

Organization Information

Organization Address and Contact Information

Organization Name:	Berkshire Medical Center
Address (1):	725 North Street
City, State, Zip:	Pittsfield, Massachusetts 01201
Web Site:	www.berkshirehealthsystems.org
Contact Name:	Michael Leary
Contact Title:	Director
Contact Department:	Media Relations
Telephone Num:	(413) 447-2788
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E-Mail Address:	mleary@bhs1.org
Contact Address (1): (If different from above)	725 North Street
City, State, Zip:	Pittsfield, Massachusetts

Organization Type and Additional Attributes

Organization Type:	Hospital
For-Profit Status:	Not-For-Profit
Health System:	Berkshire Health Systems
Community Health Network Area (CHNA):	Community Health Network of Berkshire County(CHNA 1),
Regions Served:	County-Berkshire,

CB Mission

Community Benefits Mission Statement

Furthering our charitable purpose, the Berkshire Health Systems' Community Benefit Mission is to identify, prioritize and invest in our community's health needs by pursuing needed initiatives and programs. The Community Benefit goals include satisfying unmet needs in the Berkshires and improving the health status of our community with a particular focus on access to healthcare and "at risk" populations. Recognizing the value of BHS's partnership with our community, BHS will seek input and meaningful collaboration in our effort to meet community need.

Target Populations

Name of Target Population	Basis for Selection
Uninsured	Due to its economic and employment status, Berkshire County has a significant number of individuals and families who are uninsured or underinsured
Senior population	Berkshire County has one of the largest elderly populations in the state
Racial and ethnic populations	The Berkshires is experiencing a steady rise in immigrant population, particularly Latin American and Russian immigrants
Entire geographic population of Berkshire County	Berkshire County is the most rural county in the state

Economically vulnerable

Youth

Pregnancy and Childbirth

Populations with health disparities

Medically Underserved

and is geographically isolated from larger communities. As a result, BMC is the primary provider of healthcare services to the region.

Berkshire County has one of the highest unemployment and underemployment rates in the state and low median income

Local healthcare statistics on youth at risk

Local healthcare statistics on Maternal Child Health

Local health data

Berkshire County has one of the highest populations of underserved residents in the state.

Publication of Target Populations

Not Specified

Hospital/HMO Web Page Publicizing Target Pop.

Not Specified

Key Accomplishments of Reporting Year

Critical shortage education program for Doctorate of Nursing Practice in collaboration with Elms College, to enhance primary care services in region in wake of physician shortage. Continuation of Life Enhancement Program in collaboration with not for profit Canyon Ranch Institute, addressing community health challenges, led County Health Initiative in partnership with numerous other health providers and community agencies and organizations developing a strategy to improve health and wellness throughout the community by targeting specific areas, such as diabetes, hypertension, tobacco use and falls risk. Facilitate access to care through comprehensive physician recruitment, nursing and technologist education and advancement programs, filling critical shortages; outreach program with direct on-site health screenings and blood pressure clinics; Get Cuffed Berkshires program targeting high blood pressure with education and free electronic blood pressure cuffs; Advocacy for Access providing insurance enrollment to nearly 6,000 uninsured/underinsured; comprehensive cancer treatment/prevention, focusing on colorectal, breast, prostate and other cancers, colonoscopy patient fund to help those with financial barriers to be screened and direct and open access program for people to make their own appointments for screening colonoscopy; continuation of Heart Failure Clinic, aiding heart failure patients in managing their illness to help prevent hospital readmission; Patient Care Navigation program and toll-free Link Line, connecting patients directly to nurses and other specialists who can answer questions about their care or address concerns; cardiovascular disease efforts reducing mortality rate, recognized by American Heart Association for achievements in coronary artery disease, stroke, heart failure; HIV/AIDS program for those afflicted, providing access to services and education for health maintenance; walking program with over 3,400 participants designed to encourage exercise; school partnerships; childhood obesity program; worksite wellness initiative; diabetes education program; emergency preparedness in collaboration with community police, fire and public health agencies; suicide prevention program; pain management initiative, care transition program for seniors to help prevent hospital readmission; lung cancer screening program targeting those who are at higher risk for lung cancer, designed to promote early detection and prevention of this deadly disease; expansion of wellness and integrative service for cancer care. Provided NARCAN to local pharmacies for people to use in the event of an overdose of a loved one.

Plans for Next Reporting Year

Development of Stop the Bleed program through BMC Trauma Center, part of a nationwide effort to reduce preventable death by hemorrhage, providing educational program for community on how to control bleeding and wounds. Sports Medicine & Wellness program in conjunction with Berkshire Orthopaedic Associates, providing free community seminars on topics such as prevention of throwing injuries for local school and league athletes and coaches. Through Berkshire Fallon Health Collaborative, Dermatology program that would provide patients with ability to take pictures of skin lesions to be delivered to their primary care provider and reviewed remotely by dermatologic specialists for risk of skin cancer. Continuation of BHS Canyon Ranch Institute Life Enhancement Program in all sections of the county. Continuation of critical shortage education program in collaboration with Elms College of Chicopee and other educational institutions. Continuation of outreach through community programs on risks associated with prostate cancer, colorectal cancer, breast cancer and lung cancer and promotion of cancer screenings. Continue working with other local organizations collaboratively on program designed to help improve literacy among young children in Pittsfield. Further expansion of suicide prevention program with community education programs focusing on risks for youth and adults and provision of free resiliency seminars in the community. Continued expansion of cardiovascular disease and diabetes prevention and treatment programs and pain management project. Continued intensive recruitment of new physicians, physician assistants, nurse practitioners, registered nurses, radiologic/lab technologists in critical shortage program. Continued system-wide efforts to serve uninsured/underinsured through enrollment in MassHealth and Commonwealth Care programs through outreach program/van and Advocacy for Access. Health screenings & education in local communities with a focus on health disparities and at risk populations; continuation of health and wellness partnerships with Pittsfield schools through new grant.

Community Benefits Process

Community Benefits Leadership/Team

Roberta Gale, RN, Vice President of Community Health; Michael Leary, Director of Media Relations; Cathie McHugh, Planning Analyst; Deborah Delaney, Vice President of Fiscal Administration; Program Directors of Community Benefit Programs.

Community Benefits Team Meetings

The BHS Community Benefits and Access Committee of the Berkshire Health Systems Board of Trustees meets monthly to discuss community benefits programs, potential new initiatives, community needs and outcomes. Throughout the year, internal community benefit and program leaders meet to coordinate the Community Benefit Plan and programs.

