

Organization Information

Organization Address and Contact Information

Organization Name:	Berkshire Medical Center
Address (1):	725 North Street
Address (2):	Not Specified
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
Fax Num:	413-447-2066
E-Mail Address:	mleary@bhs1.org
Contact Address (1): (If different from above)	Not Specified
Contact Address (2):	Not Specified
City, State, Zip:	Not Specified , --None- Not Specified

Organization Type and Additional Attributes

Organization Type:	Hospital
For-Profit Status:	Not-For-Profit
DHCFP ID:	Not Specified
Health System:	Berkshire Health Systems
Community Health Network Area (CHNA):	Community Health Network of Berkshire County(CHNA 1)
Regional Center for Healthy Communities (RCHC):	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
Medically Underserved	Berkshire County has one of the highest populations of underserved residents in the state.
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

Continuation of Neighborhood for Health program at North Adams campus aided in providing essential care services to the North Berkshire population. 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, 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

Expansion of BHS Canyon Ranch Institute Life Enhancement Program to North Berkshire. Free provision of NARCAN to three pharmacies in region for distribution to people to use in the event of an overdose. Continuation of Neighborhood for Health in North Adams. Continuation of critical shortage education program in collaboration with Elms College of Chicopee and other educational institutions. 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

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; Deborah Delaney, Vice President of 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, Canyon Ranch Institute Life Enhancement Program.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

A comprehensive Community Health Needs Assessment was updated in the fall of 2016, 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, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA

**CHNA Document -
PDF format**

Not Specified

Community Benefits Programs

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

Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
Brief Description or Objective	Facilitated enrollment or re-enrollment of 5,440 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 2016. Also, in 2016, the Advocacy for Access program helped to support the Ecu-Healthcare program in North Adams, which provides similar services to the North Berkshire population. Ecu-Healthcare was formerly part of the former North Adams Regional Hospital, which closed abruptly in 2014.
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
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 to pay 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-	Ongoing

offered programs

Partners

Partner Name, Description	Partner Web Address
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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

Ecu-Healthcare

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

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

Brief Description or Objective

Comprehensive cancer treatment and prevention effort, focusing on colorectal, breast, prostate and other cancers. In 2016, completed the fourth 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 751 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.

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

Goal Description	Goal Status
Provide community education for cancer prevention and early detection through screenings	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
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	Ongoing

resilience

Partners

Partner Name, Description	Partner Web Address
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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

BMC Pulmonary Specialists

Contact Information	Ann McDonald, RN, Director of Oncology Services, 725 North St., Pittsfield, MA 413-447-2000, amcdonald@bhs1.org
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Detailed Description	Not Specified
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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
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Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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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 5,400 free health screenings and consults, including 2,600 blood pressure screenings, and 1,700 referrals for multiple services. Conducted over 300 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 300 community events across the entire county, providing free screenings and educational information. Held 16 health education lectures on 12 topics in the community. Provided 121 wellness screenings, and held 11 Small Steps Series, which were four classes in each series, promoting wellness, with 8 to 10 participants in each class.

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

Provide health and wellness screenings in the community

Ongoing

Partner with local organizations to target populations that are underserved

Ongoing

Refer participants in screenings to appropriate health services, such as primary care, specialty care, for treatment and

Ongoing

follow up on blood pressure, blood glucose and other health issues

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

Provide those who are uninsured or underinsured information on accessing health coverage

Partners

Partner Name, Description

Partner Web Address

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

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
Brief Description or Objective	<p>An innovative program working with youth and families to help overcome or prevent obesity and other health challenges, Operation Better Start in 2016 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 grant from the US Department of Education 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 in 2016 was run in 12 schools and impacted over 5,600 students, while providing educational information to almost 500 teachers and 230 paraprofessionals. Operation Better Start asthma education to nearly 90 children. In 2016 OBS also launched a Growth and Nutrition Program helping 42 families to better understand nutritional needs and to promote their overall wellness. In 2016, Operation Better Start provided 1,463 clinical visits. The program also worked with Berkshire Head Start to provide nutrition programs at seven Head Start sites, benefiting 367 children. Also in 2016, Operation Better Start expanded its services to North Berkshire, opening a North Adams location, to serve patients and family in an underserved section of the county.</p>
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 the health of women and children through education,	Ongoing

nutrition guidance,
behavior modification
and lifestyle changes

Provide hands-on Ongoing
service to young
people who are, or are
at-risk for obesity
through individual and
family counseling on
nutrition and exercise

Improve nutritional Ongoing
and health education
in local schools in
partnership with the
school district

Promote good health Ongoing
for children and
families through free
television
programming on
Pittsfield Community
Television, and
through videos on the
Operation Better Start
website

