

Organization Information

Organization Address and Contact Information

Organization Name:	Fairview Hospital
Address (1):	29 Lewis Avenue
City, State, Zip:	Great Barrington, Massachusetts 01230
Web Site:	www.berkshirehealthsystems.org
Contact Name:	Lauren Smith
Contact Title:	Director
Contact Department:	Community Relations and Development
Telephone Num:	(413) 528-0790
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E-Mail Address:	Lsmith@bhs1.org
Contact Address (1): (If different from above)	29 Lewis Avenue
City, State, Zip:	Great Barrington, Massachusetts

Organization Type and Additional Attributes

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

CB Mission

Community Benefits Mission Statement

Acknowledging our charitable purpose, Fairview Hospital's Community Benefits Mission is to identify, prioritize and address our community's health needs and play an active role in the improvement of health status.

To support this mission, Fairview Hospital, a rural, Critical Access Hospital in the southwestern corner of Massachusetts, is committed to provide the services needed or facilitate connection to more specialized care when needed. Distance creates obstacles to healthcare that result in health disparity. No access often means no quality. As the area's primary resource of healthcare services, professionals and information, Fairview recognizes the role and responsibility it has in our community's health status. Fairview actively reviews and develops plans to improve access to health services, strengthens the capacity of health and medical services both inside and outside our walls, and collaborates with community partners to identify and target the needs of vulnerable populations to remove barriers and improve the quality of life for all. This report covers the FY19 dates from October 1, 2018 to September 30, 2019.

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.
Adolescents and Young Adults	Our adolescent and young adult populations reflects

alcohol and substance abuse rates above the state average, a rise in tobacco usage including e-cigarettes, a high driver mortality rate, and similarly faces the national epidemic of opioid addiction and the challenges reflecting the national epidemic in rural communities.

Rural seniors

The geographic vastness, remote isolation and lack of transportation for many individuals in the remote towns in the service area creates significant and complex obstacles to healthcare, including primary care and chronic disease management, particularly for the most economically vulnerable. In addition, this group faces challenges in isolation and access to health information.

Young children

Local school district statistics reflect significant decline in student enrollment coupled by increased need for support and services among the population. In school year 2018/2019, the Massachusetts Department of Elementary and Secondary Education reports 53% of the Berkshire Hills Regional pre-kindergarten class is economically disadvantaged, 30% of the middle school students, and 23% of high school students, reflecting a trend toward families with young children facing increasing economic stress. Berkshire Hills School District statistics also show the region qualifies for a free summer lunch program based on free and reduced lunch qualified students in the elementary grades.

Non- English Speaking Individuals

Local demographic and school statistics reflect significant growth in the southern Berkshire immigrant community. Fairview Hospital has worked in many environments to improve trust, communication and access to this population.

Publication of Target Populations

Marketing Collateral

Hospital/HMO Web Page Publicizing Target Pop.

Not Specified

Key Accomplishments of Reporting Year

Fairview Hospital is deeply engaged in the network of rural community life. In FY18, Fairview Hospital supported the health of our community by providing free, low cost and accessible health programs and services that address the significant chronic health and access to healthcare issues facing our community. Fairview continued in its commitment to raise the health literacy of our community through community education programs, support groups and the 12-week Life Enhancement Program which was offered to three cohorts, totaling 60 individuals served.

Building community partnerships was a primary focus of the year as a strategy to expand capacity of the resources that are available to address the issues we face. Fairview Hospital served in the role of convener for priority issues such as food and transportation and partnered with the Southern Berkshire Rural Health Network and numerous community organizations and task forces to collaborate on the key issues facing our community such as opioids, community safety and advocacy. The information gained and assessment provided the groundwork for programming decisions, effective partnership and efficient use of resources. Innovative programs were identified to meet multiple objectives in both short-and long term initiatives that incorporate the needs of vulnerable populations targeting underemployed, non-English speaking, young children and vulnerable seniors.

In our role as the largest employer and an economic pillar of the southern Berkshires, Fairview Hospital provides significant resources to offer workforce development, supporting students in secondary school as well as those enrolled in healthcare and medical education to provide career awareness and skills that lead to well-paying jobs as well as meet the healthcare workforce needs of the future. Fairview Hospital also partners with key institutions that address socio-economic challenges through collaboration and direct financial support including education, social services, cultural, health, safety and first response organizations.

Fairview Hospital spent considerable resources focused on adopting the new guidelines presented by the Massachusetts Attorney General's Office. Our participation in Massachusetts Hospital Association Programs has provided insight into how we can better serve our community and learn from the experience of other institutions in their similar effort to raise the health

status of other communities..

