

Baystate Franklin Medical Center - FY2010

Community Benefits Mission Statement

Baystate Health's mission is to improve the health of the people in our communities, every day with quality and compassion.

Baystate Franklin Medical Center's Community Benefits Mission is to reduce health disparities, promote community wellness and improve access to care for vulnerable populations.

Baystate Franklin Medical Center, a member hospital of Baystate Health (BH), is committed to meeting the identified health and wellness needs of constituencies and communities served, through the combined efforts of BFMC member organizations, affiliated providers, and community partners.

Target Populations

Name of Target Population	Basis for Selection
Homebound seniors	Community needs assessment
Uninsured or underinsured residents	Community needs assessment
Public school students	Community needs assessment
Low-income and obese community residents	Community needs assessment
Broader community	Community needs assessment

Publication of Target Populations

Website, Other- MA Attorney General Website

Hospital/HMO Web Page Publicizing Target Pop.

www.baystatehealth.org

Key Accomplishments of Reporting Year

Baystate Franklin Medical Center offered more than \$2 million in Community Benefit expenditures with \$333,160 going directly to Community Benefits programs. This is an increase of over \$34,000 from 2009, despite the current health care environment and decreases in state funding as a result of the economic downturn.

In 2010, Baystate Franklin Medical Center, in collaboration with Baystate Medical Center, Baystate Mary Lane Hospital and various internal and external representatives from the communities served, completed a Community Health Needs Assessment. Data and information was gathered and reviewed, then prioritized and presented to Baystate Health's Board of Trustees. In July 2010 the Board of Trustees approved Baystate Health's Community Benefits Plan including a Community Benefits Mission Statement, new Community Benefits oversight structure and community benefit health priorities.

Key FY2010 program accomplishments included the expansion of the Post Partum Partnership support group - a partnership initiated by BFMC nurses; expanded senior outreach program to focus on persons most at-risk for hospital readmission due to compliance problems with anti-coagulation therapy and/or diet; continued development of the Walk Franklin County program, working in partnership with the Franklin Regional Council of Governments to publish walking maps of the area - now available on-line and/or as a printed set to those who have tracked their fitness activities for at least 30 days; and continued the regionally recognized Blood & Guts program for youth, including an annual hospital-based event for

high school students and three school-based events for elementary school students and their families. Blood and Guts attracted twice the amount of high school students that applied for in depth summer internship programs at BFMC.

Plans for Next Reporting Year

In the upcoming fiscal year (FY 2010), Baystate Franklin Medical Center will continue to deliver current community benefits programs and actively work to expand its outreach to vulnerable populations. Baystate Franklin Medical Center will continue to be a key resource to those living throughout the 725-square-mile service area. Franklin County is the most rural county in Massachusetts, and the poverty level of its residents can both limit their access to health care and put them at greater risk for obesity and associated health problems. In the coming year, Baystate Franklin Medical Center will finalize training of program managers and staff in order to fully implement our community benefits software; and we will focus our Community Benefits Advisory Council to include members of our existing Baystate Franklin Community Forum and other stakeholders.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Baystate Franklin Medical Center's Leadership and the Baystate Health Board of Trustees are actively involved in overseeing community benefit programs and expenditures. In July 2010, the Baystate Health Board of Trustees approved oversight of Community Benefits to the Board Governance Committee. Through its regular board meetings, internal hospital meetings and leadership activities, Baystate Health is actively involved in shaping the Community Benefits planned and provided by the system. For 2010 the System 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. The Director managed the daily activities of the Community Health Planning department and drafted and implemented the Community Benefit Plan for the 2010 fiscal year.

Community Benefits Team Meetings

The Board Governance Committee meets minimally two times per year with a Community Benefits charge of advocating for Community Benefits at the Board level and throughout the health system; integrating the Community Benefits Plan into the health systems strategic plan; periodic review of community health needs assessment data; approval of a Community Benefits Mission Statement and health priorities; review impact of community benefit programs in promoting health of the community; and ensure MA Attorney General and IRS community benefits compliance. Annually, the System Vice President for Government and Community Relations and Public Affairs and Director of Community Health Planning present a system-wide Community Benefits update to the full Board of Trustees. Through participation on the Baystate Franklin Medical Center Community Advisory Council, community members have a key role in helping the hospital identify community health needs, developing strategies to address these needs, and evaluating the effectiveness of the strategies and interventions that were implemented. Participants on the CBAC for Baystate Franklin Medical Center include members of our existing Baystate Franklin Community Forum and other representatives of 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 decision-making.