Provide free dental Ongoing
education and sealants
for children to prevent
tooth decay and to
promote better dental
health

Partners

Partner Name, Description	Partner Web Address
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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

Berkshire County
Farmers' Markets

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
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Detailed Description	Not Specified
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BMC Emergency Operations Program

Program Type	Community Education, Direct Services, Health Professional/Staff Training, Prevention
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Statewide Priority	Promoting Wellness of Vulnerable Populations
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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 2016, the Emergency Operations Team participated in several emergency drills with community collaborators, including a mock mass casualty community drill in North Adams, which tested the response of BMC's North Adams Campus Satellite Emergency Facility and local police, fire and ambulance services.
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Target Population	<ul style="list-style-type: none">• Regions Served: County-Berkshire• Health Indicator: Immunization, Injury and Violence, Mental
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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
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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
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Provide valuable training for healthcare providers and community agencies on how to best respond to disaster or emergency situations	Ongoing
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Determine sustainability of health services in the event of a major disaster, including capability of providing uninterrupted care and shelter for vulnerable people	Ongoing
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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
Berkshire Regional
Transit Authority

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

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
Brief Description or Objective	BMC in 2016 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 2016, BMC held several community education programs focusing on suicide prevention and recognizing the signs of suicide potential.
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: 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
Provide suicide risk training for medical students, medical and psychiatry residents, nurses, crisis intervention workers, fire and law enforcement personnel, county jail

Goal Status
Ongoing

workers and first responders

Provide community education programs on suicide prevention and risk Ongoing

Obtain information on best practices for intervention from community gatekeepers Ongoing

Partner with area organizations dedicated to suicide prevention in promotion of information and services to at risk populations Ongoing

Partners

Partner Name, Description	Partner Web Address
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Brien Center for Mental Health and Substance Abuse Services

Pittsfield Police Department

Massachusetts 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

Program Type Health Screening, Prevention

Statewide Priority Chronic Disease Management in Disadvantage Populations

Brief Description or Objective This highly popular BHS community walking program entered its 14th year in 2016 and recorded over 3,500 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 2016, nearly 3,500 people participated in Walk with Me, recording over 950 million steps. This included 2,400 participants in a community program, and over 1,100 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.

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

Goal Description	Goal Status
Reducing health risks, such as cardiovascular disease, diabetes and obesity, through	April to June 2016

regular exercise

Increase activity level April to June 2016
among community
members

Partners

Partner Name, Description	Partner Web Address
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Berkshire Health Care
Systems Long Term
Care Facilities

General Dynamics,
Pittsfield

Greylock Federal
Credit Union

Troy's Promotions

iBerkshires www.iberkshires.com
website/Boxcar Media

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
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Detailed Description	Not Specified
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BHS Pain Management Initiative

Program Type	Community Participation/Capacity Building Initiative, Outreach to Underserved
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Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations
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Brief Description or Objective	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 2016, to augment the capacity of the primary care practices in Berkshire County, BMC developed a decentralized chronic pain primary-care-based care management and navigation program. The program includes 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
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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. Program representatives also met with local and state officials to discuss strategies on curbing the abuse of opioid medications in the community. In 2016, BMC also opened a new 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.

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

Goal Description

Assuring safe and effective treatment of those suffering from chronic or acute pain

Goal Status

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
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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
BMC Clinical Stabilization Services Unit

Contact Information	Ann McDonald, Berkshire Medical Center, Bishop Clapp Building, 725 North St., Pittsfield, MA 01201, 413-395-7546, amcdonald@bhs1.org
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Detailed Description	Not Specified
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Smoking Cessation Program

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
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Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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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
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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 2016, the program provided counseling services to nearly 1,100 people, both individually and in group sessions, and included patients in Central and North Berkshire. In 2016, 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.

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

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

Ongoing

of healthcare through preventive programs that can improve health and reduce risk of co-morbidity

Continue the expansion of 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
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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

Program Type	Community Education, Direct Services, Health Screening, Prevention
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Statewide Priority	Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity
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Brief Description or	A comprehensive employee wellness program developed for area
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Objective

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 2016, the program provided wellness services to over a dozen local companies, reaching over 10,000 employees, including large employers such as Crane and Co., General Dynamics, 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 2,800 employees. In 2016, Wellness at Work professionals continued to team 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 several employee health fairs, with over 500 participants receiving free screenings and health information.