Plans for Next Reporting Year

In FY20, Fairview Hospital will continue to provide our community with programs and services that meet priority health needs, identify and address gaps in care and serve vulnerable populations. Access to care, programs and support will be offered regardless of ability to pay. In addition to ongoing education that raises awareness of issues of racial, socio-economic diversity, Fairview will implement specific projects that address the needs in our community with innovative collaborations and utilization of resources. Partnership with the Southern Berkshire Rural Health Network will continue to provide a strong connector to community partners as we work together to address not only the health issues, but the socio-economic challenges and environment that challenge individuals and families.

Fairview Hospital will continue to make a significant investment in workforce development by offering skills and training to medical students, engaging in partnerships with local schools and regional healthcare educators, to provide valuable career training and successful workforce development opportunities to create our future workforce, most notably the Home Health Aide training to provide valuable financial opportunities as well as address the shortage of homecare needed by the growing population of seniors. In addition, due to the tremendous success of a pilot nurse residency program implemented last Fall, the program will be held again over a 6 month period for new graduates, as a means to better transition new nurses into our local workforce and hospital.

Fairview will continue to expand its focus on developing a strong emergency planning and use its role as a leading institution in the community to convene stakeholders to address identified socio-economic factors that have been identified as priority needs, including serving as a partner to area first responders, the home of the southern Berkshire Medical Reserve Corp and regional emergency planning exercises and education.

As a result of the Covid-19 pandemic, which began in early 2020, Fairview will continue to respond to and support the health and socio-economic needs of this community, complicated by the shutdown of many services and organizations regionally, state and nation wide . Existing partnerships with both local community and clinical partners will be used to continue to address the pre-existing Social Determinants of Health (SDOH) concerns related to Covid-19, such as transportation, housing, and food insecurity issues complicated by our expansive terrain and rural areas.

Specific programs developed in response to needs created by Covid-19 will be continued when possible. Covid Testing will continue to be made available within a short distance of the hospital to prevent long commutes to other testing sites in the area, with travel previously taking an hour or longer in some cases. Support at the Great Barrington Farmer's Market will continue to be made available, through the provision of nurses and other resources at the Market and made possible by an existing partnership with the Medical Reserve Corps (MRC). Fairview has been able to provide nurses from the hospital and the MRC weekly at the Market, for support and education of the community regarding Covid-19, as well as connecting individuals to resources and health services still available during the pandemic. Face shields and/or other personal protective equipment from the hospital will continue to be supplied to vulnerable frontline health care workers, such as home health and long term care providers.

Community Benefits Process

Community Benefits Leadership/Team

Not Specified

Community Benefits Team Meetings

Not Specified

Community Partners

Not Specified

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Adopted by the Berkshire Health Systems Board of Trustees on April 9, 2019

Consultants/Other Organizations

Not Specified

Data Sources

Community Focus Groups, Community Health Network Area, Consumer Groups, Hospital, Interviews, Public

Implementation Strategy (optional)

File Upload (optional)

[COMMBENIMPLEMENTATION.DOCX](#)

Community Benefits Programs

Advocacy for Access

Program Type	Health Coverage Subsidies or Enrollment,
Statewide Priority	Promoting Wellness of Vulnerable Populations,
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Mental Illness and Mental Health, Substance Use Disorders,
DoN Health Priorities (optional)	Housing, Social Environment,
Target Population	<ul style="list-style-type: none"> • Regions Served: Alford, County-Berkshire, Egremont, Great Barrington, Mount Washington, New Marlborough, Otis, • Health Indicator: Access to Health Care, Social Determinants of Health-Access to Health Care, Social Determinants of Health-Access to Healthy Food, Social Determinants of Health-Access to Transportation, Social Determinants of Health-Affordable Housing, Social Determinants of Health-Income and Poverty, Social Determinants of Health-Uninsured/Underinsured, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description

Fairview Hospital is committed to facilitate access to needed healthcare services and care by overcoming obstacles to having proper insurance.

Fairview Hospital provides a resource for disabled individuals to access the insurance plan needed for healthcare services.

Fairview Hospital is committed to assist vulnerable populations navigate the process of accessing health insurance.

Fairview Hospital is committed to help children have access to medical care with a focus on children and new mothers.

Fairview Hospital is committed to provide healthcare professionals assistance in helping patients have access to appropriate treatment.

Fairview will assist individuals who are homeless connect with health and other services needed.

Goal Status

Advocacy for Access is a resource available in the hospital for connecting individuals to care and helping them for navigate the healthcare system. The office processes 170 applications per month for Masshealth and Connector Care plans. The staff assists individuals renew insurance coverage when necessary. In addition, the staff serve as a resource for a wide range of social services and community resources, including food support, heat and utilities and transportation. In addition, referrals to mental health providers when needed.

In FY 19, the Advocacy for Access team assisted 20 disabled individuals connect with Mass Health and other resources available in the community.

