

Berkshire Medical Center - FY2015

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	
Medically Underserved	Berkshire County has one of the highest populations of underserved residents in the state.	
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 and is geographically isolated from larger communities. As a result, BMC is the primary provider of healthcare services to the region.	
Economically vulnerable	Berkshire County has one of the highest unemployment and underemployment rates in the state and low median income	
Youth	Local healthcare statistics on youth at risk	
Pregnancy and Childbirth	Local healthcare statistics on Maternal Child Health	
Populations with health disparities	Local health data	

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.berkshirehealthsystems.org/community>

Key Accomplishments of Reporting Year

Implementation of Neighborhood for Health at North Adams campus to aid in providing essential care services to the North Berkshire population. Support for Community Health Program's provision of primary care services for North Berkshire through funding of renovations for their offices in Adams and North Adams, both of which serve an area with an acute primary care shortage. 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/van 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; expansion 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 3,000 participants designed to encourage exercise; school partnerships; expansion of childhood obesity program; smoking cessation program; worksite wellness initiative; dental clinic providing comprehensive care and expanded access for underinsured/uninsured; diabetes education program; emergency preparedness in collaboration with community police, fire and public health agencies; suicide prevention program; pain management initiative, bloodmobile program that is helping to lower the cost of blood for hospitals in the county; care transition program for seniors to help prevent hospital readmission; Prevention Wellness Trust Fund with collaborative partnership among local providers and social service agencies; free 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.

Plans for Next Reporting Year

Continuation of Neighborhood for Health in North Adams. Continuation of critical shortage education program through addition of Doctorate of Nursing Practice program in collaboration with Elms College of Chicopee. Further expansion of Canyon Ranch Institute Life Enhancement Program at BHS with additional classes provided and expansion of number of participants. Continuation of program funded through the Prevention and Wellness Trust Fund, generated through collaborative partnership with local providers and agencies engaged in the County Health Initiative. 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. Continued expansion of the BMC Heart Failure Clinic, which has helped to greatly reduce readmission of patients with heart failure through comprehensive outpatient care and education. Further expansion of suicide prevention program with community education programs focusing on risks for youth and adults. Continued expansion of cardiovascular disease and diabetes prevention and treatment programs and pain management project. Continued intensive recruitment of new physicians, 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

Select Community Benefits Process

Community Benefits Leadership/Team

Ruth Blodgett, BHS Senior Vice President, Planning and Development; Michael Leary, Director of Media Relations; Cathie McHugh, Planning Analyst; Karen Benzie, Vice President Community Health; Lee Santos, Fiscal Administration; Program Directors of Community Benefit Programs.

Community Benefits Team Meetings

The BHS Community Benefits and Access Committee 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, 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, 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, Fairview Hospital, Tri-Town Health Dept., Berkshire County Boards of Health Association, Berkshire Regional Planning Commission.

Community Health Needs Assessment**Date Last Assessment Completed and Current Status**

A comprehensive Community Health Needs Assessment was completed in the fall of 2015, reviewed by the Community Benefits and Access Committee, and placed on the Berkshire Health Systems website.

Consultants/Other Organizations

Massachusetts DPH, University of Wisconsin Population Health Institute, Berkshire County Boards of Health Association, local school districts, Berkshire Regional Planning Commission, Berkshire United Way, Berkshire Chamber of Commerce, Massachusetts Medical Society, Regional Pain collaborative, Berkshire Regional Emergency Planning Committee, Stroudwater Report on North Berkshire Health Service Needs.

Data Sources

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

Select Community Benefits Programs**Physician Recruitment/Workforce Development****Brief Description or Objective**

Given substantial shortage of physicians and chronic access issues creating significant community need, BMC provided financial support to recruit new physicians, providing practices with communication, advertising and office start-up assistance. 6 new primary care physicians and 6 emergency medicine physicians joined the BMC medical staff in 2015, along with 25 new advanced practice professionals (Nurse Practitioners, Physician Assistants). Provided over 300 BMC/BHS employees tuition/fees for nursing training, radiologic technologist or lab technician training, including graduation

of 15 RNs from the BHS/Elms College RN to BS RN program, for which BHS pays full tuition and fees for eligible participants, as well as provides local class facility so instruction is done close to home. In all, BHS/Elms program has seen over 150 nurses participate with 105 achieving degrees to date. Overall investment by BHS in the critical shortage program is over \$12 million.

