent to the Community Benefits Program.

Community Partners

The Hospital has an active working partnership with the community, recognizing the value of productive collaboration. During fiscal year 2010, Morton Hospital maintained working relationships with the following organizations: Alcoholics Anonymous, American Heart Association, American Cancer Society, American Stroke Association, Anaesthesia Associates of Massachusetts, Associates for Human Services, Bennett Elementary School, Blue Cross Blue Shield of Massachusetts, Beacon Hospice, Bristol County Commission on the Status of Women, Bristol County Sheriff's Office, Bristol Elder Services (AASP), Bristol Plymouth Regional High School, Citizens for Citizens, Community Cares, Inc., Community Counseling of Bristol County, Councils on Aging(greater Taunton locations), Cranberry Chamber of Commerce, Employee Assistance Network, Greater Taunton Health and Human Services Coalition (CHNA 24), Greater Taunton Pandemic Coalition, Homeless Coalition, Hospice Care of Greater Taunton, Mass Department of Public Health, Massachusetts Cancer Registry, Massachusetts General Hospital, Medical Reserve Corps, Med Flight, New Hope for Battered Women, Narcotics Anonymous/Smart Recovery, Shield Radiation Oncology Center, Silver City Galleria, Southeastern Massachusetts Voices Against Violence, Taunton Board of Health, Taunton Area Chamber of Commerce, Taunton Police and Fire Departments, Taunton Public Schools, Taunton's Emergency Management Association, Triumph Head Start, Veteran's Administration Hospital, Tufts Medical Center, United Way of Greater Attleboro/Taunton, Inc.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

2010 (United Way Comprehensive Community Needs Assessment)

Consultants/Other Organizations

The most recent comprehensive Community Needs Assessment for the greater Taunton/Attleboro area was completed by the United Way of Greater Attleboro/Taunton. Project "CommunityBuild" was designed to develop and implement a comprehensive needs assessment engaging stakeholders from multiple sectors from the 11 cities and towns that make up the United Way's service area (which also includes many of the communities served by Morton Hospital and Medical Center). The communities assessed included: Attleboro, North Attleboro, Plainville, Rehoboth, Seekonk, Raynham, Berkley, Mansfield, Dighton, Norton and Taunton.

The assessment relied heavily on the participation of a broad range of community stakeholders through a series of interviews, street surveys, web surveys and focus groups. Participants included: parents, professionals, community members, elders and youth. Each group completed interviews and surveys in various locations, including councils on aging, parent and family organizations, grocery stores and libraries.

In addition to the United Way Needs Assessment and findings from other local health and human services organizations, Morton Hospital relies on extensive community-specific information that is available from the Massachusetts Department of Public Health, specifically Massachusetts Community Health Information Profile (MassCHIP) data and the Healthy People 2010 -Chronic Disease Objectives Report for Taunton and surrounding areas.

Data Sources

Community Focus Groups, Consumer Group, Interviews, MassCHIP, Surveys, Other - United Way Community Needs Assessment

Select Community Benefits Programs

Diabetes Education Program

Brief Description or Objective In 2010, community education lectures on diabetes, nutrition and diabetic foot care were presented to the community. The Hospital's Diabetes Patient Educator was involved in community outreach efforts and facilitated the Hospital's Diabetes Support Group.

Program Type Community Education,Prevention,Support Group

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** Other: Diabetes, Other: Nutrition, Overweight and Obesity, Physical Activity
- **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
To lower the incidence of diabetes in both children and adults in the Greater Taunton community.	This is an ongoing initiative.
To increase awareness of diabetes and its risk factors.	Ongoing through community outreach and education efforts.

Partners

Partner Name, Description	Partner Web Address
Not Specified	

Contact Information Julie Weisskirchen 88 Washington St. Taunton, MA 02780 P: (508) 828-7015, jweisskirchen@mortonhospital.org

Detailed Description [Download/View Attachment](#) (634.25 KB)
 File Name: Diabetes Brochure.pdf

Community Education Program

Brief Description or Objective The Hospital's Community Education Program provides education on a variety of health and wellness topics, and also provides ongoing wellness programs such as yoga, childbirth and parenting classes, and ongoing support groups for cancer, diabetes, and other diseases/illnesses.

Program Type Community Education,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** All, Other: Diabetes, Other: Nutrition, Other: Smoking/Tobacco, Other: Stroke, Overweight and Obesity, Tobacco Use
- **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
To increase awareness of and reduce the incidence of chronic disease, as well as to promote general health and wellness in all populations	Ongoing through education and outreach efforts

Partners

Partner Name, Description Partner Web Address

American Cancer Society www.cancer.org
 Silver City Galleria Mall www.silvercitygalleria.com
 Alcoholics Anonymous
 Narcotics Anonymous
 SMART Recovery

Contact Information Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: 508-828-7015, jweisskirchen@mortonhospital.org

Detailed Description [Download/View Attachment](#) (388.88 KB)
 File Name: Summer Series.pdf

Community Health Fair

Brief Description or Objective Morton Hospital sponsored its 17th annual "Partners in Healthcare" Health Fair on November 7, 2009 at the Silver City Galleria Mall. Organizations participating at the health fair provided participants with health and wellness-related educational materials, as well as on-site screenings.