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

Goal Description

Reduce the risk of cardiovascular disease, diabetes, pulmonary disease and stroke in the workplace population of the Berkshires

Goal Status

Ongoing

Help to reduce costs and lost work time associated with preventive illness through employee

Ongoing

screenings, health risk assessments, education and early intervention

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
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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
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Detailed Description	Not Specified
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Injury Prevention

Program Type	Community Benefits Planning Process,Community Education,Health Professional/Staff Training,Prevention,School/Health Center Partnership
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Statewide Priority	Promoting Wellness of Vulnerable Populations
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.
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

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 behavior	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
Detailed Description	Not Specified
BMC Dental Clinic	
Program Type	Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Direct Services,Health Professional/Staff Training,Health Screening,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
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 2016, 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. 2016 is the final year that BMC runs this program, as in 2017 it will be sponsored by Community Health Programs. BMC Dental Residents will continue to provide care at the clinic under CHP.
Target Population	<ul style="list-style-type: none"> • 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

Goal Description	Goal Status
Improve access to oral medicine for the disadvantaged, uninsured and underinsured	Fiscal 2016
Improve dental education programs for children and adolescents through	Fiscal 2016

free dental screenings and sealants offered to students in Pittsfield public schools

Partners

Partner Name, Description	Partner Web 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
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Detailed Description	Not Specified
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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
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Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations
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Brief Description or Objective	The Berkshire VNA in 2016 served nearly 3,800 area residents with over 65,000 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
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provided over 1,600 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.

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

Goal Description

Goal Status

Improve management of chronic diseases and promote wellness in 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

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

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 2016, this program helped 1,104 people diagnosed with 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. Free classes on Pre-Diabetes were also held in 2016, with 54 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.

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

Goal Description

Goal Status

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

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
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

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

Brief Description or Objective In 2016, 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 2,600 blood pressure screenings, 121 wellness screenings, gave 16 community lectures on blood pressure and had over 5,400 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.

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 Provide education and
Goal Status Ongoing

direct support for people with hypertension or those at risk

Provide free monthly blood pressure screenings and cholesterol screenings

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

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

Program Type Community Education, Direct Services, Outreach to Underserved

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

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 2016, the BMC Care Navigation Program assisted nearly 700 patients and helped 362 callers to the Link Line.

Target Population

- **Regions Served:**County-Berkshire
- **Health Indicator:**All
- **Sex:**All
- **Age Group:**All
- **Ethnic Group:**All
- **Language:**All

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 family members, including Integrative

Ongoing

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

Detailed Description Not Specified

Project Empowerment

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

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 2016, Project Empowerment helped 58 people with HIV/AIDS to attain the services they need and to achieve self-management.

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
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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
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Detailed Description	Not Specified
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BHS/Canyon Ranch Institute Life Enhancement Program

Program Type	Community Health Needs Assessment, Health Screening, Outreach to Underserved, Prevention, Support Group
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Statewide Priority	Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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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. Since that time, significant additional funding has been invested in expanding
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the program, totaling over \$1 million. 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 2016, four program sessions were held, with 83 new participants 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.

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

Goal Description

Provide underserved individuals with

Goal Status

Ongoing

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

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
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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
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Detailed Description	Not Specified
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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

Brief Description or Objective

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 continuing in 2016. 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 also implemented 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.

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

Goal Description

Operate a program aimed at reducing the incidence of diabetes, tobacco use, high blood pressure and

Goal Status

Ongoing

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

Program Type	Community Education,Community Health Needs Assessment,Direct Services,Health Screening,Outreach to Underserved,Prevention
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Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations
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Brief Description or	Lung cancer incidence has grown nationally, and according to the
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Objective

American Cancer Society, it is the leading cause of cancer death among both men and women, by far. Beginning in 2014 and continuing in 2016, 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 2016, 751 people were screened for lung cancer, and of that, 240 were referred to follow up care based on eight significant or incidental findings.

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

Goal Description

Provide free lung cancer screening for individuals at risk for developing the disease

Goal Status

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**

Primary Care
Physician Practices
BMC Cancer Center
Berkshire Hematology

Partner Web Address

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

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

Brief Description or Objective In 2016, 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 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.

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

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	
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Hillcrest Family Health Center	
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BMC Get Cuffed Program	
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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

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

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

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 programs include Diabetes Education and Management, Heart Failure clinic, nutrition counseling, mental health services, substance abuse treatment, including an outpatient detox program, and smoking cessation. The Neighborhood not only houses services designed for this, but is also the hub for coordination of care and communication among all providers. In 2016, the Neighborhood for Health helped 711 patients in Northern Berkshire.