Community Partners

Baystate Franklin Medical Center's community partners include; Community Development Corporation, Dial/Self, Early Childhood Collaborative, Food Bank of Western MA, Franklin County Community Action Program, Franklin County Community Health Center, Franklin County Home Care, Franklin Regional Council of Governments (COG), Greenfield Community College, Interfaith Council, Montague Catholic Ministries, MotherWoman, School Nurses Association, Service Net, Superintendent of Schools, TRIAD – Jail program, United Way, and YMCA of Greenfield.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In FY 2004, BFMC completed a thorough planning and community needs assessment process based on “A Planned Approach to Community Health,” which matches the six-step model outlined by the Association for Community Health Improvement, which was used to complete the FY 2010 community needs assessment process. There was particular emphasis on community engagement in this process according to the most recent upgrade to the AG’s Community Benefit guidelines.

1. Establishing the assessment infrastructure
2. Defining the purpose and scope
3. Collecting and analyzing data
4. Selecting priorities (engage the community)
5. Documenting and communicating results
6. Planning for action and monitoring progress

The FY 2010 community needs assessment process gathered information and reviewed data from a number of sources, including:

1. Healthy People 2010 indicators collected by the Massachusetts Department of Public Health and the Centers for Disease Control and Prevention were major sources of data for community health needs assessment and planning information.
2. The Massachusetts Department of Public Health, several of its websites, MassCHIP, and key MDPH staff provided county-level and locality-based data for municipal and neighborhood geographic areas.
3. Morbidity and mortality data was drawn from internal Baystate Health hospital discharge data and statewide data sources. These data, which generally include reason for hospitalization and length of stay, can contribute to measuring the burden and cost of illness and disability in the community.
4. Both by internal and external respondents in the health care, human service and public health field and unaffiliated stakeholders (community residents) participated in focus groups.
5. The Community Benefits Advisory Council, hospital advisory board members, and local community coalitions and task forces played a key role in helping the hospital identify community health needs.
6. Existing community needs assessment data (United Way, Pioneer Valley Planning Commission, and Community Action Programs) was included in this

assessment.

7. Surveys of community stakeholders - expert testimony and resident (lay) opinions – were use to identify and prioritize community health needs.

Consultants/Other Organizations

The following organizations/community stakeholders were surveyed:

1. Community Development Corporation
2. Dial/Self
3. Early Childhood Collaborative
4. Food Bank of Western MA
5. Franklin County Community Action Program
6. Franklin County Community Health Center
7. Franklin County Home Care
8. Franklin Regional Council of Governments (COG)
9. Greenfield Community College
10. Interfaith Council
11. Montague Catholic Ministries
12. School Nurses Association
13. Service Net
14. Superintendent of Schools
15. TRIAD – Jail program
16. United Way

Data Sources

Hospital, Interviews, MassCHIP, Surveys

Select Community Benefits Programs

Youth Education

Brief Description or Objective

In partnership since 2003 with public schools throughout BFMC's service area, BFMC has offered experiential programming to expose children and adolescents to the relationship between science, math and health care, and to stimulate their interest in pursuing further education in the field.

Program Type

Community Education, School/Health Center Partnership

Target Population

- **Regions Served:** County-Franklin
- **Health Indicator:** Other: Education/Learning Issues, Other: Hypertension

- **Sex:** All
- **Age Group:** Child-Preteen, Child-Primary School, Child-Teen
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To reach 400+ students in area schools and through the hospital-based program.	Achieved
To increase students' knowledge of life sciences and related career opportunities	Achieved

Partners

Partner Name, Description	Partner Web Address
Franklin County Public Schools	

Contact Information

Amy Swisher, Director of Public & Community Relations
 Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 (413) 773-2268 , amy.swisher@baystatehealth.org

Detailed Description

Not Specified

Community Fitness Partnerships

Brief Description or Objective

To address root causes of obesity in youth and adults, and to reduce the risk factors associated with diabetes and cardiovascular disease, BFMC partners with other organizations in the community to offer programs that promote and support various health and fitness initiatives.