Community Partners

Pittsfield Public Schools, Pittsfield Board of Health, Head Start, Berkshire Community Action Council, Center for Ecological Technology, Ecu Health Care, Teen Parent Program, Brien Center for Mental Health and Substance Abuse Services, Pittsfield Police and Fire, Massachusetts Coalition for Suicide Prevention, Massachusetts DPH, American Heart and Stroke Associations, American Diabetes Association, Elder Services, Local Councils on Aging, Greylock Federal Credit Union, Fallon Health, Berkshire Healthcare Systems, Berkshire Eagle, Bennington Banner, iBerkshires, Pittsfield YMCA, SHINE program, Berkshire Immigrant Center, Berkshire Community College, Elms College, Berkshire Sheriff's Dept., Berkshire Breast Health Team, Community Health Programs, Healthy Communities Access Program, Berkshire United Way, Berkshire Youth Development Project, CHNA, local business community, Canyon Ranch Institute, Northern Berkshire Community Coalition, Berkshire Opioid Task Force, Fairview Hospital, Tri-Town Health Dept., Berkshire County Boards of Health Association, Berkshire Regional Planning Commission, Canyon Ranch Institute Life Enhancement Program. North Adams police and fire departments, ambulance services in North Berkshire.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

November 2015

Consultants/Other Organizations

Massachusetts Department of Public Health; University of Wisconsin Population Health Institute; Berkshire County Boards of Health; local school districts; Berkshire County Regional Planning Commission; Berkshire United Way; 1Berkshire; American Heart Association; American Stroke Association; American Diabetes Association; American Cancer Society; Chambers of Commerce; Massachusetts Medical Society; Regional Pain collaborative, Northern Berkshire Community Coalition and Berkshire County Regional Emergency Operations Planning Committee.

Data Sources

CHNA, Community Focus Groups, Consumer Group, Hospital, Interviews, MassCHIP, Public Health Personnel, Surveys,

[CHNA Document - PDF format 2015.PDF](#)

[BERKSHIRE COUNTY HEALTH NEEDS ASSEMENT REVISED NOV](#)

Implementation Strategy (optional)

File Upload (optional)

[BMC COMMUNITY BENEFIT IMPLEMENTATION PLAN FY 2016.](#)

Community Benefits Programs

Berkshire VNA Senior Health/Elder Services

Program Type	Community Education, Community Health Needs Assessment, Community Participation/Capacity Building Initiative, Direct Services, Health Screening, Outreach to Underserved, Prevention,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Housing Stability/Homelessness,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none">• Regions Served: County-Berkshire,• Health Indicator: Access to Health Care, Immunization, Other: Elder

Care, Other: Hypertension, Other: Osteoporosis/Menopause,

- **Sex:** All,
- **Age Group:** Adult-Elder,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Improve management of chronic diseases and promote wellness in vulnerable senior population

Promote wellness and overall health of seniors through collaborations with Elder Services and other local human service organizations

Provide immunization services for influenza to senior and adult populations to aid in prevention of the spread of the disease

Goal Status

Ongoing

Ongoing

Ongoing

Partners

Partner Name, Description

Partner Web Address

Elder Services of Berkshire County

Not Specified

Local Councils on Aging

Not Specified

Pittsfield Housing Authority

Not Specified

Public Health agencies in local municipalities

Not Specified

Senior housing projects

Not Specified

Contact Information

Mary Hagarty, RN, Berkshire VNA, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-2000, ext. 3053

Detailed Description

The Berkshire VNA in 2018 served nearly 4,000 area residents with over 66,000 visits by Registered Nurses, Physical, Occupational and Speech Therapists, medical social workers and home health aides. The agency provided specialty programs for patients with heart failure, chronic lung disease, complex wound issues, joint replacement therapy, high-risk pregnancy, pediatric needs, balance problems and IV therapy. The BVNA also provided a full range of preventive care services through wellness clinics in several communities, and provided over 1,500 vaccinations. A special emphasis continued on outreach to Northern Berkshire following the closure of North Adams Regional Hospital, including weekly health clinics at the Food Pantry, among other free outreach programs.

BHS Diabetes Self Management and Education Program

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, Other: Diabetes, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity,
- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Partner with primary care physicians to coordinate ongoing care and education so that those with diabetes

Goal Status

Ongoing

can effectively manage their condition

Provide counseling and education to people diagnosed with diabetes, from lifestyle and nutrition changes to the use of daily blood glucose monitors and provide long-term support structure for those with diabetes

Ongoing

Provide outreach and education through public programs and presentations, and participation in community organized health and wellness fairs on diabetes and how to prevent it

Ongoing

Partners

Partner Name, Description	Partner Web Address
American Diabetes Association	Not Specified
Berkshire Eagle	Not Specified
BHS Endocrinology & Metabolism practice	Not Specified
BHS Primary Care practices	Not Specified
BHS Wellness Program	Not Specified
Local physician practices	Not Specified

Contact Information

Candace Lusa, RN, CDE 777 North St. Pittsfield, MA 01201 413-395-7942

Detailed Description

The BHS Diabetes Self-Management Program, certified by the American Diabetes Association, provides essential support and care to those with type 1 or type 2 diabetes, and works in the community and with local physician practices to promote education aimed at prevention for those with pre-diabetes, individuals who are at risk for developing diabetes. The program offers expertise in the newest technology for glucose testing, continuous glucose sensing and insulin pump therapy. In 2018, this program helped 1,247 people diagnosed with Diabetes. Of those, 83% had Type 2, 11.5% Type 1 and the remaining 5.5% had pre-diabetes or gestational diabetes. The program has a Diabetes Patient Need Fund, which assists qualified individuals with co-pay and deductible support, as well as emergency insulin. A Diabetes Walk was held in the spring, with funding supporting the Patient Need Fund. In addition, a Diabetes Support Group meets regularly, with nearly 12 people per meeting discussing important topics related to managing their disease and improving their health. In FY 2018, the Diabetes Education Program also participated in the Berkshire Eagle newspaper's annual Health & Wellness Expo, a free event drawing over 500 people, who received education and guidance on managing diabetes. The program also continued to provide free community education classes for people with diabetes and those at risk for the disease.

BHS Pain Management Initiative

Program Type	Community Participation/Capacity Building Initiative, Outreach to Underserved,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Housing Stability/Homelessness, Mental Illness and Mental Health, Substance Use Disorders,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Environmental Quality, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Chronic Pain, Other: Hepatitis, Other: HIV/AIDS, Other: Public Safety, Other: Safety, Other: Safety - Home, Other: Sexually Transmitted Diseases, Substance Abuse, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Assuring safe and effective treatment of those suffering from chronic or acute pain	Ongoing
Prevent individual and community harm from misuse or diversion of prescribed pain medications or potentially dangerous over-the-counter medications	Ongoing
Provide community resources for the proper and safe disposal of unused medications and used sharps devices	Ongoing

Partners

Partner Name, Description	Partner Web Address
Berkshire County Court System	Not Specified
Berkshire County District Attorney's Office	Not Specified
Berkshire County Sheriff's Office	Not Specified
Berkshire Opioid Abuse Prevention Collaborative	Not Specified
BMC Clinical Stabilization Services Unit	Not Specified
Local pharmacies	Not Specified
Local physician practices	Not Specified
Massachusetts State Police	Not Specified
North Adams Police Department	Not Specified
Pittsfield Police Department	Not Specified
US Drug Enforcement Agency	Not Specified
State Clinics at BMC	Not Specified

Contact Information

Katie Henault, RN, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-3051

Detailed Description

For over a decade, Berkshire Health Systems has led a community Pain Management Initiative, a collaboration among local healthcare providers, social and law enforcement agencies, schools and the court system and other stakeholders. The program is designed to help prevent the misuse and/or diversion of pain medications in the community. In 2018, the program included several primary care practice partners in Central and Southern Berkshire County, including over 50 clinical providers. The three-prong approach is directed to improve care for patients with chronic pain and substance use disorder, with a specific focus on opioid addiction or dependence being cared for by participating primary care practices. Also, the program again collaborated with local law enforcement and the federal Drug Enforcement Agency on medication roundups, where the community was given the opportunity to bring unused or outdated medications - prescription or over the counter - to a location for proper disposal. This program also accepted used sharps devices, and the program provides used sharp device repositories through public agencies, including local police departments and the State Clinics at BMC. Program representatives also met with local and state officials to discuss strategies on curbing the abuse of opioid medications in the community. In 2018, BMC continued to provide care through its Clinical Stabilization Services Unit, which helps those suffering from addiction to opioid and other substances to achieve sobriety through a long-term program that includes counseling, nutrition, exercise, group therapy, individual therapy and other services designed to improve the chance for long-term recovery.