Due to excellent working relationships with other clinical and community organizations in South County, Fairview partners closely with programs such as Volunteers In Medicine (VIM), which provides free care to those in need and particularly for our high population of immigrants, many of whom are undocumented.

Fairview's Advocacy for Access Office connects an average of 80 children to health insurance plans each month. The office reports an average of 30 immigrant families each month applied for coverage during FY19.

Fairview Hospital receives an average if 50 calls/visits per day from local providers and other professionals provide for their patients. The goal is to remove access to insurance as an obstacle to receiving care.

In FY 19, the Advocacy for Access staff assisted 20 homeless individuals enroll in Medicaid and provide additional assistance in accessing housing, food and transportation resources.

Partners

Partner Name, Description

BCARC

Berkshire Community College

Partner Web Address

www.bcarc.orgwww.berkshirecc.edu

Berkshire South	www.berkshiresouth.org
Berkshire Taconic Foundation	www.berkshiretaconic.org
BHRSD	www.bhrsd.org
Community Health Programs	www.communityhealthprograms.com
Construct Homeless Shelter	www.constructinc.org
Elder Services of the Berkshires	www.esbci.org
Farmington River School District	www.frrsd.org
Free Legal Clinic	www.flcberkshire.wordpress.com
Mass Hospital Association	www.mha.org
SBRSD	www.sbrsd.org
Southern Berkshire Chamber of Commerce	ww.sbcoc.org
The People Pantry	www.ishcc.org
Volunteers in Medicine	www.vimberkshires.org
Fallon Health	www.fchp.org
BCARC	www.bcarc.org
Berkshire Community College	www.berkshirecc.edu
Berkshire South	www.berkshiresouth.org
Berkshire Taconic Foundation	www.berkshiretaconic.org
BHRSD	www.bhrsd.org
Community Health Programs	www.communityhealthprograms.com
Construct Homeless Shelter	www.constructinc.org
Elder Services of the Berkshires	www.esbci.org
Farmington River School District	www.frrsd.org
Free Legal Clinic	www.flcberkshire.wordpress.com
Mass Hospital Association	www.mha.org
SBRSD	www.sbrsd.org
Southern Berkshire Chamber of Commerce	ww.sbcoc.org
The People Pantry	www.ishcc.org
Volunteers in Medicine	www.vimberkshires.org
Fallon Health	www.fchp.org

Contact Information	Cheryl Thomson, Advocacy for Access, Fairview Hospital, 29 Lewis Avenue, Great Barrington, MA 01230
Detailed Description	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 as well as provide proactive community outreach to raise access to health and health literacy.

Chronic Disease Management Programs

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Housing Stability/Homelessness, Mental Illness and Mental Health, Substance Use Disorders,
DoN Health Priorities (optional)	Social Environment,
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Cancer-Other, Chronic Disease-Arthritis, Chronic Disease-Asthma/Allergies, Chronic Disease-Cardiac Disease, Chronic Disease-Chronic Pain, Chronic Disease-Diabetes, Chronic Disease-Hypertension, Chronic Disease-Overweight and Obesity, Chronic Disease-Pulmonary Disease, Health Behaviors/Mental Health-Mental Health, Health Behaviors/Mental Health-Stress Management, Other-Cultural Competency, Other-Senior Health Challenges/Care Coordination, Social

Determinants of Health-Access to Health Care, Social Determinants of Health-Access to Health-Access to Healthy Food, Social Determinants of Health-Access to Transportation, Social Determinants of Health-Affordable Housing, Social Determinants of Health-Domestic Violence, Social Determinants of Health-Education/Learning, Social Determinants of Health-Income and Poverty, Social Determinants of Health-Nutrition, Social Determinants of Health-Uninsured/Underinsured,

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

Goal Description

Fairview Hospital is committed to address diabetes in our service area.

Fairview Hospital is committed to provide education to improve the lives of individuals who live with poor health status or chronic disease.

Fairview Hospital is committed to provide individuals who would like to maintain physical health following acute treatments for illness or surgery, with additional supervised activity to continue strengthening, and avoid injury or illness.

Fairview Hospital will provide medically-supervised education and support for patients who have chronic pulmonary respiratory disease (COPD) which is the top Diagnosis Related Group at Fairview Hospital.

Fairview Hospital will offer accessible cardiac care services to those who have experienced an acute cardiac episode and to those who have cardiac disease.

Fairview will provide a weekly opportunity for Parkinson's Disease patients for supervised exercise and support to help prevent the rapid progression of the disease and maintain health status.

Fairview Hospital enables the community to monitor their Blood Pressure by providing a weekly Blood Pressure clinic administered by a nurse at no charge.

Goal Status

Fairview Hospital supported patients with an on-site diabetes educator. In addition to consultation, the Diabetes educator was active in community outreach and education to raise awareness in the community and connect individuals to resources to help control or avoid the disease. The educator attended three community events, presented as part of the Summer Education Series, and provided information for education to be shared through the media.