Program Type Community Education, Community Participation/Capacity Building Initiative, Direct Services, Health Screening, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** All, Other: Cancer - Breast, Other: Cardiac Disease, Other: Diabetes, Other: Elder Care, Other: Nutrition, Other: Stroke
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

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

Goal Description Goal Status

Health education and screenings to prevent chronic disease

Ongoing

To increase community interest in health and wellness-related initiatives

Ongoing

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

Silver City Galleria Mall www.silvercitygalleria.com

Contact Information Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: 508-828-7015, jweisskirchen@mortonhospital.org

Detailed Description [Download/View Attachment](#) (200.85 KB)
 File Name: Fall Health Fair.pdf

Physician Recruitment

Brief Description or Objective The physician recruitment program aims to address the community's healthcare access needs by recruiting primary care physicians and physicians in other areas of need, such as women's health and pediatric care.

Program Type Direct Services, Outreach to Underserved, Physician/Provider Diversity, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** Access to Health Care, Other: Diabetes, Other: Pregnancy, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Overweight and Obesity, Physical Activity
- **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

Allow for greater access to primary and preventive care for residents in the Greater Taunton community.

Improve access to other specialty areas, such as women's health and pediatric care.

Goal Status

Two primary care physicians were recruited in 2010 and are currently accepting new patients.

Hired new OB/GYN in 2010 and entered into clinical affiliation to bring advanced pediatric care to community.

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

Floating Hospital for Children www.floatinghospital.org

Contact Information

Jeanne Tierney Director of Physician Services-Recruitment 88 Washington Street Taunton, MA 02780 P: 508-828-7082, jtierney@mortonhospital.org

Detailed Description

Not Specified

Breast Cancer Prevention and Education Program**Brief Description or Objective**

The Hospital's Nurse Navigator continued education and outreach efforts to encourage area women to receive mammograms. Several programs were held in the community at various locations.

Program Type

Community Education, Health Screening, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** Other: Cancer - Breast
- **Sex:** Female
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

To increase the number of women receiving annual mammograms.

To increase awareness of breast cancer and its prevalence.

Goal Status

Ongoing

Ongoing

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

American Cancer Society www.cancer.org

Contact Information

Ginny Starvish Nurse Navigator 88 Washington Street Taunton, MA 02780 P: 508-828-7920, gstarvish@mortonhospital.org

Detailed Description

[Download/View Attachment](#) (707.09 KB)
File Name: mh-mammo-postcard-07-14-10.pdf

Smoking Cessation Program**Brief Description or Objective**

During fiscal year 2010, Morton Hospital incorporated the American Cancer Society's Freshstart Smoking Cessation Program into its community education calendar. Free (expenses paid by Hospital) classes are offered to the community on a quarterly basis.

Program Type	Community Education,Prevention,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA, Taunton • Health Indicator: Other: Cancer - Lung, Other: Smoking/Tobacco, Tobacco Use • Sex: All • Age Group: All Adults • Ethnic Group: All • Language: English
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Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To decrease the prevalence of tobacco-smoking residents in the Greater Taunton community.	Ongoing through quarterly sessions.

Partners

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

Contact Information	Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: 508-828-7015, jweisskirchen@mortonhospital.org
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Detailed Description	Download/View Attachment (306.44 KB) File Name: ACS Poster.pdf
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Adult and School-Based Health Clinics

Brief Description or Objective	Morton Hospital continued to support uninsured and under-insured residents through its adult and school-based health clinics, providing primary and preventive care to both adults and children, regardless of insurance status.
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Program Type	Direct Services,Health Screening,Outreach to Underserved,School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA, Taunton • Health Indicator: Access to Health Care, All, Immunization, Other: Uninsured/Underinsured • Sex: All • Age Group: All Adults, Child-Preteen, Child-Teen • Ethnic Group: All • Language: All
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Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To provide access to primary and preventive care to area residents regardless of insurance status, ethnicity or age.	Ongoing - In 2010, there were 1,137 total visits to the School-Based Health Center and 513 total visits to the adult clinic. Demographics of visitors included: White, Black, Hispanic, Asian, Native American, and other.