BHS/Canyon Ranch Institute Life Enhancement Program

Program Type	Community Health Needs Assessment, Health Screening, Outreach to Underserved, Prevention, Support Group,
Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Mental Illness and Mental Health,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Mental Health, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use, • Sex: All, • Age Group: Adult, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Promote community health and wellness through outreach to individuals who lack health resources, and provide education on methods to improve health and well-being	Ongoing
Promote the community expansion of life-learning activities through CRI LEP participants, who bring their own learned skills to their friends and family, helping them to also reduce their health risks and improve wellness	Ongoing
Provide underserved individuals access to life enhancement skills in order to improve health and reduce health risk, including diabetes, obesity, heart disease and other chronic illness	Ongoing

Partners

Partner Name, Description	Partner Web Address
BHS Wellness at Work	Not Specified
Canyon Ranch Institute	Not Specified
Community Service Organizations	Not Specified
Fairview Hospital	Not Specified
North Adams Campus of BMC	Not Specified
Northern Berkshire Community Coalition	Not Specified

Contact Information	Maureen Daniels, Health Educator, Wellness at Work, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-3100
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Detailed Description	<p>In 2013, Berkshire Health Systems joined with The Canyon Ranch Institute to share and implement a community-based wellness program, the Life Enhancement Program. The CRI model places emphasis on health literacy through education and tools for practice in the critical lifestyle domains of nutrition, movement, behavioral change, and spirituality. The BHS-CRI collaboration is one that brings a proven model of health promotion to the Berkshires. There are no costs for participation. The program includes a comprehensive intake history-questionnaire, blood testing for baseline blood markers, fitness assessment, and a 12-week evidence-based workshop program that educates and inspires. In addition, one-on-one consultations with practitioners in Integrative Medicine, Fitness, Nutrition, and Behavioral Change occur with each participating individual. . In 2018, three program sessions were held, with 62 new participants in the unique program. This included 36 three-hour workshops and nearly 260 hours of individual consultations by BMC clinical staff with participants. Following the program, a series of reunions are held for participants to share their positive results. Post assessments of these programs, held at the three month mark after participation, shows that participants continue to adhere to their new lifestyles, embracing better health and well-being, experiencing weight reduction and chronic disease improvement. In addition, the participants use this experience to promote better health to their own friends and family,</p>
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and many have stated that their experience has had an impact on others in their lives.

BMC Emergency Operations Program

Program Type	Community Education, Direct Services, Health Professional/Staff Training, Prevention,
Statewide Priority	Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Not Specified
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Immunization, Injury and Violence, Mental Health, Other: First Aid/ACLS/CPR, Other: Public Safety, Other: Safety, Other: Safety - Auto/Passenger, Other: Safety - Home, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Collaborate with local fire and EMS providers, law enforcement, schools and municipalities in planning for response to emergencies in the community that would dramatically impact the hospital and community services	Ongoing
Determine sustainability of health services in the event of a major disaster, including capability of providing uninterrupted care and shelter for vulnerable people	Ongoing
Provide valuable training for healthcare providers and community agencies on how to best respond to disaster or emergency situations	Ongoing

Partners

Partner Name, Description	Partner Web Address
Action Ambulance Service	Not Specified
Adams Ambulance Service	Not Specified
Berkshire Community College	Not Specified
Berkshire County Boards of Health	Not Specified
Berkshire County Emergency Preparedness Committee	Not Specified
Berkshire County Fire Departments	Not Specified
Berkshire County Police Departments	Not Specified
Berkshire County School Districts	Not Specified
Berkshire Regional Transit Authority	Not Specified
Berkshire Visiting Nurse Association	Not Specified
County Ambulance Service	Not Specified
Fairview Hospital	Not Specified
Massachusetts College of Liberal Arts	Not Specified
Massachusetts Department of Public Health	Not Specified
Massachusetts Emergency Management Agency	Not Specified
Massachusetts State Police	Not Specified
Northern Berkshire Regional EMS	Not Specified

Contact Information	Lucy Britton, RN, Emergency Management Director, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-2257
Detailed Description	BMC emergency service providers work collaboratively with numerous organizations, municipalities and state and local agencies to maintain and enhance preparedness for potential disasters; hold communitywide drills and tabletop drills testing response to mass casualty, hazardous materials spills, evacuation, potential terrorist threat and other situations; provide EMS education programs. Also, help coordinate mass vaccinations, in coordination with city and town public health agencies, in the event of a pandemic event. In 2018, the Emergency Operations Team participated in several emergency drills with community collaborators, including a mock mass casualty community drill at the BMC Renal Dialysis Center in Pittsfield, which tested the response of BMC's Emergency Department and local police, fire and ambulance services.

Cancer Treatment/Prevention	
Program Type	Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Community Participation/Capacity Building Initiative, Direct Services, Health Screening, Prevention, Support Group,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cancer - Prostate, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Smoking/Tobacco, Other: Uninsured/Underinsured, Physical Activity, Tobacco Use, • Sex: All, • Age Group: All Adults, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Aid cancer patients in navigating a complex health system through Care Navigation program	Ongoing
Improve access to early detection programs and screenings	Ongoing
Improve compliance with American Cancer Society recommended screening guidelines for prevention and early detection	Ongoing
Improve screening rates for colorectal and breast cancers by addressing financial barriers to access	Ongoing
Provide cancer patients and family free access to Integrative Health programs that can aid in their treatment, recovery and survivorship through Reiki, yoga, massage therapy, nutrition guidance and other methods not often covered by insurance	Ongoing
Provide community education for cancer prevention and early detection through screenings	Ongoing
Provide regular community lectures and seminars on nutrition for cancer patients and focusing on resilience.	Ongoing
Provide free monthly community events on nutrition and cooking demonstrations for cancer patients and survivors, and Intuitive Painting.	Ongoing

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	Not Specified
Berkshire Hematology Oncology	Not Specified
BHS Prostate Cancer Support Group	Not Specified
BMC Care Navigation Program	Not Specified
BMC Pulmonary Specialists	Not Specified
Community organizations	Not Specified
Gastroenterology Physician Practices	Not Specified
Moments House	Not Specified
Pop Cares North Adams	Not Specified
UNICO	Not Specified
Urology Services of the Berkshires	Not Specified
BMC Lung Cancer Screening Program	Not Specified
Viktoria Seavey, Holistic Health Coach, Intuitive Painting	Not Specified

