

Baystate Mary Lane Hospital - FY2010

Community Benefits Mission Statement

The charitable mission of Baystate Mary Lane Hospital, a member hospital of Baystate Health (BH), is to improve the health of the people in our communities every day, with quality and compassion. Baystate Health's Community Benefits Mission is to reduce health disparities, promote community wellness and improve access to care for vulnerable populations. Baystate Mary Lane Hospital is committed to meeting the identified health and wellness needs of constituencies and communities served through the combined efforts of Baystate Mary Lane Hospital member organizations, affiliated providers, and community partners.

Target Populations

Name of Target Population	Basis for Selection
Broader community	Community needs assessment
Uninsured or underinsured residents	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 Mary Lane Hospital offered more than \$1 million in Community Benefit expenditures with \$194,004 going directly to Community Benefits programs. This is an increase of over \$130,000 from 2009, despite the current health care environment and decreases in state funding as a result of the economic downturn.

In 2010, Baystate Mary Lane Hospital, in collaboration with Baystate Medical Center, Baystate Franklin Medical Center 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.

Other accomplishments included our continued partnership with Quality EMT Educators of Worcester to offer Basic EMT Training to community members. To date over 75 community members (25 community members in FY2010) have taken the EMT Basic Course. BMLH physicians shared their expertise beyond the walls of the hospital by offering high quality training and 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; Alcoholic Anonymous, Caregivers Support Group, Quilting Support Group for those touched by Cancer, Diabetes Support Group, Grieving Support Group, Hepatitis C Support Group & WIC Sponsored Breast Feeding Support Group. In addition, BMLH and its staff offered over 115 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 H1N1, Lyme Disease, Nutrition, Osteoporosis, Diabetes, Stroke Prevention, Exercise, Women's health issues including HPV and Cervical Cancer, Men's Health and much more.

Plans for Next Reporting Year

In FY 2011, Baystate Mary Lane Hospital will continue to work with the Community Benefits Advisory Committee, 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. In addition, BMLH will expand its EMT Training program to include Paramedic Training to ensure that patients receive the highest level of pre-hospital care needed in the field.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Baystate Mary Lane Hospital 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 and has 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. The Baystate Mary Lane Hospital Community Benefits Advisory Council met quarterly in 2010. Through participation on the CBAC, 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 Mary Lane Hospital represent greater Ware and Quaboag Hills 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 Mary Lane Hospitals' community partners include; Best Oral Health Program, Boards of Health, Mass Department of Public Health, Chamber of Commerce, Public Schools and School Nurses, Fire & Police Departments, Quaboag Hills Community Coalition, Quality EMS Educators of Worcester, Senior Centers, The Carson Center at Valley Human Services, TRIAD Ware Council, Trinity Episcopal Church, Ware Adult Learning Center, Ware Domestic Violence Task, Ware Public School Advisory Committee, WIC/SNAP Nutritional Program.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In FY 2004, BMLH 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. Best Oral Health Program
2. Boards of Health Mass DPH
3. Chamber of Commerce
4. DPH/School/RN's
5. Fire & Police Departments
6. Pro Casino Group
7. Quaboag Hills Community Coalition
8. Senior Centers
9. The Carson Center at Valley Human Services
10. TRIAD Ware Council
11. Trinity Episcopal Church, Ware
12. Ware Adult Learning Center
13. Ware Domestic Violence Task
14. WIC/SNAP Nutritional Program

Data Sources

Hospital, Interviews, MassCHIP, Surveys

Select Community Benefits Programs

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 75 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:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description	Goal Status
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Ensure that local communities have access to no cost and/or affordable EMS Training.	On target
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EMS personnel have access to up-to-date training on critical topics and meet their continuing education requirements necessary for maintaining EMS certification.	On target
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Ensure there is an adequate number of qualified EMS providers in local communities so patients receive the highest quality care in the field.	In progress
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Partners

Partner Name, Description	Partner Web Address
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Quality EMS
Educators of
Worcester

www.qualityemsed.org

**Contact
Information**

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

**Detailed
Description**

Not Specified

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 - Colorectal, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Colitis/Crohn 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 Description	Goal Status
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Promote appropriate health behaviors and implement intervention programs which result in health-positive behaviors among individuals, families, and groups in our community.	On target
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Partners

Partner Name, Description	Partner Web Address
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Quaboag Hills Community Coalition	http://qhcc.weebly.com
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Ware Senior Center	www.townofware.com
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Ware TRIAD	www.townofware.com
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Ware Public Schools Advisory Committee	www.warepublicschools.com
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Contact Information

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

Detailed Description

Not Specified

BMLH 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. Those who participate in support
Program Type	Community Education,Prevention,Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: Belchertown, Brimfield, Brookfield, Hardwick, Monson, New Braintree, North Brookfield, Palmer, Ware, Warren, West Brookfield • Health Indicator: Other: Alcohol and Substance Abuse, Other: 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 • 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 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.	On target

Partners

Partner Name, Description	Partner Web Address
Alcohol Anonymous	www.aa.org

Contact Information
Michelle Holmgren, Public Affairs & Community Relations Coordinator, Baystate Mary Lane Hospital, 85 South Street, Ware, MA 01082, (413) 967-2296 ,

michelle.holmgren@baystatehealth.org

Detailed Description Not Specified

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.

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 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	On target
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a 95% approval rate.

Partners

Partner

Name, Partner Web Address

Description

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.

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 \$194,004 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$0	\$194,004 *Excluding expenditures that cannot be projected at the time of the report.

	Other Leveraged Resources	\$0	
Net Charity Care	HSN Assessment	\$389,946	
	HSN Denied Claims	\$219,730	
	Free/Discount Care	\$241,573	
	Total Net Charity Care	\$851,250	
Corporate Sponsorships		\$0	
	Total Expenditures	\$1,045,254	
Total Patient Care-Related Expenses for FY2010			\$31,889,346
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:	\$1,094,503	Certified
IRS 990:	\$2,597,764	2010