Partners

Partner Name, Description	Partner Web Address
Friedman Middle School in Taunton	www.tauntonschools.org

Contact Information	Cheryl Williams 88 Washington Street Taunton, MA 02780 , cwilliams@mortonhospital.org
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Detailed Description	Download/View Attachment (310.77 KB)
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File Name: 207644 Dr. Elias Brochure_E.pdf

Community Health Screenings

Brief Description or Objective The Community Liaison and Intake Coordinator from Morton Home Care provided free blood pressure screenings at the Silver City Galleria Mall in Taunton every Wednesday morning. These screenings were also offered weekly at Walgreens Pharmacy in Taunton.

Program Type Direct Services,Health Screening,Prevention

Target Population

- **Regions Served:** Other-Southeastern MA, Taunton
- **Health Indicator:** Other: Cardiac Disease, Other: Hypertension
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description **Goal Status**

To reduce the incidence of heart-related conditions and unhealthy lifestyle behaviors. Ongoing

Partners

Partner Name, Description **Partner Web Address**

Silver City Galleria Mall www.silvercitygalleria.com

Walgreens Pharmacy www.walgreens.com

Contact Information Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: (508) 828-7015, jweisskirchen@mortonhospital.org

Detailed Description Not Specified

Sports Medicine Program

Brief Description or Objective The Hospital's Sports Medicine Program provided sports training services to three local schools. Services included: athletic training care including injury management for athletes, such as evaluations and injury assessments; rehabilitative care; and preventive teaching.

Program Type Direct Services,School/Health Center Partnership

Target Population

- **Regions Served:** Bridgewater, Raynham, Taunton
- **Health Indicator:** Other: Safety - Sports, Physical Activity
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description **Goal Status**

Educate athletes and school coaches/trainers about injury prevention and safety in youth sports. Ongoing, including on-site support during youth sporting events

Partners

Partner Name, Description **Partner Web Address**

Taunton High School www.tauntonschoools.org

Coyle & Cassidy High School www.coylecassidy.com

Bridgewater-Raynham Regional High School www.bridge-rayn.org/

Contact Information	Dan Poisson Director of Outpatient Rehabilitation Services P: 508-828-7265, dpoisson@mortonhospital.org
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Detailed Description	Not Specified
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Greater Taunton Pandemic Committee

Brief Description or Objective	Through participation with this committee, the Hospital has been able to expand networks and develop regional resources to become better prepared for an emergency.
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Program Type	Community Participation/Capacity Building Initiative
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Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA, Taunton • Health Indicator: Other: Public Safety • Sex: All • Age Group: All • Ethnic Group: All • Language: All
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Goals

Statewide Priority:	Not Specified
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Goal Description	Goal Status
To provide health and human services to residents in the event of an emergency.	Ongoing preparation, services provided as needed
Enhance community partnerships by working together on a common goal of keeping the community safe and healthy.	Ongoing

Partners

Partner Name, Description	Partner Web Address
Greater Taunton Medical Reserve Corps	
Taunton Board of Health	www.taunton-ma.gov/Pages/TauntonMA_BComm/BOH
Taunton Emergency Management Agency	www.taunton-ma.gov/Pages/TauntonMA_TEMA/index
Massachusetts Emergency Management Agency	www.mass.gov/mgis/reg_mema.htm
Middleboro Board of Health	
Raynham Board of Health	
Bristol County Sheriff's Office	www.bcso-ma.us/

Contact Information	Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: (508) 828-7015, jweisskirchen@mortonhospital.org
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Detailed Description	Not Specified
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Physician and Health Service Referral Program

Brief Description or Objective	Through the Physician and Health Service Referral Line, a comprehensive physician database is maintained, and consumers are connected to appropriate medical care facilities and health care services as appropriate.
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Program Type	Community Education, Direct Services
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Target Population**Regions Served:** Other-Southeastern MA, Taunton• **Health Indicator:** Access to Health Care• **Sex:** All• **Age Group:** All• **Ethnic Group:** All• **Language:** All**Goals****Statewide Priority:** Not Specified**Goal Description**

Provide area residents with information and guidance regarding accessing health care

Goal Status

Ongoing

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

Not Specified

Contact Information

Julie Weisskirchen 88 Washington Street Taunton, MA 02780 P: (508) 828-7015, jweisskirchen@mortonhospital.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
Community Benefits Programs	Direct Expenses \$385,218 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$0 Other Leveraged Resources \$0	\$7,000,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$878,321 HSN Denied Claims \$804,119 Free/Discount Care \$5,302,874 Total Net Charity Care \$6,985,314	
Corporate Sponsorships	\$0	
	Total Expenditures \$7,370,532	
Total Patient Care-Related Expenses for FY2010		\$118,872,386
Comments: None		

Optional Information

Expenditures	Amount
Community Service Programs	Direct Expenses Not Specified

	Associated Expenses	Not Specified
	Determination of Need Expenditures	Not Specified
	Employee Volunteerism	Not Specified
	Other Leveraged Resources	Not Specified
Total Community Service Programs		Not Specified
Bad Debt:	Not Specified Not Specified	
IRS 990:	Not Specified	