Contact Information

Susan Gazzillo, RN, Director of Oncology, 165 Tor Court, Pittsfield, MA 413-447-2000

Detailed Description

Comprehensive cancer treatment and prevention effort, focusing on colorectal, breast, prostate, lung and other cancers. Provided mammography, colonoscopy screening, lung cancer screening, public programs on cancer prevention, treatment options, nutrition education, free yoga classes, treatment side effects and more. Monthly provide free seminars on nutrition for cancer survivors as well as Intuitive Painting program. Participate in community events related to cancer education and prevention and American Cancer Society Relay for Life programs in Great Barrington and North Adams to help raise awareness of cancer prevention and treatment options locally. Colonoscopy Patient Fund and Breast Cancer Fund helps those in our community with financial barriers to be screened for colorectal cancer through colonoscopy, including assistance in paying high co-pays or deductibles. Continued Open and Direct Access program for residents to directly schedule their screening colonoscopy, and provided BMC employees 8 hours of Earned Time for use on the day of a colonoscopy, as well as 4 hours if his or her spouse needed a screening, so the employee could be with the spouse. Breast cancer patient fund aids in providing financial assistance to those in need of annual mammography and other breast cancer prevention and treatment services. Patient Care Navigation program aids patients with cancer to obtain services needed and educational material and resources, helps patients navigate a complex healthcare system and addresses questions and concerns. Lung cancer screenings provided to 1,156 people who were at risk for lung cancer (see Lung Cancer Screening Initiative). The Cancer Center also provided nutrition counseling, yoga, massage therapy and other integrative care services at no cost to cancer patients and cancer survivors.

Care Navigation Program

Program Type	Community Education, Direct Services, Outreach to Underserved,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Mental Illness and Mental Health,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: All, • Sex: All, • Age Group: All Adults, • Ethnic Group: All, • Language: All,

Goal Description

Provide access to health professionals who can answer questions about services or aid in

Goal Status

Ongoing

referral to services and programs through Link Line toll free phone number

Provide access to numerous support group programs and monthly nutrition and cooking demonstrations, free to the public

Ongoing

Provide one-on-one support and communication for patients in need of information on care services, navigating a complex health system, insurance coverage options, transportation and other issues

Ongoing

Participate in community efforts to advance health information, such as the Relay for Life held in North Adams and Great Barrington.

Ongoing

Partners

Partner Name, Description

Partner Web Address

American Cancer Society

Not Specified

Area businesses and civic organizations

Not Specified

BHS Prostate Cancer Support Group

Not Specified

BMC Cancer Center

Not Specified

BMC Nutrition Services

Not Specified

BMC Women's Imaging Center program

Not Specified

Local physician practices

Not Specified

Contact Information

Kathy Hart, RN Care Navigation Program Coordinator Berkshire Medical Center 725 North St. Pittsfield, MA 01201 413-395-7956

Detailed Description

The BMC Care Navigation program helps to simplify the patient's individual experiences by providing access for them to one-on-one support, services and resources. Originally created to aid patients diagnosed with breast and prostate cancers, the program is now available to help all patients. The program helps with questions about insurance coverage, education, coordination of care among specialties and specialists, transportation and general support. In addition, there is a toll-free Link Line, which is available for patients to call with any questions about the system and their experience in navigating through it. The program is staffed by nurses who respond directly to all inquiries. In 2018, the BMC Care Navigation Program assisted nearly 600 patients and helped 153 callers to the Link Line. In addition, it provided numerous support groups for people facing cancer, and interactive nutrition and cooking programs, free, to the community, educating on good nutrition. In all, 350 people attended free support group sessions and 314 went to free nutrition and cooking demonstrations.

Community Outreach Program and Van

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, Other: Cancer, Other: Diabetes, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use,

- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Goal Status

Partner with local organizations to provide targeted health screenings to underserved populations

Ongoing

Provide free classes in the community covering topics such as controlling blood pressure and weight, prevention of diabetes and other health topics

Ongoing

Provide free health and wellness screenings in the community, including blood pressure screenings, with referrals for multiple services, as needed.

Ongoing

Refer participants in screenings to appropriate health services, such as primary care, specialty care, for treatment and follow up on blood pressure, blood glucose and other health issues

Ongoing

Partners

Partner Name, Description

Partner Web Address

American Cancer Society

Not Specified

American Heart Association

Not Specified

American Stroke Association

Not Specified

BHS Diabetes Education Program

Not Specified

Christian Center

Not Specified

Local community service organizations

Not Specified

Contact Information

Kim Kelly, Community Health Educator Berkshire Medical Center 610 North St. Pittsfield, MA 01201 413-395-7976

Detailed Description

Community Outreach Program and mobile outreach van used to provide direct, on-site community access to healthcare for at-risk populations, uninsured/underinsured, and to improve the health of the community through preventive services and screenings. In 2018, free health screenings, including 2,097 blood pressure screenings, and 1,217 referrals for multiple services. Conducted over 32 health promotion and educational programs in the community, and promotional campaigns targeting specific health issues, such as cardiovascular health, preventing falls, lifestyle change, mindfulness and breast health. Distributed over 85 free home monitors to individuals with uncontrolled hypertension in order for them to be able to self-monitor their blood pressure and reach and maintain good blood pressure goals. Outreach personnel participated in over 175 community events across the entire county, providing free screenings and educational information. Held six mindfulness activities in the community, such as coloring relaxation, word searches, Valentine's Day card-making and a self-reflection exercise. Provided four Matter of Balance classes in the community to help in fall's prevention, with 41 registered participants and 38 graduated participants.

County Health Initiative

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,

DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Other: Diabetes, Other: Elder Care, Other: Hypertension, Other: Safety, Other: Safety - Home, Other: Smoking/Tobacco, Overweight and Obesity, Physical Activity, Tobacco Use, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Operate a program aimed at reducing the incidence of diabetes, high blood pressure and falls.	Ongoing
Work hand in hand with other providers and community organizations to reach those in the community who suffer from or are at risk for diabetes, high blood pressure, and falls risk	Ongoing
Hold community events with stakeholders to help improve health and well-being programs provided in the community	Ongoing

Partners

Partner Name, Description	Partner Web Address
Berkshire County Boards of Health	Not Specified
Berkshire Regional Planning Commission	Not Specified
Berkshire United Way	Not Specified
Fairview Hospital	Not Specified
Local physician practices	Not Specified
Northern Berkshire Community Coalition	Not Specified
Pittsfield Health Department	Not Specified
TriTown Health Department	Not Specified

Contact Information	Kim Kelly, Community Health Educator, Community Outreach Program, 610 North St., Pittsfield, MA 01201, 413-447-3100.
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Detailed Description	BMC is the lead organization in the County Health Initiative, made up of healthcare providers and community service organizations throughout Berkshire County. The CHI leadership group holds semi-annual meetings with community stakeholders to provide focus and networking for agreed-upon community health priorities. The group applied for and was approved for a grant through the state Prevention and Wellness Trust Fund, with funds being disbursed in 2014 and ending in the summer of 2018. Working together, municipalities, healthcare systems, community organizations, businesses, regional planning organizations and schools are providing community-specific programs addressing issues such as: hypertension, falls prevention among older adults and diabetes. Berkshire Medical Center also implemented evidence-based initiatives to address hypertension, falls among the elderly and diabetes in Berkshire County. This partnership has identified key populations in the county and has selected the most appropriate health conditions to align with these groups. In addition, the best outcomes will be realized by prioritizing key areas in the county, involving community health workers, and developing plans to link primary care.
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Enrollment and Access to Care