Fairview Hospital offered 2 cohorts of 18 individuals each, for a 12-week Life Enhancement Program providing medical support, as well as health promotion, in a supportive group atmosphere. This integrative health program addresses the four dimensions of health including mind, body, spirit, and emotions. Participants are provided with free pre and post nursing assessments and serum screening tests, to determine health needs, while assisting with care coordination. This data is collated and evaluated to measure outcomes of the program and provide health status reports to each participant. A multidisciplinary approach is used through health care providers from Fairview hospital to provide four different individual sessions from nutrition, behavioral health, fitness, and integrative health. In addition to the twelve group sessions offered for each participant, a monthly "reunion" is offered to all graduates of the program for additional support and education.

The Rehabilitation Department at Fairview Hospital offers options for patients who have graduated from acute rehabilitation services and wish to continue to gain strength under the supervision of a rehabilitation professional in an environment that is comfortable and safe. The Aquatics Wellness Program is attended by an average of 20 participants twice a week to continue low impact exercise. In the Lee satellite clinic, patients are allowed to continue utilization of exercise equipment with which they are familiar for up to 3 months. The Rehabilitations team plays a significant role in education and support to the 60 participants in the Life Enhancement program. In addition, the rehabilitation professionals are responsive to community requests for providing education to individual groups with specific needs. In FY19, requests included ergonomics, fall prevention and managing pain.

Fairview offers Pulmonary Rehabilitation services for patients who suffer from chronic pulmonary disease. The program offers two levels of outpatient support that provides weekly education and monitored exercise for 24 patients, improving the health outcomes of these patients. In addition, the Pulmonary Rehabilitation team offers community education and outreach to schools and special communities including the American Smoke Out, Open House lectures, information for asthmatics, and acts as a resource for the community on all topics related to respiratory disease.

The Cardiac Rehabilitation Program has expanded to include additional groups to meet the demand for cardiac rehabilitation which now includes a maintenance program for those who have graduated from the initial program. In addition, the cardiac nurses are active in community outreach during American Heart Month and Fairview Hospital's Summer Education Series in order to reach out to the community with valuable health information at no charge.

Fairview Hospital's Rehabilitation team offers a weekly exercise program that helps an average of 5 patients a week have a program that enhances their health status in a supportive environment.

Fairview Hospital offered a free weekly drop in clinic Monday mornings from April through October. The nurse discussed results, provided education, and offered resources as needed to each person. On average 8 community members used the service each week.

Partners

Partner Name, Description

Berkshire Medical Center
Community Health Program
East Mountain Medical Associates
VIM

Partner Web Address

www.berkshirehealthsystems.org
www.chp.org
https://emma.portalforpatients.com
www.vimberkshires.org

Contact Information

Doreen Hutchinson, BSN, MBA; CNE, Vice President of Operations, Fairview Hospital, 29 Lewis Avenue Great Barrington, MA 01230 (413)854-9645

Detailed Description

Due to the high rate of chronic disease facing our elderly community, Fairview offers services that are designed to support individuals with medically supervised opportunities to improve their health status. Access to these programs is especially valuable due to the high rate of rural elderly living in the region who often experience physical, emotional, transportation and financial obstacles.. In FY19, expanding need was met with increase in services for both cardiac and pulmonary rehabilitation program. In addition, Fairview offered programs focusing on wellness, empowering individuals to improve their health and well-being in the Life Enhancement Program, a 12-week free program that connects patients to health and wellness as well as social support.

Community Benefits Engagement, Planning and Implementation

Program Type

Community Benefits Planning Process,

Statewide Priority

Reducing Health Disparity,

EOHHS Focus Issue(s) (optional)

Chronic Disease with focus on Cancer, Heart Disease, and Diabetes, Housing Stability/Homelessness, Mental Illness and Mental Health, Substance Use Disorders,

DoN Health Priorities (optional)

Built Environment, Education, Social Environment,

Target Population

- **Regions Served:** County-Berkshire,
- **Health Indicator:** Access to Health Care, Social Determinants of Health-Access to Health Care, Social Determinants of Health-Access to Healthy Food, Social Determinants of Health-Access to Transportation, Social Determinants of Health-Affordable Housing, Social Determinants of Health-Domestic Violence, Social Determinants of Health-Education/Learning, Social Determinants of Health-Environmental Quality, Social Determinants of Health-Homelessness, Social Determinants of Health-Income and Poverty, Social Determinants of Health-Language/Literacy, Social Determinants of Health-Nutrition, Social Determinants of Health-Public Safety, Social Determinants of Health-Racism and Discrimination, Social Determinants of Health-Uninsured/Underinsured, Social Determinants of Health-Violence and Trauma,
- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Fairview Hospital is committed to the Community Benefits as defined by The Office of the Massachusetts Attorney General's Office, with particular focus on the new guidelines and priorities presented by the Attorney General's Office in 2018.

