

Fairview Hospital - FY2015

Community Benefits Mission Statement

Furthering our charitable purpose as part of Berkshire Health Systems, Fairview Hospital's Community Benefit Mission is to identify, prioritize and address our community's health needs and improve its health status. Serving our rural community as the regional provider of healthcare that turns no one away for ability to pay, Fairview improves access to health services, targets the needs of vulnerable populations and stewards overall public health status. Fairview Hospital seeks input and meaningful collaboration as it sets goals and implements programs to improve health status and community needs.

Target Populations

Name of Target Population	Basis for Selection	
Uninsured and Underinsured	State economic and unemployment indicators, as well as statistics from Fairview Hospital reflect a gap in access due to insurance coverage and co-pays.	
Non- English Speaking Individuals	Local demographic and school statistics reflect a small but growing immigrant, multicultural community.	
Elders	Demographics reflect a significantly higher than state average percentage of elders in rural towns and villages in the southern Berkshire service area.	
Adolescents and Young Adults	The rural southern Berkshires has an alcohol and substance abuse rate above the state average and has experienced a spike in opioid addiction, reflecting the national epidemic.	
Rural poor	The geographic vastness, remote isolation and lack of transportation for many in the service area creates significant and complex obstacles to healthcare, including primary care and chronic disease management, particularly for the most economically vulnerable.	
Young children	Local school district statistics reflect significant decline in student enrollment coupled by increased need for support and services among the population.	

Publication of Target Populations

Marketing Collateral, Website, Other- Outreach and collaboration with events and communities

Hospital/HMO Web Page Publicizing Target Pop.

www.berkshirehealthsystems.org

Key Accomplishments of Reporting Year

In FY 15, Fairview made significant advances in contributing to a healthier southern Berkshire service area through the launching of the Canyon Ranch Institute's Life Enhancement Program and collaborating with Berkshire Medical Center's PWTF and the Berkshire Partnership for Health, bringing important health services to hundreds of people in our community identified as at-risk. In addition, Fairview expanded cardiology services, including cardiopulmonary rehabilitation services, as well as nutrition and diabetes education and management programs, which address significant health issues facing our community. Free education programs and increased collaboration with area events provided more engagement with our communities and the people we serve. Noting the priority issue of access to physicians, Fairview Hospital continues to play a role in strengthening access to medical care through physician recruitment in both primary and specialty care services, improving access in a traditionally underserve rural community. Fairview Hospital also served as a launching partner of the Summer Backpack Program, tied to at-risk elementary students, whose families face food insecurity during summer months.

Plans for Next Reporting Year

Fairview Hospital will continue to focus on overarching issues of access to healthcare, chronic disease management, prevention and education, as well as community building and the continued development of a medical community and a strong rural emergency network. In addition, Fairview will expand efforts and resources in other key priority areas including substance and opioid abuse treatment and prevention, driver safety and pertussis prevention.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Eugene Dellea, President
Anthony Rinaldi, Executive Vice President
Doreen Hutchinson, RN, MBA, CNAA-BC, Vice President Operations and Chief Nursing Officer
Lauren Smith, Director of Community Relations
Heather Barbieri, Manager of Volunteer Services and Community Benefits
Janet Dohoney, Community Liason
Annie Ryder, Chair of Fairview Patient Family Advisory Committee
Jen Shumsky, Community Health Program WIC
Susan Fish, English as a Second Language Program Teacher
Polly Mann, Great Barrington Senior Center
Ananda Timpane, Railroad Street Youth Project
Rosemary Carpenite, The People's Pantry
Carol Purcell, The People's Pantry

Community Benefits Team Meetings

Fairview Hospital participates in monthly Community Benefits Meeting of Berkshire Health Systems at Berkshire Medical Center, representing the southern Berkshires' health status, needs, and initiatives. In addition, a Fairview Hospital Community Benefits Committee meets at least once a year to review the report, discuss ongoing and new challenges facing our community with a Fairview Hospital Community Benefits Committee, comprised of hospital leadership and staff as well as community stakeholders and social service providers.