Program Type	Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Coverage Subsidies or Enrollment, Outreach to Underserved, Prevention,
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Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in
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	Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Other: Uninsured/Underinsured, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Provide community support for Affordable Care Act enrollments through educational materials and direct assistance in accessing enrollment in state- offered programs.	Ongoing
Provide education and enrollment support for those who are uninsured or underinsured in the community.	Ongoing
Reduce or eliminate inability to pay as a barrier for accessing health services/	Ongoing

Partners

Partner Name, Description	Partner Web Address
area businesses	Not Specified
Berkshire County House of Corrections	Not Specified
CHP Neighborhood Health Center	Not Specified
Christian Center	Not Specified
Community Health Center Great Barrington	Not Specified
Community homeless shelters	Not Specified
Cross Cultural Action Network	Not Specified
Hilltown Community Health Center	Not Specified
Local CHNA agencies	Not Specified
Massachusetts Executive Office of Health and Human Services	Not Specified
Other not for profit organizations and agencies	Not Specified
Salvation Army of Pittsfield and North Adams	Not Specified

Contact Information	Jason Cuddihy, Program Manager of Advocacy for Access, 510 North Street, Suite 8, Pittsfield, MA 01201, 413-447-3038
Detailed Description	Facilitated enrollment or re-enrollment of 6,133 eligible applicants into MassHealth and other health coverage programs. Designed to eliminate or reduce the number of people who are uninsured/underinsured, to create awareness of different programs that help to pay for health services. Health Outreach program provided free health screenings and information on applying for health coverage in 2018.

Get Cuffed Berkshires

Program Type	Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention,
Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing

Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, Other: Cardiac Disease, Other: Diabetes, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stroke, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use,
- **Sex:** All,
- **Age Group:** Adult,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Goal Status

Provide education and direct support for people with hypertension or those at risk

Ongoing

Provide educational programs, through free community classes and lectures, and participation in numerous community events, on the risk of high blood pressure

Ongoing

Provide free monthly blood pressure screenings in the community at numerous locations and businesses

Ongoing

Partners

Partner Name, Description

Partner Web Address

Area businesses and civic organizations

Not Specified

BHS Wellness at Work Program

Not Specified

Elder Services

Not Specified

Pittsfield Community Television

Not Specified

TriTown Health Department

Not Specified

Contact Information

Kim Kelly, Community Health Educator 610 North St. Pittsfield, MA 01201 413-395-7976

Detailed Description

In 2018, Berkshire Health Systems continued its initiative promoting the dangers of hypertension and how to prevent it or control it. Get Cuffed Berkshires provides monthly blood pressure screenings in the community at various locations throughout the Berkshires, educational programs and a blood pressure education class. Each participant in the class receives a free electronic blood pressure cuff to measure their blood pressure on a regular basis. In all, the program provided over 2,000 blood pressure screenings, participated in 173 community events and provided over 85 blood pressure monitors to people with high blood pressure, so they can learn to self-monitor and better control their hypertension. The program provides the tools people need to get to goal for blood pressure and stay there. Nearly 20% of the Berkshire population experiences high blood pressure, and many are unaware of it.

Healthy Steps

Program Type

Community Education, Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Mental Illness and Mental Health, Substance Use Disorders,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, Mental Health, Other: HIV/AIDS, Other: Nutrition, Other: Sexually Transmitted Diseases, Other: Uninsured/Underinsured,
- **Sex:** All,

- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Goal Status

Provide counseling services for those being tested and self-management assistance for those who have developed one of the illnesses

Ongoing

Provide testing services and referrals for those with Hepatitis C or sexually transmitted diseases, or those at risk.

Ongoing

Reach into the community through direct outreach and in partnership with the local house of correction to reach people in the community

Ongoing

Resource for providing overdose education and for distribution of Naloxone to help prevent death from overdose.

Ongoing

Provide resource for community members to dispose of used sharps devices in a safe manner and to discourage reuse of needles and syringes.

Ongoing

Partners

Partner Name, Description

Partner Web Address

Berkshire County House of Correction

Not Specified

Massachusetts Department of Public Health

Not Specified

Berkshire Community Pharmacy

Not Specified

Contact Information

Michael Perreault, RN, Director of Infection Control, 725 North St., Pittsfield, MA 01201 413-447-2654

Detailed Description

Healthy Steps is a prevention and screening program for those with Hepatitis C and sexually transmitted diseases or at risk for developing these illnesses. This program helps clients to coordinate their care with a range of services, including mental health, nutrition, medical care, peer support and mentoring and substance abuse. In 2018, Healthy Steps provided over 700 tests for Hepatitis C, HIV/AIDS, Syphilis, Chlamydia and Gonorrhea. The program saw 238 clients at the main office, and provided outreach to the Berkshire County House of Correction, seeing 231 clients there, and another 275 clients through additional outreach in the community, with 1,728 total encounters. Additionally, the program aided in the collection of used needles and syringes, with 51,217 collected throughout the year and operated a needle exchange program. Healthy Steps also provides Overdose Education and Naloxone Distribution, and in 2018 enrolled 797 new clients, issued 279 Naloxone refills, for a total distribution of 1,076. In 2018, Healthy Steps reported that Hepatitis C among clients increased from 16.02% to 20.44%.

Injury Prevention

Program Type

Community Benefits Planning Process, Community Education, Health Professional/Staff Training, Prevention, School/Health Center Partnership,

Statewide Priority

Promoting Wellness of Vulnerable Populations,

EOHHS Focus Issue(s) (optional)

Not Specified

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Drunk Driving, Other: Gambling, Other: Public Safety, Other: Safety, Other: Safety - Auto/Passenger, Other: Safety - Sports, Physical Activity, Responsible Sexual Behavior, Substance Abuse,

- **Sex:** All,
- **Age Group:** Adult-Young, All Children,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Help local residents to understand the dangers of at-risk behavior

Promote understanding of injury consequences to teens and other vulnerable populations

Goal Status

Ongoing

Ongoing

Partners

Partner Name, Description

Partner Web Address

Berkshire County Juvenile Court	Not Specified
Berkshire County Public Schools	Not Specified
Local emergency management agencies	Not Specified
Local EMS providers	Not Specified
Local law enforcement agencies	Not Specified

Contact Information

Tracy DiSilva, Director, BMC Trauma program, 725 North St., Pittsfield, MA 01201, 413-447-2755.

Detailed Description

With leadership from its Trauma program, BMC has identified key areas where preventive programs can help to reduce the number of injuries caused by participation in risk-associated activities. These programs include Teens at Risk, which works with local teens on the dangers of drinking and driving; and Think First, a program aimed at youth and adolescents, stressing the importance of injury prevention through the wearing of seatbelts and helmets.