Program Type Community Participation/Capacity Building Initiative, Direct Services, Health Professional/Staff Training, Outreach to Underserved, Physician/Provider Diversity

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cancer - Prostate, Other: Cardiac Disease, Other: Dental Health, Other: Education/Learning Issues, Other: Elder Care, Other: Hypertension, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stroke, Other: Uninsured/Underinsured, Substance Abuse
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Improve community access to primary care and emergency medicine physicians	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	Ongoing

advanced practice
 providers
 Aiding primary care Ongoing
 practices in
 recruitment efforts at a
 time of national
 shortage

Partners

Partner Name, Description **Partner Web Address**

Private
 Physician
 Practices
 Berkshire
 Community
 College RN
 Program
 Springfield
 Technical
 Community
 College
 University of
 Massachusetts
 Elms College
 of Chicopee
 Berkshire www.berkshirehealthsystems.org
 Medical
 Center
 Physician
 Practices

Contact Information Arthur Milano, VP Human Resources, Berkshire Health Systems, 725 North St., Pittsfield, MA 01201 413-447-2784, hr@bhs1.org

Detailed Description Not Specified

Enrollment and Access to Care

Brief Description or Objective Facilitated enrollment or re-enrollment of over 5,700 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/van provided

	free health screenings and information on applying for health coverage in 2015.
Program Type	Community Benefits Planning Process,Community Health Needs Assessment,Health Coverage Subsidies or Enrollment,Outreach to Underserved
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

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
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Increase awareness among local uninsured and underinsured of access to health coverage through state programs, such as MassHealth and the Massachusetts Connector	Ongoing
Reduce or eliminate inability topay as a barrier for accessing health services	Ongoing
Provide community support for Affordable Care Act enrollments through educational materials and direct assistance in accessing enrollment in state-offered programs	Ongoing

Partners

Partner Name, Description	Partner Web Address
Local CHNA agencies	

Massachusetts
Department of
Medical Assistance
area businesses
Berkshire County
House of Corrections
Community Health
Center Great
Barrington
Hilltown Community
Health Center
CHP Neighborhood
Health Center
Cross Cultural Action
Network
Other not for profit
organizations and
agencies
Christian Center
Salvation Army of
Pittsfield and North
Adams
Community homeless
shelters

Contact Information

Jason Cuddihy, Program Coordinator, Berkshire Medical Center
Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-
3038., jcuddihy@bhs1.org

Detailed Description

Not Specified

Cancer Treatment/Prevention

Brief Description or Objective

Comprehensive cancer treatment and prevention effort, focusing on colorectal, breast, prostate and other cancers. In 2015, completed the third phase of construction of new BMC Cancer Center at the BMC Hillcrest Campus, providing comprehensive cancer care and diagnostic services and wellness and support services all under one roof. Recognized by American College of Surgeons with continued accreditation with commendation. Provided mammography, colonoscopy screening, public programs on cancer prevention, treatment options, nutrition education, free yoga classes, treatment side effects and more. Participate in community events related to cancer education and prevention and American Cancer Society Relay for Life programs 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. Free lung cancer screenings provided to nearly 600 people who were at risk for lung cancer (see Lung Cancer Screening Initiative).

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Outreach to Underserved,Prevention,Research,Support Group

Target Population

- **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
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
Provide community education for cancer prevention and early detection through screenings	Ongoing
Improve access to early detection programs and	Ongoing

screenings

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

Aid cancer patients in navigating a complex health system through Care Navigation program 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 regular community lectures and seminars on nutrition for cancer patients and on resilience Ongoing

Partners

Partner Name, Description	Partner Web Address
American Cancer Society	
BHS Tobacco Treatment Program	

Berkshire Hematology
 Oncology
 Urology Services of
 the Berkshires
 Gastroenterology
 Physician Practices
 Community
 organizations
 BMC Care Navigation
 Program
 BHS Prostate Cancer
 Support Group
 UNICO
 ITAM Lodge
 Pittsfield
 Pop Cares North
 Adams

Contact Information Kathy Hart, RN BMC Care Navigation Program Coordinator, 777 North St. Pittsfield, MA 01201 413-447-2147, khart@bhs1.org

Detailed Description Not Specified

Community Outreach Program and Van

Brief Description or Objective 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. Provided over 5,500 free health screenings and consults, including blood pressure and blood glucose screenings, and hundreds of referrals for multiple services. Conducted numerous health promotion and educational programs in the community, and promotional campaigns targeting specific health issues, such as vascular health, falls, joint issues and prostate health. Distributed 600 free blood pressure monitors to individuals at risk of or experiencing hypertension in order for them to be able to monitor their blood pressure and help them to reach and maintain good blood pressure goals. Community Outreach Van and/or outreach personnel participated in over 380 community events across the entire county, providing free screenings and educational information. Held 16 health education lectures with nearly 150 participants.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Coverage Subsidies or Enrollment,Outreach to

Underserved,Prevention,School/Health Center Partnership

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

Goals

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

Goal Description Goal Status

Reduce risk of cardiovascular disease, diabetes, stroke and cancer through preventive screenings and education

Ongoing

Reduce healthcare costs through screenings and identification of at-risk populations