Community Partners

Berkshire Medical Center
Berkshire Health Systems
Construct, Inc.
Volunteers in Medicine
Southern Berkshire Chamber of Commerce
Community Health Program
Berkshire Public Health Alliance
Canyon Ranch Institute
Berkshire Taconic Foundation
Free Legal Clinic
The People's Pantry
Berkshire County ARC
Berkshire Regional Planning

Berkshire Public Health Alliance
Mass Hospital Association
Berkshire South Community Center
Farmington River School District
Southern Berkshire Regional School District
Southern Berkshire Educational Collaborative
Elder Services of the Berkshires
Berkshire Hills Regional School District
Southern Berkshire Volunteer Ambulance Squad
Western Mass Emergency Medical Services
Sandisfield Ambulance Squad
New Marlborough Ambulance, Fire and Police
Otis Rescue Squad
Great Barrington Rehab and Health Care
Timberlyn Rehabilitation and Care Services
Fairview Commons
Berkshire Meadows
Berkshire Immigrant Center
Berkshire County Boards of Health Assoc.
Hillcrest Education Centers
Eagleton School
American Heart Association
Berkshire Community College
University of Massachusetts School of Nursing
Simon's Rock College of Bard
Mildred Elley School
TRIAD(Alford, Gt. Barrington, Egremont)
Alzheimer's Association of Western Mass
American Red Cross
Western Mass Medical Reserve Corps
Western Mass Disaster Animal Response Team
Berkshire County CERT
Berkshire Visiting Nurse Association
Western Mass READY
Mass Department of Public Health
Berkshire Theatre Festival
Great Barrington Fire and Police Department
Great Barrington Board of Health
Egremont Fire,Police and Emergency Mgmt.
Sheffield Fire and Police Department
Alford Fire Department
Monterey Fire and Police Department
Otis Fire and Police Departments
Stockbridge Police and Fire Department
West Stockbridge Police and Fire Department
Tyringham Emergency Management

Community Health Needs Assessment

Date Last Assesment Completed and Current Status

Berkshire Health Systems completed a Community Needs Health Assessment in 2015.
 Consultants/Other Organizations:
 Berkshire Regional Planning Commission Median Household Income
 Community Health Needs Assessment "Health Behaviors" Berkshire County
 2014 Massachusetts Prevention Needs Assessment Survey: Berkshire County
 Massachusetts County Health Rankings (2014)
 Mass. Dept. of Elementary & Secondary Education's Adult & Community Learning Services Program
 Canyon Ranch Institute Focus Group/South County Results
 Fairview Hospital Community Health Perceptions Survey 2014

Consultants/Other Organizations

Canyon Ranch Institute's Life Enhancement Program

Data Sources

Community Focus Groups, Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA, Other - Berkshire Public Health Alliance

Select Community Benefits Programs

Chronic Disease Management Programs

Brief Description or Objective	Fairview provides chronic disease rehabilitation and support programs to improve health status and quality of life, especially for rural elders. In FY15, planning took place to expand the cardiac and pulmonary rehabilitation programs to continue with additional programs to meet community need.
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Program Type	Direct Services
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|--------------------------|---|
| Target Population | <ul style="list-style-type: none"> • Regions Served: County-Berkshire • Health Indicator: Access to Health Care • Sex: All • Age Group: All • Ethnic Group: All • Language: All |
|--------------------------|---|

Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations

Goal Description	Goal Status
Parkinson's Disease	Fairview offered a

patients will have access to an affordable program to promote function and emotional health.

weekly program that served 12 unique patients maintain and improve their health status.

Pulmonary disease patients will have access to evidence-based rehabilitation and maintenance programs, lead by a multidisciplinary team, to improve health status and quality of life for those who suffer from this disease.

In FY15, Fairview provided 27 unique patients safe, supportive, clinically monitored programs to improve their quality of life.

Cardiac disease patients will have access to high quality, evidence-based cardiac rehabilitation to improve health status.

In FY15, 70 unique cardiac patients participated in Fairview's Cardiac Rehabilitation Program. Planning was conducted to offer a Cardiac Rehab Maintenance Program in FY16.

Fairview will remove barriers to care for those seeking cardiac rehabilitation but struggling with the financial burden.