Language Services

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Housing Stability/Homelessness,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, All,
- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

To provide access to over 140 languages for patients in need of interpretation services.

To provide access to those who are deaf or hard of hearing to easy access to medical interpretation services.

To provide free medical interpretation services to immigrants living and working in the Berkshires.

Goal Status

Ongoing

Ongoing

Ongoing

Partners

Partner Name, Description

Partner Web Address

Local immigrant social organizations	Not Specified
Massachusetts Commission for the Deaf & Hard of Hearing	Not Specified
BMC Patient Navigation Link Line Program	Not Specified

Contact Information	Veronica Torres-Martin, Language Coordinator, BMC, 725 North St., Pittsfield, MA 01201, 413-881-5489.
Detailed Description	BMC has 24 hour coverage for 140 foreign languages through a telephone translation system. The hospital provides in-person Spanish and Portuguese interpretation with our specially-trained medical interpreters. This service is free of charge to any patient. Also available are translation services for the Deaf through the Massachusetts Commission for the Deaf and Hard of Hearing. A remote video system is also available for 24 hour coverage of translation needs for the Deaf and hard of hearing. In FY 2018, this program had 11,702 encounters, slightly below the previous year. There were 7,594 non-ASL face to face interpretation sessions; 337 ASL face to face sessions; 1,850 video remote sessions and 1,921 telephone sessions.

Lung Cancer Screening Initiative

Program Type	Community Education, Community Health Needs Assessment, Direct Services, Health Screening, Outreach to Underserved, Prevention,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Environmental Quality, Other: Cancer, Other: Cancer - Lung, Other: Smoking/Tobacco, Other: Uninsured/Underinsured, Tobacco Use, • Sex: All, • Age Group: Adult, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Collaborate with local physician practices to refer patients who may be at higher risk for lung cancer to be screened and seek treatment	Ongoing
Detect lung cancer through screening those at high risk, and hope to find it in early stages in order to improve the chance for effective treatment and longer survival	Ongoing
Provide free lung cancer screening for individuals at risk for developing the disease	Ongoing

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	Not Specified
Berkshire Hematology Oncology	Not Specified
BMC Cancer Center	Not Specified
Primary Care Physician Practices	Not Specified
Radiation Oncology	Not Specified
Berkshire Surgical Services of BMC Physician Practice	Not Specified

Contact Information	Kellie Milne, RN, MSN, Vascular and Thoracic Service Line Manager, BMC, 725 North St., Pittsfield, MA 01201, 413-447-2846
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Detailed Description	Lung cancer incidence continues to grow nationally, and according to the American Cancer Society, it is the leading cause of cancer death among both men and women, by far. There Cancer Society predicted over 234,000 new lung cancer cases and 154,000 deaths from lung cancer for 2018. Beginning in 2014 and continuing in 2018, in an effort to help people who are at higher risk for lung cancer to detect the illness early and to receive treatment leading to a better chance for recovery, BMC provided a lung screening program. In 2018, 1,156 people were screened for lung cancer, and of that, 112 were referred to follow up care based on eight significant or incidental findings. 13 new lung cancer cases were diagnosed, and 11 were caught in early stage.
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Operation Better Start

Program Type	Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership,
Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Mental Health, Other: Child Care, Other: Dental Health, Other: Diabetes, Other: Education/Learning Issues, Other: Hypertension, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, • Sex: All, • Age Group: Adult, Adult-Young, All Children, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Improve nutritional and health education in local schools in partnership with school districts in Central and Northern Berkshire	Ongoing
Improve the health of women and children through education, nutrition guidance, behavior modification and lifestyle changes	Ongoing
Promote good health for children and families through free television programming on Pittsfield Community Television, and through videos on the Operation Better Start website	Ongoing
Provide hands-on service to young people who are, or are at-risk for obesity through individual and family counseling on nutrition and exercise	Ongoing

Partners

Partner Name, Description	Partner Web Address
Berkshire County Farmers' Markets	Not Specified
Berkshire North Women, Infants and Children program	Not Specified
Center for Ecological Technology SPROUT program	Not Specified
Healthy Beginnings Program	Not Specified
Local Pediatric and Obstetric/Gynecology physician practices	Not Specified

Massachusetts Department of Public Health	Not Specified
National Institutes of Health We CAN Program	Not Specified
Pittsfield Community Television	Not Specified
Pittsfield Family YMCA	Not Specified
Pittsfield School System	Not Specified
US Department of Education	Not Specified

Contact Information	Cathy Marchetto, Registered Dietitian, Berkshire Health Systems Operation Better Start, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413
Detailed Description	<p>Operation Better Start is a program with a multidisciplinary team of nurse practitioners, registered nurses, and registered and licensed dietitians providing a coordinated framework of nutritional services to prenatal women, children and young adults. In 2018 Operation Better Start provided individual medical nutrition therapy to 1,443 people. Operation Better Start continues to expand services to Northern Berkshire at the North Adams campus of BMC. Operation Better Start maintains the distinction of being named by the Massachusetts Department of Public Health as one of only five Growth and Nutrition Programs in the state, and the only one serving Western Massachusetts. In this program Operation Better Start provided 250 visits for families with children demonstrating growth delay. A behavior health specialist provides expanded services to these families. Operation Better Start provides nutrition and health oversight to seven Head Start sites in Berkshire County, benefitting 356 children. In addition, asthma education was provided to 110 Head Start staff. Operation Better Start has a long standing collaborative relationship with the Pittsfield Public Schools. Through a U.S. Department of Education grant, Operation Better Start facilitated activity burst training for 500 teachers and 230 paraprofessionals, sustaining classroom activity strategies that continue to bring the time over 5,000 public school students spend in physical activity up to CDC recommended levels. Operation Better Start staff were invited to present the success of this model at the national SHAPE convention, reaching over 16,000 international physical educators. Operation Better Start also runs a program called Food and Fun After School, a research-based program that uses a nutrition curriculum designed to help students develop healthy habits, in ten schools in Pittsfield and three in North Adams, ensuring sustainability by providing training, curriculum and equipment, serving 90 students in 2018. Operation Better Start developed a unique partnership with Pittsfield Public School's 21st Century After School program and the Boys and Girls Club of the Berkshires, to implement an exemplary middle school course combining nutrition education and physical activity. In 2018, Operation Better Start, in partnership with Pittsfield Community Television, recorded numerous videos and cooking demonstrations to encourage children and parents to eat more nutritious foods.</p>

Population Health in Primary Care	
Program Type	Community Benefits Planning Process, Community Health Needs Assessment, Community Participation/Capacity Building Initiative, Direct Services, Health Screening, Outreach to Underserved, Prevention,
Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Mental Illness and Mental Health,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Chronic Pain, Other: Diabetes, Other: Education/Learning Issues, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Smoking/Tobacco, Other: Stress Management, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use, • Sex: All, • Age Group: Adult, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
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Better coordinate overall care with a focus on high risk populations	Ongoing
Improve care and outcomes for patients with chronic but manageable illness, such as diabetes.	Ongoing
Integrate mental health and nutrition care into primary care management	Ongoing
Monitor and manage chronic pain to ensure pain management and avoid medication overuse and abuse	Ongoing