Ongoing

Provide referral for uninsured and underinsured to Advocacy for Access program, enabling them to enroll in state-offered insurance programs

Ongoing

Provide free health education lectures on blood pressure and diabetes

Ongoing

Use community health van to reach into the community and visit

Ongoing

underserved
populations, providing
free health screenings
and education

Partners

Partner Name, Description	Partner Web Address
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American Cancer
Society
American Heart
Association
Local community
service organizations
BHS Diabetes
Education Program
American Stroke
Association
BHS Tobacco
Treatment Services
Christian Center

Contact Information

Kim Kelly, Community Health Educator Berkshire Medical Center
610 North St. Pittsfield, MA 01201 413-395-7976, kkelly3@bhs1.org

Detailed Description

Not Specified

Operation Better Start

Brief Description or Objective

An innovative program working with youth and families to help overcome or prevent obesity and other health challenges, Operation Better Start in 2015 continued its partnership with local schools, the Pittsfield Family YMCA and Pittsfield Community Television on promoting wellness and prevention to children in the schools and their parents as part of a three-year grant from the US Department of Education for \$2 million for a program called Pittsfield Connecting Activity and Nutrition (Pittsfield CAN. Pittsfield CAN reaches beyond the school day and year to include before, after and summer school programs to support the implementation of healthy changes in the schools, families and the overall community. This unique program was implemented in 12 schools and impacted nearly 6,000 students, while providing educational information to almost 500 teachers and 230 paraprofessionals. Operation Better Start also provided free dental screenings to 94 children and applied 213 free preventive sealants to students in local schools. In 2015, Operation Better Start provided

1,230 clinical visits and helped over 100 new families with nutrition education and support. The program also worked with Berkshire Head Start to provide nutrition programs at seven Head Start sites, benefiting over 365 children.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Grant/Donation/Foundation/Scholarship,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Prevention,School/Health Center Partnership

Target Population

- **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

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

Goal Description	Goal Status
Improve the health of women and children through education, nutrition guidance, behavior modification and lifestyle changes	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
Improve nutritional and health education in local schools in partnership with the school district	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 free dental education and sealants for children to prevent tooth decay and to promote better dental health

Ongoing

Partners

Partner Name, Description

Partner Web Address

Pittsfield School System

Local Pediatric and Obstetric/Gynecology physician practices

National Institutes of Health We CAN Program

Center for Ecological Technology SPROUT program

Berkshire North Women, Infants and Children program

BHS Smoking Cessation Program

Healthy Beginnings Program

BMC Dental Clinic

Pittsfield Family YMCA

Pittsfield Community Television

Contact Information Peter Gazzillo, Registered Dietitian, Berkshire Health Systems
Operation Better Start, BMC Hillcrest Campus, 165 Tor Court,
Pittsfield, MA 01201, 413-445-9243, pgazzillo@bhs1.org

Detailed Description Not Specified

BMC Emergency Operations Program

Brief Description or Objective 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 2015, the Emergency Operations Team participated in several emergency drills with community collaborators, including a community drill in North Adams that tested response to a mass casualty incident.

Program Type Community Education, Health Professional/Staff Training

Target Population

- **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

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

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
Provide valuable training for healthcare	Ongoing

providers and
community agencies
on how to best
respond to disaster or
emergency situations

Determine Ongoing
sustainability of health
services in the event of
a major disaster,
including capability of
providing
uninterrupted care and
shelter for vulnerable
people

Partners

Partner Name, Description	Partner Web Address
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Berkshire County Fire
Departments

Berkshire County
Police Departments

Massachusetts State
Police

Massachusetts
Department of Public
Health

Massachusetts
Emergency
Management Agency

Fairview Hospital
County Ambulance
Service

Berkshire County
Emergency
Preparedness
Committee

Berkshire Visiting
Nurse Association

Massachusetts
Medical Examiner's
Office

Action Ambulance

Service
Berkshire County
Boards of Health
North Adams
Ambulance Service
Adams Ambulance
Service
Village Ambulance
Service
Berkshire County
School Districts

Contact Information Lucy Britton, RN, Emergency Management Director, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201, 413-447-2257, lbritton@bhs1.org

Detailed Description Not Specified

Suicide Prevention

Brief Description or Objective BMC in 2015 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. Part of the focus 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. Depression screening among hospitalized patients is one element in the five year project. 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 two pilot projects, 45% of patients who answered yes on a questionnaire about depression showed moderate to severe forms of depression, a treatable condition. 30% of those answering yes to the screening question showed evidence of suicidal thinking. In 2015, BMC held several community education programs focusing on suicide prevention and recognizing the signs of suicide potential.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Grant/Donation/Foundation/Scholarship,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Prevention,Support Group

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

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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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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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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Partners