Fairview Hospital established a fund to assist individuals with co-pays. Two patients utilized this fund to access care.

Diabetes services will be expanded to meet increasing need.

In FY15, Fairview provided service to 76 unique diabetic

Diabetic educators and nutritionists will provide individual and group counseling and support for diabetics, as well as outreach to raise awareness among pre-diabetics.

patients and participated in health fairs and outreach to raise awareness of the disease and available programs in our community.

Cardiac survivors will have access to the emotional and clinical support that helps them maintain and improve their health status during and after cardiac rehabilitation. Fairview's Cardiac Rehabilitation team established a new support group, "HeartBeats" which is lead by a social worker and held twice a month.

Partners

Partner Name, Description	Partner Web Address
VIM	www.vimberkshires.org
Berkshire Medical Center	www.berkshirehealthsystems.org
East Mountain Medical Associates	https://emma.portalforpatients.com

Contact Information Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description Not Specified

Physician Recruitment/Retention for Underserved Population

Brief Description or Objective Fairview's service area is designated an Underserved Medical Population. Fairview has played a pivotal role in stabilizing existing practices, and strengthening access to primary care by recruiting and supporting physicians in rural practice.

Program Type Community Participation/Capacity Building Initiative

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

Goals
Statewide Priority: Reducing Health Disparity

Goal Description **Goal Status**

Access to physicians in a Medically Underserved rural community will be a priority for immediate and long-term access to healthcare for our community.

Fairview collaborated with area practices and physicians to recruit 6 new providers including 4 physicians(1 bilingual) and 2 advanced practice nurses.

Partners

Partner

Name, Description **Partner Web Address**

Description

Community Health Program www.communityhealthprograms.com

Fairview Internal Medicine www.berkshirehealthsystems.org

Barrington Family Medicine susan@bfmedicine.com

MACONY Pediatrics www.berkshirehealthsystems.org

Contact Information

Anthony Rinaldi, Executive Vice President Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230, ARinaldi@bhs1.org

Detailed Description

Not Specified

Community Benefits

Brief Description or Objective

Fairview's Community Benefits efforts provide a framework for partnership, assessment, quantification and feedback to assess and address the issues facing our community.

Program Type

Community Benefits Planning Process

Target Population

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

Goals

Statewide Priority: Reducing Health Disparity

Goal Description

Fairview will provide an accounting of the community benefit it provides in the southern Berkshire region through the filing the formal Community Benefits Report each year.

Fairview will work with other organizations and groups to further the collaboration and health status of our community.

Goal Status

Fairview Hospital prepares a formal report each year for the Massachusetts Attorney General.

Fairview Hospital participates in the Berkshire Health Systems Community Benefits group, and holds meetings with a Fairview Community Benefits Advisory Committee and the Patient and Family Advisory Council at Fairview Hospital.

Partners

Partner**Name, Partner Web Address****Description**

Berkshire Medical Center www.berkshirehealthsystems.org

Contact Information

Lauren Smith Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230, lsmith@bhs1.org

Detailed Description

Not Specified

Rural Community Emergency Response Capacity Building

Brief Description or Objective

Fairview serves as the medical hub for the rural communities we serve, providing a wide range of services that strengthen access to and quality of emergency response and community response efforts.

Program Type

Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** County-Berkshire
- **Health Indicator:** Access to Health Care
- **Sex:** All

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

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Emergency responders in rural communities will find new solutions to address serious threats to community health and safety.	In the first agreement of its kind in the region, first responders in the rural community of Egremont will have access to Narcan and Epi-pens, providing faster response in life-threatening situations.
Hospital professionals will partner with rural response teams in an ongoing process of quality improvement.	Fairview's medical staff provide ongoing quality assessment and quality improvement feedback by conducting reviews of pre-hospital care reports for area responders.
Rural emergency response teams from communities in Fairview's service area will have access to medical information and professionals that are able to advance the standard of care in the field.	Fairview provides medical oversight, communications, state updates, education and support to assist rural emergency teams to function effectively.