Partners

Partner Name, Description	Partner Web Address
BMC Behavioral Health Department	Not Specified
BMC Get Cuffed Program	Not Specified
Community Organizations	Not Specified
Community Primary Care Practices	Not Specified
Hillcrest Family Health Center	Not Specified
Lenox Family Health Center	Not Specified

Contact Information	Ann McDonald, Bishop Clapp Building, 742 North St., Pittsfield, MA 01201 413-447-2000
Detailed Description	In 2018, BMC continued to support several local primary care physician practices as they work under the new medical home model. This was done to better meet population health and chronic disease management needs of high risk and vulnerable patients, many of which are underserved. The practices include BMC's Hillcrest Family Health Center, which has disproportionately high volume of underserved, low income, vulnerable and high risk patients, and Lenox Family Health, which serves a community that has a large shortage of primary care providers. The medical home helps to ensure the promotion of prevention and wellness for underserved populations in the region. This is an improved model of primary care medicine that enhances the efficiency and safety of healthcare and strengthens the relationship with the patient's primary care physician. Hillcrest Family Health and Lenox Family Health are comprised of physician-led teams that include primary care physicians, case managers, registered nurses, medical assistants, health educators and other support staff who work together to coordinate all of the primary care patient's healthcare needs.

Provider Recruitment and Workforce Development

Program Type	Community Benefits Planning Process, Community Health Needs Assessment, Community Participation/Capacity Building Initiative, Direct Services, Health Professional/Staff Training, Mentorship/Career Training/Internship, Outreach to Underserved, Physician/Provider Diversity, Prevention,
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,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Mental Illness and Mental Health, Substance Use Disorders,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Mental Health, Other: Alzheimer Disease, Other: Arthritis, Other: Asthma/Allergies, Other: Bereavement, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Other, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Child Care, Other: Chronic Pain, Other: Colitis/Crohn Disease, Other: Cultural Competency, Other: Dental Health, Other: Diabetes, Other: Elder Care, Other: First Aid/ACLS/CPR, Other: Hearing, Other: Hepatitis, Other: HIV/AIDS, Other: Hospice, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Parkinson's Disease, Other: Pregnancy, Other: Pulmonary Disease/Tuberculosis, Other: Sexually Transmitted Diseases, Other: Sickle Cell Disease, Other: Stress

Management, Other: Stroke, Other: Uninsured/Underinsured, Other: Vision, Overweight and Obesity, Physical Activity, Substance Abuse, Tobacco Use,

- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Goal Status

Improve community access to primary care, emergency medicine and critical shortage specialty physicians and advanced practice providers	Ongoing
Expanding specialty care for the prevention and treatment of chronic illness, such as diabetes, heart failure and others	Ongoing
Expanding access and timeliness of patients being seen for primary care through increased recruitment of primary care physicians and advanced practice providers	Ongoing
Aiding primary care practices in recruitment efforts at a time of national shortage	Ongoing

Partners

Partner Name, Description	Partner Web Address
Community physician practices	Not Specified
Berkshire Community College RN Program	Not Specified
Elms College	Not Specified
BMC Physician Practices	Not Specified
Springfield Technical Community College	Not Specified

Contact Information

Patrick Borek, Vice President, Human Resources, BMC, 725 North St., Pittsfield, MA 01201 413-447-2784

Detailed Description

Given substantial shortage of providers, both physicians and advance practice providers, and chronic access issues creating significant community need, BMC provided financial support to recruit new providers across the county, for both internal BMC practices and community private practices. In 2018, BMC recruited 4 new Psychiatrists, 4 primary care physicians, 5 Emergency Department physicians and one Cardiologist. Provided BMC/BHS employees tuition/fees for nursing training, radiologic technologist or lab technician training. Partner with Elms College on RN to BSN program, where BMC pays full tuition and fees for BMC RNs in the program. In 2018, 26 RNs entered the program, and in all nearly 180 have graduated from the program since its inception. In addition, BMC sponsors a similar program with Elms for candidates for Doctor of Nursing Practice, fully funded by the hospital for eligible candidates. These programs are taught by Elms at a BMC facility in Pittsfield, in order to provide more convenience for the nurses in training. Investment by BMC in the critical shortage programs in 2017 exceeded \$1.5 million.

Specialty Pharmacy Prescription Cost Reduction Program

Program Type	Community Benefits Planning Process, Direct Services, Health Coverage Subsidies or Enrollment, Outreach to Underserved, Prevention,
Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Other: Alzheimer Disease,

Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Other, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Cardiac Disease, Other: Colitis/Crohn Disease, Other: HIV/AIDS,

- **Sex:** All,
- **Age Group:** All Adults,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

With the cost of specialty medications soaring, provide a personal liaison between the patient and the pharmaceutical company to aid in significant cost reduction on co-pay and deductible.

Goal Status

Ongoing

Give the pharmacy patient around the clock access to advice and assistance in aiding in cost reduction for their medications.

Ongoing

Work directly with the pharmaceutical companies to ensure the patients are given access to any and all discounts for medications that are often very costly, including chemotherapy and infusion medications for cancer and other patients.

Ongoing

Partners

Partner Name, Description

Partner Web Address

BMC Specialty Pharmacy

Not Specified

Shields Pharmacy Solutions

Not Specified

Pharmaceutical Companies

Not Specified

BMC Cancer & Infusion Center

Not Specified

Area physician practices

Not Specified

Contact Information

David MacHaffie, Director, BMC Specialty Pharmacy, 725 North St., Pittsfield, MA 01201, 413-447-2000

Detailed Description

In Fiscal 2018, the BMC Specialty Pharmacy provided pharmacy patient liaisons to work directly with patients who have medications that are very costly to help them reduce the cost of their prescriptions. Working through programs offered by pharmaceutical companies, these liaisons provided \$3.64 million in co-pay and cost reductions for nearly 900 patients facing the decision on whether to continue their medications or stop them due to high cost. These medications included chemotherapy and infusion medications for patients with cancer and other critical ailments. This service is available to patients 24-hours a day, seven days a week.

Suicide Prevention

Program Type

Community Benefits Planning Process, Community Education, Community Health Needs Assessment, Direct Services, Health Professional/Staff Training, Health Screening, Outreach to Underserved, Prevention,

Statewide Priority

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

EOHHS Focus Issue(s) (optional)

Mental Illness and Mental Health, Substance Use Disorders,

DoN Health Priorities (optional)

Not Specified

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Public Safety, Other: Safety, Other: Safety - Home, Other: Stress Management, Other: Uninsured/Underinsured, Substance Abuse,

- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description	Goal Status
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In partnership with community agencies, provide community education programs on suicide prevention and risk	Ongoing
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Obtain information on best practices for intervention from community gatekeepers	Ongoing
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Partner with area organizations dedicated to suicide prevention in promotion of information and services to at risk populations	Ongoing
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Provide suicide risk training for medical students, medical and psychiatry residents, nurses, crisis intervention workers, fire and law enforcement personnel, county jail workers and first responders	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Adams Police	Not Specified
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Ambulance personnel	Not Specified
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Berkshire County House of Correction	Not Specified
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Berkshire NAMI	Not Specified
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Berkshire Visiting Nurse Association	Not Specified
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Brien Center for Mental Health and Substance Abuse Services	Not Specified
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Elder Services	Not Specified
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Local lockup facilities	Not Specified
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Massachusetts Coalition for Suicide Prevention	Not Specified
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Massachusetts Department of Public Health	Not Specified
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North Adams Police	Not Specified
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Northern Berkshire Community Coalition	Not Specified
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Pittsfield Fire Dept	Not Specified
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Pittsfield Police Department	Not Specified
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Williamstown Police	Not Specified
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Contact Information