Partner Name, Description	Partner Web Address
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Brien Center for Mental Health and Substance Abuse Services Pittsfield Police Department Massachusetts	
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Department of Public Health
Massachusetts Coalition for Suicide Prevention
Pittsfield Fire Dept
Berkshire County House of Correction
Local lockup facilities
Ambulance personnel
Berkshire Visiting Nurse Association
Elder Services
Northern Berkshire Community Coalition
Berkshire NAMI
North Adams Police
Williamstown Police
Adams Police

Contact Information Dr. Alex Sabo, Chairman, Department of Psychiatry and Behavioral Science, Berkshire Medical Center, 725 North St., Pittsfield, MA 01201 413-447-2000, asabo@bhs1.org

Detailed Description Not Specified

Walk with Me in the Berkshires

Brief Description or Objective This highly popular BHS community walking program entered its 13th year in 2015 and recorded over 3,000 participants, who all benefited from increased exercise through walking or running. Walk with Me in the Berkshires provides free pedometers and an online step-reporting system for teams that participate in the program. In 2015, nearly 3,100 people participated in Walk with Me, recording over 900 million steps.

Program Type Community Education, Prevention

Target Population

- **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

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Reducing health risks, such as cardiovascular disease, diabetes and obesity, through regular exercise	April to June 2015
Increase activity level among community members	April to June 2015

Partners

Partner Name, Description	Partner Web Address
Berkshire Health Care Systems Long Term Care Facilities	
Pittsfield Council on Aging	
General Dynamics, Pittsfield	
Greylock Federal Credit Union	
Troy's Promotions	
iBerkshires website/Boxcar Media	www.iberkshires.com
Celticare Health	
BHS Wellness at Work program	

Contact Information Michael Leary, BMC Community Relations Office, 725 North St., Pittsfield, MA 01201, 413-447-2788, mleary@bhs1.org

Detailed Description Not Specified

BHS Pain Management Initiative

Brief Description or Objective For the past 10 years, 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 2015, 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. Program representatives also met with local and state officials to discuss strategies on curbing the abuse of opioid medications in the community.

Program Type Community Education, Health Professional/Staff Training, Prevention

Target Population

- **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

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations

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 a community resource for the proper and safe disposal of unused medications Ongoing

Partners

Partner Name, Description Partner Web Address

Berkshire County
District Attorney's
Office
Pittsfield Police
Department
Berkshire County
Court System
Local physician
practices
US Drug Enforcement
Agency
Berkshire County
Sheriff's Office
Massachusetts State
Police
Local pharmacies
North Adams Police
Department

Contact Information Ann McDonald, Berkshire Medical Center, Bishop Clapp Building,
725 North St., Pittsfield, MA 01201, 413-395-7546,
amcdonald@bhs1.org

Detailed Description Not Specified

Smoking Cessation Program

Brief Description or Objective Providing both individual and group counseling, the BMC Smoking Cessation program provides smokers with the tools needed to quit, so that they may improve their health status. Smoking has been identified as the leading risk factor in many diseases, such as cardiovascular disease, diabetes, cancer and pulmonary disorders. The program offers support services and medications that can help the smoker to cope with the physical and emotional reactions to quitting. In 2015, the program provided counseling services to nearly 2,000 people, both individually and in group sessions, and expanded its reach to include the North Adams Campus of BMC, filling the void for smoking cessation support that was lost with the 2014 closure of the former North Adams Regional Hospital. In 2015, the program continued its collaboration with Redfield House, BFAIR of North Adams, Berkshire Community College, several multi-unit housing sites in the county and local housing authorities to provide services to clients of those organizations. The program also continued outreach counseling for patients at the Community Health Programs' office in Pittsfield and Soldier On, a residence for Veterans.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Environmental Quality, Mental Health, Other: Alcohol and Substance Abuse, Other: Asthma/Allergies, Other: Cancer, Other: Cancer - Lung, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Pregnancy, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stress Management, Other: Stroke, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Goal Status

Reduce the incidence of death and disease from tobacco-related products through free or low-cost counseling and supportive tools to help people quit smoking

Ongoing

Provide individual and group counseling and education, nicotine replacement therapy and other supportive measures to help reduce the incidence of smoking in the community

Ongoing

Help to reduce the cost of healthcare through preventive programs that can improve health and reduce risk of co-morbidity

Ongoing

Expand smoking cessation services to the North Berkshire area, which has one of the highest smoking rates in the commonwealth

Ongoing

Partners

Partner Name, Description	Partner Web Address
Massachusetts Department of Public Health Operation Better Start Pittsfield Health Department Tri-Town Health Board Soldier On Community Health Programs BFAIR Redfield House Berkshire County House of Corrections	

Contact Information	Kim Kelly, Director, Community Health, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-395-7976, kkelly3@bhs1.org
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Detailed Description	Not Specified
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Wellness at Work