Partners

Partner Name, Description	Partner Web Address
American Red Cross	www.redcross.org
Western	www.wmmrc.org

Mass
Medical
Reserve
Corps
Western www.wmdart.org
Mass
Disaster
Animal
Response
Team
Berkshire ww.citizenscorps.gov
County
CERT
TRIAD bruce.h.bernstein@verizon.net
BVNA www.berkshirehealthsystems.org
Simon's www.simons-rock.edu
Rock
College at
Bard
BHRSD www.bhrsd.org
SBRSD www.sbrsd.org
Berkshire www.berkshirehealthsystems.org
Medical
Center
Western www.westernmassready.org
Mass
READY
SBVAS www.sbvas.com
Otis Rescue www.townofotisma.com
Squad
New www.newmarlboroughma.gov
Marlborough
Ambulance
Squad
Sandisfield www.sandisfield.org
Ambulance
Squad
Wester Mass www.wmems.org
Emergency
Medical
Services
Southern hbarbieri@bhs1.org

Berkshire
Regional
Emergency
Planning

Contact Information Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description Not Specified

Prevention and Wellness

Brief Description or Objective Fairview will serve as a leader in life enhancement and improvement in health status by making information, services and support available.

Program Type Community Education

Target Population

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

Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Tobacco treatment services will be available and accessible to both inpatients and community members.	Fairview Hospital provided 27 unique patients individualized or group counseling in FY15.
Free community health education and outreach will be offered to address specific health issues and raise health literacy for all in our community.	Fairview attended community health fairs, sponsored youth athletics, hosted health lectures and fairs providing information and resources.
Life safety programs will be available at low-cost or no-cost to raise the level of emergency	In FY15, Fairview's CPR Plus Program offered life safety skills including pediatric and adult

preparedness among lay people. CPR, first aid, AED and chokesaver class to over 100 individuals.

Fairview will participate in a broad regional collaborative to improve the health status tied to high risk health issues facing our community. Working together for a healthier community, Fairview staff will support, participate in and offer programs in South County. Fairview Hospital has been involved in the planning and implementation of the PWTF Grant which is known as the Berkshire Partnership for Health.

The health status of our community will be improved by providing nutrition and lifestyle education and support to children and families. Operation Better Start offered two 8-week Mindful Eating programs, Take 6 for Teens and individualized counseling serving 58 individuals.

Individuals with an identified health need will have access to a free program to help make life-improving change. Fairview launched Canyon Ranch Institute's Life Enhancement Program in South Count. In FY15, Fairview invested in extensive planning and implemented two twelve session/3-hour weekly meetings, serving 40 individuals with integrated health and wellness.

Fairview Hospital eagerly supports local initiatives to improve access to nutritious food among vulnerable Fairview provided 443 pounds of prepared food to the homeless shelter, food for 21 families in the Summer Backpack

populations. program for economically vulnerable children, and provided financial support to the local food pantry to support its resources.

Fairview contributes to a more environmentally sustainable community through its commitment to recycling and composting. Fairview leads the community in establishing new environmentally friendly standards, including evidenced by 30.53 tons of materials composted from food service operations.

Access to vaccination immunization at no charge for children and rural elders. Fairview provided 3 school-based/4 rural community based clinics that offered children, families and community members access to influenza vaccination and immunization at no charge to them. A total of 373 individuals received vaccinations.

Individuals with hypertension will be offered a comprehensive program to monitor and improve their health status. Fairview Hospital offered the "Get Cuffed" Program to 35 individuals in the community, extending the impact of Berkshire Medical Center's program located in Pittsfield.

Individuals at risk for falls will have access to education and support to improve balance and decrease risk. In FY15, 25 individuals participated in The Matter of Balance program designed to decrease the risk of falls for the elderly.

Pre-diabetics will have In FY15, 23 benefited access to information, from individual and screening and services group counseling. to identify their pre-diabetic condition.