Fairview Hospital is committed to seek community feedback into the health status and needs facing our community.

Fairview Hospital is committed to provide the resources to meet all the requirements and filing the Community Benefits report.

Goal Status

Fairview Hospital will engage representatives of vulnerable communities as active participants and partners in Fairview Hospital's Community Benefits Program. Fairview committed staff resources to understand the updated Community Benefits Guidelines and implement a strategic plan in alignment with the goals. In FY19, Fairview Hospital expanded the Community Benefits/PFAC Committee to share the goals, audiences and feedback that are part of the process. The new committee structure supports ongoing community engagement and creates a stronger understanding and partnership as Fairview meets the priorities set for by the Massachusetts Attorney General.

In FY19, Fairview Hospital reviewed the priority goals and convened community groups to discuss the needs and gaps in order to identify opportunities. Groups were convened in the area of food vulnerability and transportation to determine next steps. Hospital professionals attended working group spearheaded by other organizations to actively partner on priority issues including rural elders, opioid misuse, immigrant communities and workforce development. Both clinical and non-clinical staff were committed to build stronger community linkages and partnerships that build solutions.

FY19, the Community Benefits process at Fairview Hospital has made significant progress integrating through all levels of management and staff as well as across departments. Management and administrative staff meet monthly with the community to discuss the plan and efforts and quarterly to review programming and needs. Clinical

staff understand and commit resources of time to meet the objectives of raising the health status of our community beyond the normal scope of service. Staff throughout the hospital understand and embrace the importance of community benefits and the responsibility we have to raise the health status of our community and contribute time and effort in their respective departments to implement programs that support our community. Finally, significant staff resources are committed to prepare the report annually.

Fairview Hospital is committed to engage with the community to identify and address issues that affect the health status of the southern Berkshires and communicate the Community Benefits Report, solicit feedback to identify and address issues that affect the health status of the southern Berkshire community.

In addition to the Community Benefits Committee to identify area of need, in FY19 Fairview Hospital supported the Southern Berkshire Rural Health Network (SBRHN) Committee Coordinator, a position which is specifically targeted to ongoing engagement and problem identification with key organizations in our community. The SBRHN consists of three main clinical partners, including Fairview hospital, Community Health Plan (a Federally Qualified Health Clinic), and Volunteers in Medicine (free health services), along with eight community based organizations, including the schools, mental health services, youth projects, local government, elders, substance use disorder, and our anti-poverty organization. The position is 20 hours per week and serves to gather information, convene meetings for the Network and attend meetings held by others to address the needs identified in a report from the SBRHN in 2018.

Partners

Partner Name, Description	Partner Web Address
Berkshire Medical Center	www.berkshirehealthsystems.org
Massachusetts Hospital Association	mhalink.org
Office of the Massachusetts Attorney General	mass.gov
Southern Berkshire Rural Health Network	www.berkshirehealthsystems.org/fairview
Berkshire Medical Center	www.berkshirehealthsystems.org
Massachusetts Hospital Association	mhalink.org
Office of the Massachusetts Attorney General	mass.gov

Contact Information

Lauren Smith, Community Relations Director, Fairview Hospital, 29 Lewis Avenue Great Barrington, MA 01230

Detailed Description

Fairview's Community Benefits efforts provide an integrated framework for partnership, assessment, quantification and feedback to assess and address the health needs and improve the health status of members in our community.

Future Workforce Career Development

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	N/A, Substance Use Disorders,
DoN Health Priorities (optional)	Education,
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, Substance Addiction-Smoking/Tobacco Use, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language:

Goal Description

Fairview Hospital is committed to forming partnerships with area high schools to ignite an interest in opportunities for healthcare careers in the local healthcare community with the goal of building a future workforce.

Fairview Hospital is committed to provide students enrolled in an

Goal Status

Fairview Hospital hosted 10 high school students in its internship program. Students observed physical therapy, maternity, and nursing professionals in the hospital setting. Students underwent appropriate on-boarding and health requirements before being placed in a medical environment to ensure the safety and privacy of patients and staff.

Fairview's goal is to introduce students to Fairview Hospital as they are offered the observation, internships, training and mentoring opportunities. The Rehabilitation Unit

accredited healthcare/medical education program internships and skills experience that will both further the individual's career opportunities and broaden the availability of our future workforce.

Fairview Hospital medical professionals will go to area schools to speak to students of various ages about health as well as careers.

trained and mentored 7 students pursuing advanced degrees in physical and occupational therapy. In the area of nursing, Fairview provided training to Berkshire Community College Nursing students, with a total of 16 students in the Fall of 2018 and another 12 students in the early Fall of 2019. Student nurses were provided an average of 70 hours of skills training and observation. In addition, 3 PA students and Hospitalists spent 400 hours at Fairview hospital with our Hospitalist director. Over 13 students from miscellaneous affiliations spent over 2,000 hours at Fairview for a grand total of 8,329 hours spent at our facility.