Program Type

Healthy Communities Partnership, Prevention

Target Population

- **Regions Served:** County-Franklin
- **Health Indicator:** Other: Diabetes, Other: Hypertension, Other: Nutrition, Overweight and Obesity, Physical Activity
- **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 Description	Goal Status
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To enroll 100+ people in the "Walk Franklin County" online tracking program.	On target
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To improve fitness by giving participants the opportunity to track their activities.	On target
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Partners

Partner Name, Description	Partner Web Address
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YMCA in Greenfield	www.ymcaingreenfield.org
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Franklin County Chamber of Commerce	www.franklincc.org
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Franklin Regional Council of Governments	www.frcog.org
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Greenfield Community College	www.gcc.mass.edu
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Contact Information	Amy Swisher, Director of Public & Community Relations Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 (413) 773-2268 , amy.swisher@baystatehealth.org
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Detailed Description	Not Specified
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BFMC Support Groups

Brief Description or Objective

Baystate Franklin Medical Center 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 conditions.

Program Type

Support Group

Target Population

- **Regions Served:** County-Franklin
- **Health Indicator:** Other: Asthma/Allergies, Other: Bereavement, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Hypertension, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** English

Goals

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

Goal Description	Goal Status
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To engage 500+ members of the community in peer support focused on their specific chronic illness or other health challenges.

On target

To improve the health status of the groups' participants.

On target

Partners

Partner Name, Description	Partner Web Address
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MotherWoman	www.motherwoman.org
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American Lung Association	www.lungusa.org
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American Cancer Society	www.cancer.org
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Community	www.communityaction.us
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Action! of
Franklin,
Hampshire and
North Quabbin
Regions

Deerfield Academy www.deerfield.edu

The Torso Project www.thetorsoproject.com

Alcoholics Anonymous www.aa.org

Overeaters Anonymous www.oa.org

BFMC Clinical and Support Options www.baystatehealth.org

Contact Information

Amy Swisher, Director of Public & Community Relations
Baystate Franklin Medical Center 164 High Street Greenfield,
MA 01301 (413) 773-2268 , amy.swisher@baystatehealth.org

Detailed Description

Not Specified

Outreach to Seniors

Brief Description or Objective

To improve individual compliance with medication protocols, promote home safety and support general wellness in the senior population of Franklin County, BFMC offers a variety of educational programs, materials and services.

Program Type

Community Education, Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** County-Franklin
- **Health Indicator:** Access to Health Care, Other: Alzheimer Disease, Other: Arthritis, Other: Bereavement, Other: Cardiac Disease, Other: Chronic Pain , Other: Diabetes, Other: Elder Care, Other: Hearing, Other: Homebound, Other: Hypertension, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Safety - Home, Other: Stroke, Other: Uninsured/Underinsured, Other: Vision
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** English

Goals

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

Goal Description	Goal Status
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To reach 200+ seniors in Franklin County with education that is pertinent to their specific health risks.	On target
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To improve compliance with medication protocols and to improve overall health status.	In progress
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Partners

Partner Name, Description	Partner Web Address
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Baystate Home Infusion & Respiratory Services	www.baystatehealth.org
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YMCA in Greenfield	www.ymcaingreenfield.org
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Franklin County TRIAD	www.fcso-ma.com/triad
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Contact Information	Amy Swisher, Director of Public & Community Relations Baystate Franklin Medical Center 164 High Street Greenfield, MA 01301 (413) 773-2268 , amy.swisher@baystatehealth.org
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Detailed Description	Not Specified
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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
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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.

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:** Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Supporting Healthcare Reform

Goal Description	Goal Status
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Provide financial counseling services and secure insurance sponsorship for uninsured or underinsured individuals requesting our support.	In progress
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Screen all individuals and provide assistance in completing and submitting applicable applications; achieve a 95% approval rate.	Achieved
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Partners

Partner Name, Description	Partner Web Address
Community Outreach Worker Networking	

Organization

Massachusetts www.machw.org

Association

of

Community

Health

Workers

Supplemental www.fns.usda.gov/snap

Nutrition

Application

Program

(SNAP)

Live Well www.partnersforahealthiercommunity.org

Springfield

Contact Information

Andrea Riendeau, Director, Access Services, Baystate Health, 361 Whitney Ave, Holyoke MA 01040, (413) 322-4507, andrea.riendeau@baystatehealth.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
Community Benefits Programs	Direct Expenses \$333,160 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$0 Other Leveraged Resources \$0	\$331,160 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$986,465 HSN Denied Claims \$576,079 Free/Discount Care \$605,836 Total Net Charity Care \$2,168,379	
Corporate	\$1,000	

Sponsorships		
	Total Expenditures	\$2,502,539
Total Patient Care-Related Expenses for FY2010		\$74,508,902
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:	\$1,963,851 Certified
IRS 990:	\$9,776,395 2010