Brief Description or Objective	A comprehensive employee wellness program developed for area businesses and Berkshire Health Systems employees (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 and to help reduce health coverage costs for employers. In 2015, the program provided wellness services to over a dozen local companies, reaching close to 9,000 employees, including large employers such as Crane and Co., General Dynamics, Hillcrest Education Centers and others. It also served the employees of several municipalities and school districts. Within BHS, the program serves over 2,800 employees. In 2015, Wellness at Work professionals
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continued to teamed with the non-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 held three employee health fairs, with over 600 participants receiving free screenings and health information.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Screening,Outreach to Underserved,School/Health Center Partnership

Target Population

- **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

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

Goal Description	Goal Status
Reduce the risk of cardiovascular disease, diabetes, pulmonary disease and stroke in the workplace population of the Berkshires	Ongoing
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

Partners

Partner Name, Description **Partner Web Address**

American Heart Association
 American Diabetes Association
 American Cancer Society
 Berkshire Chamber of Commerce
 Local business community
 Local physician practices
 BHS Diabetes Education program
 BHS Tobacco Treatment Program
 Canyon Ranch Institute Life Enhancement Program

Contact Information Carol Nixon, RN, Wellness at Work, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-445-9350., cnixon@bhs1.org

Detailed Description Not Specified

Injury Prevention

Brief Description or Objective 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.
Program Type	Community Benefits Planning Process,Community Education,Health Professional/Staff Training,Prevention,School/Health Center Partnership

Target Population	<ul style="list-style-type: none"> • 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
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Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Promote understanding of injury consequences to teens and other vulnerable populations	Ongoing
Help local residents to understand the dangers of at-risk behaviors	Ongoing

Partners

Partner Name, Description	Partner Web Address
Berkshire County Juvenile Court	
Berkshire County Public Schools	
Local law enforcement agencies	
Local emergency management agencies	
Local EMS providers	

Contact Information	Tracy DiSilva, Director, BMC Trauma program, 725 North St., Pittsfield, MA 01201, 413-447-2755., tdisilva@bhs1.org
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Detailed Description Not Specified

BMC Dental Clinic

Brief Description or Objective BMC Dental Services provides comprehensive dental treatment services in the community and is an important educational environment for the BMC Dental Residency Program, which helps to train tomorrow's dental professionals. In 2015, BMC Dental Services treated over 5,000 patients and provided nearly 13,000 procedures. The program reached out into the community to provide adult oral cancer screenings, and partnered with Operation Better Start to provide free dental screenings and sealants to students at several Pittsfield public schools.

Program Type Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Professional/Staff Training,Health Screening,Outreach to Underserved,School/Health Center Partnership

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care, Other: Dental Health, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Improve access to oral medicine for the disadvantaged, uninsured and underinsured	Ongoing
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Improve dental education programs for children and adolescents through free dental screenings and sealants offered to students in Pittsfield public schools	Ongoing
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Partners

Partner Name,	Partner Web
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Description **Address**

BHS Operation Better Start
BMC Dental Residency Program
Local dental medicine practices
Local oral surgery practices
Tufts University School of Medicine/Community Service Learning Externship Program
Berkshire County Dental Society

Contact Information Douglas Spoehr, Program Director, BMC Dental Clinic, 510 North St., Pittsfield, MA 01201, 413-447-2655, dspoehr@bhs1.org

Detailed Description Not Specified

Berkshire VNA Senior Health/Elder Services

Brief Description or Objective The Berkshire VNA changed its name to Berkshire VNA & Hospice in 2014 as it took on responsibility for serving the Northern Berkshire area in the wake of the closure of the former North Adams Regional Hospital and the loss of its VNA & Hospice arm. This Hospice Care continued in 2015. Berkshire VNA & Hospice in 2015 served nearly 3,700 area residents with over 74,000 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 over 70 wellness clinics in seven 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.

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

Target Population • **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

Goals

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

Goal Description Goal Status

Improve management of chronic diseases and promote wellness il vulnerable senior population Ongoing

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

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

Partners

Partner Name, Description Partner Web Address

Elder Services of Berkshire County
 Pittsfield Housing Authority
 Local Councils on Aging
 Senior housing projects
 Public Health agencies in local municipalities

Contact Information Patricia Tremblay, Berkshire VNA, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-2000, ext. 3053, ptremblay@bhs1.org

Detailed Description Not Specified

BHS Diabetes Self Management and Education Program

Brief Description or Objective 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 2015, this program helped 1,100 patients. 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. Free classes on Pre-Diabetes were also held in 2015, with over 60 people attending to learn how to prevent the onset of Diabetes. In addition, a Diabetes Support Group meets regularly, with nearly 10 people per meeting discussing important topics related to managing their disease and improving their health.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Screening,Outreach to Underserved,Prevention,Support Group