Fairview Hospital professionals represented the healthcare profession and shared knowledge in health fairs and classrooms in the southern Berkshire school districts to over 300 students. Events included laboratory specialists serving on a Career Panel, speaking with students at Career Day, and Respiratory professionals visiting the high school for The Great American Smokeout to raise awareness of the dangers of smoking, vaping and nicotine addition. In addition, Fairview provided our Take Six program, a six week in class program for students at the high school, to instill a stronger understanding of nutrition and choices that will positively impact their lives.

Partners

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

Contact Information	Elizabeth Nichols, Director of Education, Fairview Hospital, 29 Lewis Avenue Great Barrington, MA 01230 (413)528-2336
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Detailed Description	Meeting current staffing needs for skilled care in a rural community today and in the future is at the foundation of Fairview Hospital's commitment to investing in education and career training for staff as well as students currently enrolled in medical training programs. Fairview actively engages local students to pursue health care careers and offers a wide range of opportunities to develop career skills.
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Physician Recruitment/Retention for Underserved Population

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	N/A,
DoN Health Priorities (optional)	N/A,
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Berkshire, • Health Indicator: Access to Health Care, • Sex: All, • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified

Goal Description

Fairview Hospital is committed to provide access to medical professionals.

Fairview Hospital will collaborate with area organizations to attract new physicians to the region.

Goal Status

A total of 35 new Providers were brought on by Fairview Hospital in Fiscal 2019 and which included additional specialty services made possible through the collaboration between Fairview and its sister organization, Berkshire Medical Center. As a result, an Infectious Disease Physician, Mid-level Cardiology Provider, and an additional Emergency Department Physician were made available to rural South County. In addition, three Rural Health Clinics (RHC's) were established through Fairview Hospital and located in North and South Berkshire County, to stabilize access to medical professionals, while enhancing reimbursements. The RHC's supplied 10 of the 35 new Providers.

Fairview Hospital collaborated with Community Coalition of the Northwest Corner to host ten second year medical students who have expressed an interest in practicing in a rural community. Fairview hosted a panel discussion with physicians offering them the insight of physicians who practice in the Berkshire and the opportunity to ask questions. The hospital then hosted the students at an area cultural event.

Partners

Partner Name, Description

Community Health Program
Fairview Internal Medicine
MACONY Pediatrics
East Mountain Medical Associate

Partner Web Address

www.communityhealthprograms.com
www.berkshirehealthsystems.org
www.berkshirehealthsystems.org
www.berkshirehealthsystems.org

Contact Information

Anthony Rinaldi, Executive Vice President, Fairview Hospital, 29 Lewis Avenue Great Barrington, MA 01230

Detailed Description

Accessible primary care is a challenge in all rural communities. 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 and stabilizing existing private practice, supporting the nearby local Federally Qualified Health Center and the practices through collaboration and support.

Prevention and Wellness

Program Type

Not Specified

Statewide Priority

Not Specified

EOHHS Focus Issue(s) (optional)

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

DoN Health Priorities (optional)

Built Environment, Education, Social Environment,

Target Population

- **Regions Served:** Alford, Egremont, Great Barrington, Lee, Monterey, Mount Washington, New Marlborough, Otis, Sandisfield, Sheffield,
- **Health Indicator:** Cancer-Breast, Cancer-Skin, Chronic Disease-Alzheimer's Disease, Chronic Disease-Arthritis, Chronic Disease-Asthma/Allergies, Chronic Disease-Cardiac Disease, Chronic Disease-Chronic Pain, Chronic Disease-Colitis/Crohn's Disease, Chronic Disease-Diabetes, Chronic Disease-Hypertension, Chronic Disease-Osteoporosis, Chronic Disease-Overweight and Obesity, Chronic Disease-Pulmonary Disease, Chronic Disease-Stroke, Health Behaviors/Mental Health-Depression, Health Behaviors/Mental Health-Mental Health, Health Behaviors/Mental Health-Physical Activity, Health Behaviors/Mental Health-Stress Management, Injury-Home Injuries, Maternal/Child Health-Parenting Skills, Other-Cultural Competency, Other-Emergency Preparedness, Other-Vision, Social Determinants of Health-Language/Literacy, Social Determinants of Health-Nutrition, Social Determinants of Health-Public Safety, Social Determinants of Health-Racism and Discrimination, Social Determinants of Health-Uninsured/Underinsured, Substance Addiction-Smoking/Tobacco Use,
- **Sex:** All,
- **Age Group:** All,
- **Ethnic Group:** All,
- **Language:** All,

Goal Description

Fairview Hospital will build relationships and offer support to organizations that service vulnerable target audiences. Fairview will provide food donations and financial support to vulnerable communities, including families or individuals who have been identified as: food vulnerable, homeless, having mental health concerns, experiencing social injustices, and youth at risk.