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

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 re-hospitalization 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 environment

Ongoing

Partners

Partner Name,

Partner Web

Description **Address**

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
Community Health
Programs

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

Detailed Description Not Specified

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

**Brief Description or
Objective** 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.

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

Ongoing

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

Ongoing

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

Ongoing

Partners

Partner Name, Description	Partner Web Address
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Local immigrant social organizations

Contact Information	Veronica Bedard, Language Coordinator, BMC, 725 North St., Pittsfield, MA 01201, 413-881-5489., vbedard@bhs1.org
Detailed Description	Not Specified

ShotSpotter Technology City of Pittsfield

Program Type	Community Education,Prevention
Statewide Priority	Promoting Wellness of Vulnerable Populations
Brief Description or Objective	In 2016, Berkshire Medical Center donated \$300,000 to the City of Pittsfield to support the purchase and implementation of ShotSpotter. ShotSpotter is a technology that can pinpoint gunshots through sophisticated audio recognition, with monitoring devices throughout the city. This technology will provide police with a precise location and allow for a more immediate response, as the system is hooked into the squad car fleet. The \$300,000 donation was made during fiscal 2016, with the system itself being implemented in 2017. It will support the initial implementation and first 18 months of the service.
Target Population	<ul style="list-style-type: none">• Regions Served:Pittsfield• Health Indicator:Injury and Violence, Other: Domestic Violence, Other: Public Safety, Other: Safety• Sex:All

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

Goal Description	Goal Status
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To provide support for 2016 City of Pittsfield in implementation of new technology to pinpoint gunshots.	
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Help reduce violent incidents in the community	Ongoing
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Help improve police response to gun violence incidents	Ongoing
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Improve public safety for the city	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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City of Pittsfield Mayor's Office Pittsfield Police Department City of Pittsfield City Council	
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Contact Information	Pittsfield Police Chief Michael Wynn, 39 Allen St., Pittsfield, MA 01201, 413-448-9709,
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Detailed Description	Not Specified
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Physician Recruitment/Workforce Development

Program Type	Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Health Professional/Staff Training,Mentorship/Career Training/Internship,Outreach to Underserved,Physician/Provider Diversity,School/Health Center Partnership
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Statewide Priority	Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity
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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. 5 new primary care physicians and 5 emergency medicine physicians joined the BMC medical staff in 2016, along with 26 new advanced practice professionals (Nurse Practitioners, Physician Assistants), resulting in all in over 60 new members of the medical staff when specialties are included. 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 2016, 18 RNs entered the program, and in all 126 have graduated from the program since its inception six years ago. This program is taught by Elms at a BMC facility in Pittsfield, in order to provide more convenience for the nurses in training. Overall investment by BHS in the critical shortage program is over \$13 million.

Target Population

- **Regions Served:**County-Berkshire
- **Health Indicator:**Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Arthritis, Other: Asthma/Allergies, Other: Cancer, Other: Cardiac Disease, Other: Chronic Pain , Other: Colitis/Crohn Disease, Other: Dental Health, Other: Hepatitis, Other: HIV/AIDS, Other: Hypertension, Other: Lyme Disease, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Parkinson’s Disease, 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 and emergency medicine physicians

Ongoing

Expanding specialty care for the prevention and treatment of chronic illness, such as

Ongoing

diabetes, heart failure
and others

Expanding access and Ongoing
timeliness of patients
being seen for primary
care through increased
recruitment of primary
care physicians and
advanced practice
providers

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

Partners

Partner Name, Description	Partner Web Address
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Community physician
practices

Berkshire Community
College RN program

Springfield Technical
Community College

University of
Massachusetts

Elms College

BMC Physician
Practices

Contact Information	Arthur Milano, Vice President, Human Resources, BMC, 725 North St., Pittsfield, MA 01201 413-447-2784,
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Detailed Description	Not Specified
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Expenditures

Community Benefits Programs

Expenditures	Amount
Direct Expenses	\$6,174,341
Associated Expenses	\$1,487,981

Determination of Need Expenditures	Not Specified
Employee Volunteerism	Not Specified
Other Leveraged Resources	\$4,497,585

Net Charity Care

Expenditures	Amount
HSN Assessment	\$2,419,739
HSN Denied Claims	\$53,056
Free/Discount Care	Not Specified
Total Net Charity Care	\$2,472,795

Corporate Sponsorships	\$38,750
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Total Expenditures	\$14,671,452
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Total Revenue for 2016	\$442,016,186
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Total Patient Care-related expenses for 2016	\$404,374,615
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Approved Program Budget for 2017	\$8,000,000
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(*Excluding expenditures that cannot be projected at the time of the report.)

Comments:  Not Specified

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

Full-Text PDF Report: Not Specified

Original Full-Text Report: Not Specified

Bad Debt: Not Specified Not Specified

IRS 990: Not Specified

Current Status: Published

Data as of: 6/7/2017 9:31:08 AM