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

Goals

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

Goal Description	Goal Status
Provide counseling	Ongoing

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

Partner with primary care physicians to coordinate ongoing care and education so that those with diabetes can effectively manage their condition Ongoing

Provide outreach and education through public programs and presentations on diabetes and how to prevent it Ongoing

Provide free seminars and classes for those who may be at risk for diabetes to help prevent the onset of diabetes Ongoing

Partners

Partner Name, Description	Partner Web Address
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Local physician practices

BHS Primary Care practices

BHS Endocrinology & Metabolism practice

American Diabetes Association

Crowne Plaza

Pittsfield
BHS Wellness
Program

Contact Information Candace Lusa, RN, CDE 777 North St. Pittsfield, MA 01201 413-395-7942, clusa@bhs1.org

Detailed Description Not Specified

Get Cuffed Berkshires

Brief Description or Objective In 2015, 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 2,700 blood pressure screenings, 58 wellness screenings, gave 16 community lectures on blood pressure and had over 5,500 encounters in the community. 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.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Health Screening,Outreach to Underserved,Prevention

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

Goals

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

Goal Description	Goal Status
Provide education and direct support for people with	Ongoing

hypertension or those at risk

Provide free monthly blood pressure screenings and cholesterol screenings

Ongoing

Provide educational programs, through free community classes and lectures, on the risk of high blood pressure and high cholesterol

Ongoing

Partners

Partner Name, Description

Partner Web Address

Tri-Town Health Department

Area businesses and civic organizations

BHS Wellness at Work Program

Elder Services

Pittsfield Community Television

Contact Information

Kim Kelly, Community Health Educator 610 North St. Pittsfield, MA 01201 413-395-7976, kkelly3@bhs1.org

Detailed Description

Not Specified

Care Navigation Program

Brief Description or Objective

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 2015, the BMC Care Navigation Program assisted over

	500 patients.
Program Type	Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Coverage Subsidies or Enrollment,Outreach to Underserved,Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • Language: All

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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
Provide access to health professionals who can answer questions about services or aid in referral to services and programs	Ongoing
Work with primary care and specialty physician offices to aid their patients in navigating the health system	Ongoing
Promote free health and wellness programs for cancer patients and	Ongoing

family members, including Integrative Care, such as yoga, nutrition, exercise and other tools for cancer patients

Partners

Partner Name, Description	Partner Web Address
BMC Women's Imaging Center program	
BHS Prostate Cancer Support Group	
Area businesses and civic organizations	
American Cancer Society	
Local physician practices	
BMC Cancer Center	

Contact Information	Kathy Hart, RN Care Navigation Program Coordinator Berkshire Medical Center 725 North St. Pittsfield, MA 01201 413-395-7956, khart@bhs1.org
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Detailed Description	Not Specified
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Project Empowerment

Brief Description or Objective	In 2012, Berkshire Medical Center assumed responsibility for the operation of the area's HIV/AIDS self management program from the American Red Cross. Renamed Project Empowerment, 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 2015, Project Empowerment helped nearly 50 patients with HIV/AIDS to attain the services they need and to achieve self-management.
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Program Type	Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention, Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: Access to Health Care, Mental Health, Other: HIV/AIDS, Other: Nutrition, Other: Sexually Transmitted Diseases, Other: Uninsured/Underinsured
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- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Provide free education programs for vulnerable population	Ongoing
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Help patients with HIV/AIDS to achieve self-management of their disease through education and counseling	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Massachusetts Department of Public Health	
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Contact Information

Michael Perreault, RN, Director of Infection Control, 725 North St., Pittsfield, MA 01201 413-447-2654, mperreault@bhs1.org

Detailed Description

Not Specified

BHS/Canyon Ranch Institute Life Enhancement Program

Brief Description or Objective

Berkshire Medical Center and its parent Berkshire Health Systems in 2013 launched an initiative to improve the health and wellness of the Berkshire community with its new partner, the non-profit Canyon Ranch Institute (CRI). BHS invested an initial \$500,000 in funding and support for professional staff time to establish the most comprehensive initiative to date to bring the Canyon Ranch Institute Life Enhancement Program (CRI LEP) to a community. The CRI Life Enhancement Program with BHS is an evidence-based, multidisciplinary program that transfers the best practices of Canyon Ranch, through BHS health professionals, to underserved members of the Berkshire community to prevent, diagnose and address chronic diseases. The CRI Life Enhancement Program uses the integrative health approach to advance health literacy and improve health

outcomes through physical activity, healthy nutrition, positive behavior change, and stress management techniques. BHS has a proven history of developing comprehensive community health and wellness programs, including Wellness at Work, which is used by BHS and several other local companies, to provide highly effective prevention and wellness services for employees. In addition, BHS provides a strong network of outreach services in the community, including health screenings, collaborations with community agencies and health education programs. The participants in this program are facing significant health challenges, and often suffer from chronic disease, obesity, high blood pressure and other co-morbidities that negatively impact on their overall health and wellness. In 2015, 66 community residents participated in the unique program. This included 40 three-hour workshops and nearly 300 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, and many have stated that their experience has had an impact on others in their lives. Since the initial investment, Berkshire Health Systems has significantly expanded its financial support for the program.