Goal Status

Fairview convened three community meetings to assess food and transportation needs among area organizations to achieve identification of need, collaboration and efficiency across our rural region.

Financial and food donations were made to organizations that address vulnerable communities, as identified in the goal. Over 400 pounds of freshly prepared foods were donated to Construct, the homeless shelter, to support adequate nutrition among vulnerable populations.

During the summer reading program for young children, Fairview provided support to approximately 40 families, along with additional support during the vacation weeks of the school year.

Fairview provided private room space for six area not-for-profit organizations to convene.

Fairview attended three closed meetings of Multicultural Bridge's Women's Support Group specific to the immigrant community during sessions that addressed broad questions and concerns, as well as arranged for speakers focusing on specific topics the group requested to improve access for our immigrant neighbors. Fairview hospital

provided an interpreter to facilitate communications.

Fairview Hospital will raise community capacity to respond to emergencies by training the community in lifesaving skills.

Fairview Hospital offered a full range of life-safety programs to both lay communities and professionals in the CPR Plus Program. CPR for Adults, Pediatric CPR, AED, Babysitter Training and CPR for Professionals are offered on a monthly basis. A focus of FY19 was "Hands-on CPR" which was offered at numerous community events to increase action taken by individuals before emergency medical responders arrive.

Fairview Hospital is committed to addressing health literacy concerns through free health education.

Fairview Hospital offered twelve different educational classes on campus, by health professionals on staff at Fairview, free of charge to the public on all three identified topics with an average of 25 community members in attendance. The subjects offered, included cardiovascular, gastrointestinal, and bone health, reflect health issues of highest prevalence in the southern Berkshire community.

Fairview Hospital underwrites important health messaging on the dangers of texting and driving through underwriting on a local radio station on high school sports programming and Red Sox games to address the high mortality rate due to driving accidents. The message was played twice during each game (high school and Red Sox) with hundreds of reinforcing messages for continual reminders to the community.

Fairview Hospital will reach out to the community to bridge the gap of access to care through attending community events.

Fairview participated in community events in the individual towns in the region, including Sandisfield Senior Day, Canaan Family Day, and the Great Barrington Fly In Day. Through engagement, information, and feedback, access to services was improved for young families and elders. Hands Only CPR at community events improved the capacity of individuals in rural areas to increase the opportunity to provide lifesaving care in emergency situations before medical help arrives.

Fairview Hospital is committed to the nutritional health and wellness of our rural community due to the profound impact nutrition can have on quality of life. Dietitians from the hospital will reach out to the community through various means to provide nutrition education and counseling.

Fairview Hospital Registered Dietitians attended multiple community programs and offered nutritional education through the Mass MOCA Wellness clinic, New Marlborough School cooking class, the Community Health Fair held on the Fairview campus, the Community Center's Be Well and Get Fit classes, Heart Health Night, and Step Up Kids Camp. Hundreds of community members were serviced through these programs which allowed for both individual and group sessions with a Registered Dietitian.

Partners

Partner Name, Description	Partner Web Address
Not Specified	Not Specified
Not Specified	Not Specified
Berkshire Hills Regional School District	www.bhrsd.org
Multicultural Bridge	www.multiculturalbridge.org
Southern Berkshire School District	www.sbrsd.org
Berkshire South Community Center	www.berkshiresouth.org

Contact Information Debora Coons, RN, MS, CNL, CDE; Nursing Manager, Fairview Hospital, 29 Lewis Avenue, Great Barrington, MA 01230

Detailed Description Fairview Hospital will offer education, support and programs that help individuals improve their quality of life and health status.

Quality Reporting Data

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Built Environment, Housing, N/A,
Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts, • Health Indicator: Not Specified • Sex: All, • Age Group: Elderly, • Ethnic Group: All, • Language: All,

Goal Description

Goal Status Through sharing data to national This program is ongoing. The Get With the Guidelines data is submitted by a

organizations, Fairview Hospital contributes to the quality of data and best practices available.

Fairview Hospital submits data to the National Tumor Registry. The reporting process accounts for all reportable tumors in order to assess the state in collecting data to reflect the statistics on cancer tumors.

representative of the Quality Department.

The program is ongoing. The data is submitted by a representative from the Health Information Management team.