Partners

Partner

Name, Description	Partner Web Address
Great Barrington Rotary Club	gb-rotary.org
Berkshire Medical Center	www.berkshirehealthsystems.org
Volunteers in Medicine	www.vimberkshires.org
American Heart Association	www.aha.org
Southern Berkshire Chamber of Commerce	www.sbcoc.org
SBRSD	www.sbrsd.org
BHRSD	www.bhrsd.org
Berkshire County Boards of Health	www.bcboha.org
Great Barrington Police and Fire Departments	www.townofgb.org
Farmington River School District	www.frrsd.org
Egremont Fire Department	www.townofegremont.org

Sheffield www.townofsheffield.org
 Fire
 Department
 Alford Fire www.townofalford.org
 Department
 Monterey www.townofmonterey.org
 Fire
 Department
 Stockbridge www.townofstockbridge.org
 Police and
 Fire
 Departments
 Berkshire www.berkshiretheatregroup.org
 Theatre
 Group

Contact Information Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description Not Specified

Advocacy for Access

Brief Description or Objective Free assistance in accessing health coverage for the uninsured and underinsured in the southern Berkshires. Advocacy staff take an active role to help individuals navigate processes to connect to the coverage they need.

Program Type Health Coverage Subsidies or Enrollment

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

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Fairview will help patients and community members navigate issues surrounding access to healthcare by offering	In FY15, Fairview's Advocacy for Access Office served 5200 individuals in gaining access to insurance, services and care.

a free service that provides Massachusetts Certified Application Counselors.

Individuals will have access to care provided with seamless transitions between providers. Fairview Hospital received a grant and instituted the HealthLeads program in collaboration with physician practices.

Partners

Partner Name, Description	Partner Web Address
BHRSD	www.bhrsd.org
SBRSD	www.sbrsd.org
Southern Berkshire Chamber of Commerce	ww.sbcoc.org
Community Health Program	ssscommunityhealthprograms.com
Berkshire Taconic Foundation	www.berkshiretaconic.org
Free Legal Clinic	www.flcberkshire.wordpress.com
The People Pantry	www.ishcc.org
BCARC	www.bcarc.org
Volunteers in Medicine	www.vimberkshires.org
Mass Hospital Association	www.mha.org
Berkshire South	www.berkshiresouth.org
Elder Services of	www.esbci.org

the
 Berkshires
 Construct www.constructinc.org
 Homeless
 Shelter
 Farmington www.frrsd.org
 River
 School
 District
 Berkshire www.berkshirecc.edu
 Community
 College

Contact Information Cheryl Thomson Fairview Hospital 29 Lewis Avenue, Great Barrington, MA 01230, cthomson@bhs1.org

Detailed Description Not Specified

Future Workforce Career Development

Brief Description or Objective Fairview Hospital offers a high quality career development program allowing clinical students living in our rural community to have access to training, supervision and experience in our community. This program is the foundation of our future workforce.

Program Type Mentorship/Career Training/Internship

Target Population

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

Goals

Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Fairview will invest in career development opportunities and clinical training as a strategy to develop its future workforce.	Fairview provided shadow experiences, internships and clinical training to 42 students in FY15.
Fairview will provide clinical skills training for healthcare	Fairview supported the training of 26 emergency medical

professionals in order technicians and
 for them to develop medical assistants
 their clinical skills
 without leaving the
 community.

Partners

Partner Name, Description	Partner Web Address
BHRSD	www.bhrsd.org
SBRSD	www.sbrsd.org
Berkshire Community College	www.berkshirecc.org
University of Massachusetts	www.umass.edu/nursing
Simon's Rock College at Bard	www.simons-rock.edu
Mildred Elley School	mildred-elley.edu

Contact Information Doreen Hutchinson,BSN, MBA Vice President,Operations Fairview Hospital 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645, dhutchinson@bhs1.org

Detailed Description Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2015	Approved Program Budget for 2015
Community Benefits Programs	Direct Expenses	\$1,359,494
	Associated Expenses	\$12,825
	Determination of Need Expenditures	\$0
	Employee Volunteerism	\$0
	Other Leveraged Resources	\$81,270
Net Charity Care	HSN Assessment	\$301,580
	HSN Denied Claims	\$8,092
	Free/Discount Care	\$0

*Excluding expenditures that cannot be projected at the time of the report.

	Total Net Charity Care	\$309,672	
Corporate Sponsorships		\$8,440	
	Total Expenditures	\$1,771,701	
Total Patient Care-Related Expenses for FY2015			\$39,634,160
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	