Program Type

Community Education,Community Health Needs Assessment,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Prevention

Target Population

- **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

Goals

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

Goal Description

Goal Status

Provide underserved individuals with access to life enhancement skills in order to improve health and reduce health risk, including diabetes, obesity, heart disease and other chronic illness

Ongoing

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

Partners

Partner Name, Description

Partner Web Address

Canyon Ranch Institute

BHS Wellness at Work

Community Service Organizations

Contact Information

Maureen Daniels, Health Educator, Wellness at Work, BMC Hillcrest Campus, 165 Tor Court, Pittsfield, MA 01201, 413-447-3100, mdaniels@bhs1.org

Detailed Description Not Specified

County Health Initiative

Brief Description or Objective BMC was 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 continuing in 2015, with program implementation in 2015. Working together, municipalities, healthcare systems, community organizations, businesses, regional planning organizations and schools are providing community-specific programs addressing issues such as: hypertension, smoking, falls prevention among older adults and diabetes. Berkshire Medical Center is also implementing evidence-based initiatives to address tobacco use, 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.

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Grant/Donation/Foundation/Scholarship,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Prevention

Target Population

- **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

Goals

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

Goal Description	Goal Status
Implement a program	Ongoing

aimed at reducing the incidence of diabetes, tobacco use, high blood pressure and falls

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, smoking related illness and falls risk

Ongoing

Partners

Partner Name, Description	Partner Web Address
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Berkshire County Boards of Health	
Berkshire United Way	
Berkshire Regional Planning Commission	
Northern Berkshire Community Coalition	
Fairview Hospital	
Pittsfield Health Department	
Tri-Town Health Department	
Local physician practices	

Contact Information	Kim Kelly, Community Health Educator, Community Outreach Program, 610 North St., Pittsfield, MA 01201, 413-447-3100. , kkelly3@bhs1.org
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Detailed Description	Not Specified
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Lung Cancer Screening Initiative

Brief Description or Objective	Lung cancer incidence has grown nationally, and according to the American Cancer Society, it is the leading cause of cancer death
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among both men and women, by far. Beginning in 2014 and continuing in 2015, 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 free lung screening program. In 2015, 631 people were screened for lung cancer, and of that, over 200 were referred to follow up care based on eight significant or incidental findings.

Program Type Community Education,Community Health Needs Assessment,Direct Services,Outreach to Underserved,Prevention

Target Population

- **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

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide free lung cancer screening for individuals at risk for developing the disease	Ongoing
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 in its early stages in order to improve the chance for effective treatment and longer survival	Ongoing

Partners

Partner Name, Description	Partner Web Address
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Primary Care
Physician Practices
BMC Cancer Center
Berkshire Hematology
Oncology
Radiation Oncology
American Cancer
Society

Contact Information Kellie Milne, RN, MSN, Vascular and Thoracic Service Line Manager, BMC, 725 North St., Pittsfield, MA 01201, 413-447-2846, kmilne@bhs1.org

Detailed Description Not Specified

Population Health in Primary Care

Brief Description or Objective In 2015, BMC continued to support several local primary care physician practices as they transitioned to the 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 in 2015 also featured Lenox Family Health. 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 the other practices 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.

Program Type Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Professional/Staff Training,Health Screening,Outreach to Underserved,Physician/Provider Diversity,Prevention

Target Population

- **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

Goals

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

Goal Description	Goal Status
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Improve care and outcomes for patients with chronic but manageable illness, such as diabetes.	Ongoing
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Monitor and manage chronic pain to ensure pain management and avoid medication overuse and abuse	Ongoing
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Better coordinate overall care with a focus on high risk populations	Ongoing
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Integrate mental health and nutrition care into primary care management	Ongoing
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Decrease risk and improve health through promotion of smoking cessation program enrollment and improvements in blood pressure control	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Community Primary Care Practices	
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BHS Smoking
Cessation Program
Hillcrest Family
Health Center
BMC Get Cuffed
Program
BMC Behavioral
Health Department
Community
Organizations
Lenox Family Health
Center

Contact Information Ann McDonald, Bishop Clapp Building, 742 North St., Pittsfield, MA
01201 413-447-2000, amcdonald@bhs1.org

Detailed Description Not Specified

Neighborhood for Health

Brief Description or Objective Upon the closure of the former North Adams Regional Hospital in 2014, Berkshire Medical Center responded immediately by establishing or restoring numerous healthcare services, so that the community would have continued access to essential services. In 2015, BMC opened the Neighborhood for Health. The program is located on the 2nd floor of the former hospital, now the North Adams Campus of BMC. It provides care for individuals who were seen in the Emergency Department or had been hospitalized and discharged and require help to regain their health, stay healthy and prevent further hospitalization. The Neighborhood not only houses services designed for this, but is also the hub for coordination of care and communication among all providers. The Neighborhood for Health began operations in August of 2015.