Partners

Partner Name, Description	Partner Web Address
Not Specified	Not Specified
American Cancer Society	americancancersociety.org
Berkshire Medical Center	www.berkshirehealthsystems.org
Massachusetts DPH	massdph.gov
American Heart Association	aha.org
American Stroke Association	Americanstrokeassociation.org

Contact Information	Russ Skelton, Quality Department, Fairview Hospital, 29 Lewis Ave Great Barrington, MA 01230
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Detailed Description	Fairview Hospital participates in national health quality initiatives including the American Heart Association Get with the Guidelines as well as CAD/STEM reporting. These efforts contribute to national databases that help develop best practices in caring for patients in order to avoid hospitalization.
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Rural Community Emergency Response Capacity Building

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	N/A,
DoN Health Priorities (optional)	Education, Violence,
Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts, • Health Indicator: Not Specified • Sex: Not Specified • Age Group: Not Specified • Ethnic Group: Not Specified • Language: Not Specified

Goal Description

Fairview Hospital is committed to support the effectiveness of area response teams in the field.

Fairview Hospital is committed to support local emergency response teams in skills training.

Fairview Hospital is committed to collaborate with area health and safety officials to create an emergency prepared community.

Fairview Hospital is committed to ongoing process of quality improvement extending clinical skills and capacity beyond the hospital campus.

Goal Status

Fairview was the lead support of a presentation by the former principal of Columbine High School. Frank DeAngelis recounted the story of his school during a school shooting and the lessons learned.

Working with local response agencies, we identified a gap in how our agencies would work together to respond to an active threat event. We obtained and managed a grant to train 51 responders, representing police, fire, EMS and hospital personnel, in a 16 hour Rescue Task Force training. The objective of this training was to teach responders from different agencies and different communities how to work together to rescue victims to increase their chance of survival.

Fairview held a full scale active shooter exercise which included participation from over 100 people representing 3 ambulance squads, 7 law enforcement agencies and 6 fire departments.

Both the Medical Director for Fairview's affiliate agencies and the EMS Coordinator provide oversight and development assistance to the quality departments of our four affiliate EMS agencies through direct chart review, process improvement measures, and in person case reviews.

Secondly, we assist with outreach to first responders such as police and fire in our coverage area. We facilitate education and the hospital then provides life saving pharmaceuticals, such as epi-pens and Narcan to appropriately trained agencies free of cost to them.

Fairview Hospital is committed to build relationships with State partners to raise skills and resources that build an emergency prepared community.

Fairview sends its Emergency Management director to quarterly MEMA meetings and participated in MEMA communications exercises. Fairview is represented at Mass Department of Public Health (DPH) hospital group meetings and participates in DPH exercises, including both communication and tabletop activities. Fairview's Emergency Management director was elected by colleagues to serve on the Health and Medical Coordinating Coalition Steering Committee.

Fairview Hospital is committed to strengthen collaboration with Federal emergency partners.

Fairview Hospital recognizes the opportunities, training and other Federal resources that are available to support an emergency prepared rural community. Fairview Hospital participates in National Disaster Medical System (NDMS) exercises including communication, tabletop and full scale. Fairview has a Memorandum of Understanding to be a receiving hospital in the event of a NDMS activation. Fairview also participated in a federal level DPH pandemic exercise in August 2019 called Crimson Contagion.

Partners

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

Contact Information

Heather Barbieri, Director of Emergency Management, Fairview Hospital, 29 Lewis Ave Great Barrington, MA. (413) 854-9656

Detailed Description

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 pre-hospital emergency response and community response efforts. During FY19, Fairview Hospital worked closely with first response teams in rural villages to support the challenges of providing emergency care in rural communities.

In addition, the number of natural disasters in Berkshire County is greater than the US average, supporting the commitment of Fairview Hospital to work closely with state and federal officials to prepare for emergencies and disasters. Although there are many scenarios that the community faces, the most common causes of natural disasters in the Berkshires are floods, snowstorms, hurricanes and wind. Fairview's Director of Emergency Management has also placed a priority collaboration, training and capacity building to face the growing issue of violence.

Expenditures

Community Benefits Programs

Expenditures	Amount
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Direct Expenses	Not Specified
Associated Expenses	Not Specified
Determination of Need Expenditures	Not Specified
Employee Volunteerism	Not Specified
Other Leveraged Resources	\$151,734.00

Net Charity Care

Expenditures	Amount
HSN Assessment	Not Specified
HSN Denied Claims	Not Specified
Free/Discount Care	\$391,785.00
Total Net Charity Care	\$391,785.00

Corporate Sponsorships	Not Specified
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Total Expenditures	\$1,830,102.00
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Total Revenue for 2019	Not Specified
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Total Patient Care-related expenses for 2019	Not Specified
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Approved Program Budget for 2020 (*Excluding expenditures that cannot be projected at the time of the report.)	\$1,800,000.00
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Comments:	Not Specified
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Optional Information

Community Service Programs

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

Link to Hospital Formatted PDF Community Benefits Report:	Not Specified
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Bad Debt:	\$1,707,695.00	Certified
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Optional Supplement:	Not Specified
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