Dr. Alex Sabo, Chairman, Department of Psychiatry and Behavioral Science, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201 413-447-2000

Detailed Description

BMC in 2018 continued its partnership with the Massachusetts Department of Public Health's Suicide Prevention Program on a strategy for reducing suicide within Berkshire County and identifying best practices that could be emulated by others in order to reduce the suicide rate across the Commonwealth. BMC in 2018 partnered with the Massachusetts Health Policy Commission and six primary care practices to continue an integrated care model to improve patient outcomes and reduce costs for patients with complex medical and behavioral health needs. This is accomplished through virtual team treatment using telehealth, care management and coordination and community support services. The goal is to build capability within the primary care system to continue to serve high risk, high cost patients with cost effective care to sustain the improvement in their health and well-being. Part of the focus of the program is on educating gatekeepers and improving screening for depression, substance abuse and suicide risk

in mental health settings, primary care settings, employee wellness programs, and the medical center's inpatient population. In addition, the program has trained hundreds of local police, firefighters, first responders, visiting nurses, elder outreach workers, pastors, parole officers and jail staff to better recognize people at-risk for suicide. In 2018, BMC, in collaboration with partner agencies, held community education programs focusing on suicide prevention, resilience and recognizing the signs of suicide potential.

Walk with Me in the Berkshires

Program Type	Health Screening, Prevention,
Statewide Priority	Chronic Disease Management in Disadvantage Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Other: Cardiac Disease, Overweight and Obesity, Physical Activity, • Sex: All, • Age Group: Adult, Adult-Elder, Adult-Young, Child-Preteen, Child-Primary School, Child-Teen, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Help prevent or improve chronic disease, such as cardiovascular issues, diabetes and obesity in population through increased activity	Ongoing
Provide access to online system that automatically tabulates steps per week of walking team members	Ongoing
Provide structured health and wellness program for the community, focusing on increasing movement	Ongoing

Partners

Partner Name, Description	Partner Web Address
Bennington Banner	Not Specified
Berkshire Eagle	Not Specified
Berkshire Health Care Systems Long Term Care Facilities	Not Specified
BHS Wellness at Work program	Not Specified
Fallon Health	Not Specified
Greylock Federal Credit Union	Not Specified
iBerkshires website/Boxcar Media	www.iberkshires.com
Troy's Promotions	Not Specified
Hillcrest Educational Centers	Not Specified
Williams College	Not Specified

Contact Information	Michael Leary, BMC Community Relations Office, 725 North St., Pittsfield, MA 01201, 413-447-2788
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Detailed Description	This highly popular BHS community walking program entered its 16th year in 2018 and recorded over 3,400 participants, who all benefited from increased exercise through walking or running. Walk with Me in the Berkshires provides free step counters and an online step-reporting system for teams that participate in the program. In 2018, nearly 3,400 people participated in Walk with Me, recording over 920 million steps. This included 2,400 participants in a community program, and over 1,000 participants in a Berkshire Health Systems employee parallel program, run through the BHS Wellness at Work program. BHS is the largest employer in the region, and the employee program was open to all employees and their family members, at no charge, as part of the organization's Wellness Program.
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Wellness at Work	
Program Type	Community Education, Direct Services, Health Screening, Prevention,
Statewide Priority	Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Immunization, Other: Cancer, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Other: Uninsured/Underinsured, Other: Vision, Overweight and Obesity, Physical Activity, Tobacco Use, • Sex: All, • Age Group: Adult, Adult-Elder, Adult-Young, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Help to reduce costs and lost work time associated with preventive illness through employee screenings, health risk assessments, education and early intervention	Ongoing
Provide community access to free educational programs and workshops designed to help prevent chronic illness and to improve overall wellness	Ongoing
Reduce the risk of cardiovascular disease, diabetes, pulmonary disease and stroke in the workplace population of the Berkshires	Ongoing

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	Not Specified
American Diabetes Association	Not Specified
American Heart Association	Not Specified
Area Public School Systems	Not Specified
BHS Diabetes Education program	Not Specified
Canyon Ranch Institute Life Enhancement Program	Not Specified
Local business community	Not Specified
Local physician practices	Not Specified
1Berkshire	Not Specified
Berkshire Eagle	Not Specified
Hillcrest Educational Centers	Not Specified

Contact Information	Maureen Daniels, RN, Wellness at Work, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-2000.
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Detailed Description	A comprehensive employee wellness program developed for area businesses and Berkshire Health Systems employees and their spouses and family members (as BHS is the county's largest employer). Wellness at Work provides health risk analyses and screenings and a range of programs to support healthier lifestyles, improve health status and to help reduce health coverage costs for employers. In 2018, the program provided wellness services to over a dozen local companies, reaching over 10,000 employees, including large employers such as Crane and Co., Hillcrest Education Centers, Williams College and others. It also served the employees of several municipalities and school districts through the Berkshire Health Group. Within BHS, the program serves over 3,000 employees. In 2018, Wellness at Work professionals continued to team with the non-
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profit Canyon Ranch Institute on the Life Enhancement Program through Berkshire Health Systems. This unique program targets individuals facing significant health challenges, and through an intensive program gives them the tools and resources needed to transform their lifestyles and achieve better, long-lasting health. Wellness at Work provided a Health Literacy workshop for the Berkshire Insurance Group, worked in the public schools providing workshops on health and wellness, sponsored and participated in numerous health fairs and workshops that were free to the public. The program also provided free community events, including Origins of Health, Journey to Health, Easy Weight Loss and Reduce Your Blood Pressure Through Meditation, presented by wellness physicians and other experts.

Expenditures

Community Benefits Programs

Expenditures	Amount
Direct Expenses	\$7,346,436.00
Associated Expenses	\$772,072.00
Determination of Need Expenditures	\$0.00
Employee Volunteerism	\$0.00
Other Leveraged Resources	\$2,032,765.00

Net Charity Care

Expenditures	Amount
HSN Assessment	\$2,111,104.00
HSN Denied Claims	\$53,125.00
Free/Discount Care	\$185,923.00
Total Net Charity Care	\$2,350,152.00

Corporate Sponsorships	\$108,836.00
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Total Expenditures	\$12,610,261.00
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Total Revenue for 2018	\$459,075,471.00
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Total Patient Care-related expenses for 2018	\$436,214,751.00
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Approved Program Budget for 2019	\$8,000,000.00
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(*Excluding expenditures that cannot be projected at the time of the report.)

Comments:	Not Specified
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Optional Information

Community Service Programs

Expenditures	Amount
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

Link to Hospital Formatted PDF Community Benefits Report: Not Specified

Bad Debt: Not Specified Not Specified

Optional Supplement: Not Specified

Current Status: Published

Data as of: 6/3/2019 3:21:36 PM