Program Type Community Education,Community Health Needs Assessment,Direct Services,Grant/Donation/Foundation/Scholarship,Health Coverage Subsidies or Enrollment,Health Screening,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** Adams, Clarksburg, County-Berkshire, Florida, Monroe, North Adams, Williamstown
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Diabetes, Other: Hypertension, Other: Nutrition, Other: Pulmonary Disease/Tuberculosis, 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

Goals

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

Goal Description	Goal Status
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Provide comprehensive care for individuals who have been discharged from the Emergency Department or hospital to prevent rehospitalization for issues such as diabetes, obesity, mental health issues and other health risks

Ongoing

Coordinate the ongoing care between the Neighborhood for Health and the patient's primary care or specialty physician with the goal of improving self-care and reducing risk of hospitalization

Ongoing

Manage the individual patient's many health needs in one location, providing strong clinical and community collaboration

Ongoing

Eliminate barriers to care, such as transportation issues or access to healthy food or a safe

Ongoing

environment

Partners

Partner Name, Description

North Berkshire physician offices
Northern Berkshire Community Coalition
Brien Center for Mental Health and Substance Abuse
BHS Diabetes Education Program
Get Cuffed Berkshires
BHS Smoking Cessation Program
Local human service organizations

Partner Web Address

Contact Information

Ann McDonald, Bishop Clapp Building, 742 North St., Pittsfield, MA 01201 413-447-2000, amcdonald@bhs1.org

Detailed Description

Not Specified

North Berkshire Primary Care Support

Brief Description or Objective

After the closure of the former North Adams Regional Hospital in 2014, Berkshire Medical Center assumed the operation of the primary care physician practices that had been operated by the former hospital, to ensure that this critical care was delivered to the community uninterrupted. This included operation and support of Northern Berkshire Family Medicine, and Information Technology support for Adams Internists, a private practice. In 2015, Community Health Programs, in collaboration with BMC, initiated an application for a Federally Qualified Health Center in both North Adams and Adams, which would incorporate the two practices under CHP. BMC provided support for the application and also financial support for physical improvements to the Adams location, and the construction of a new CHP office at the North Adams Campus of BMC to house the former Northern Berkshire Family Medicine. The practices will provide essential primary care services to a region that has a significant underinsured and uninsured population and lack of access to primary care, due to the national primary care physician shortage.

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

Target Population

- **Regions Served:** Adams, Cheshire, Clarksburg, Florida, Monroe, North Adams, Williamstown
- **Health Indicator:** Access to Health Care, Immunization, Other: Arthritis, Other: Asthma/Allergies, Other: Diabetes, Other: Elder Care, Other: Hearing, Other: Hypertension, Other: Lyme Disease, Other: Osteoporosis/Menopause, Other: Pulmonary Disease/Tuberculosis, Other: Smoking/Tobacco, Other: Stroke, Other: Vision , Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description Goal Status

Provide organizational and financial support for continuing primary care needs in North Berkshire area 2015

Partners

Partner Name, Description Partner Web Address

Community Health Programs

Contact Information

Ruth Blodgett, Vice President, Physician Services, Berkshire Health Systems, 725 North St., Pittsfield, MA 01201, 413-447-2775, skelly@bhs1.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2015	Approved Program Budget for 2015
Community Benefits	Direct Expenses \$5,906,126	\$8,000,000

Programs	Associated Expenses	\$1,031,791	*Excluding expenditures that cannot be projected at the time of the report.
	Determination of Need Expenditures	\$0	
	Employee Volunteerism	\$0	
	Other Leveraged Resources	\$4,503,846	
Net Charity Care	HSN Assessment	\$2,427,948	
	HSN Denied Claims	\$54,204	
	Free/Discount Care	\$0	
	Total Net Charity Care	\$2,482,152	
Corporate Sponsorships		\$23,450	
	Total Expenditures	\$13,947,365	
Total Patient Care-Related Expenses for FY2015			\$324,816,942
Comments: None			

Optional Information

Expenditures	Amount
Community Service Programs	Direct Expenses Not Specified Associated Expenses Not Specified Determination of Need Expenditures Not Specified Employee Volunteerism Not Specified Other Leveraged Resources Not Specified
Total Community Service Programs	Not Specified

Bad Debt:	Not Specified	Not Specified
IRS 990:	Not Specified	