



# Good Samaritan Medical Center

A CARITAS FAMILY HOSPITAL



## 2009 Community Benefits Report

# CONTENTS

I.	Mission and Values.....	1
II.	Overview Good Samaritan Medical Center .....	1
III.	Community Benefits Program Development .....	2
IV.	2009 Target Initiatives.....	3
	Programs and Services for the Linguistic Minorities .....	3
	Programs and Services for the Uninsured and Underinsured .....	4
	Programs and Services for Women Seeking Prenatal Care .....	4
	Programs and Services for Our Seniors .....	6
V.	Support Services and Programs at the Medical Center.....	8
	Food Pantry and Clothing Closet.....	8
	Spiritual Care.....	8
	Transportation .....	8
	Volunteer Services.....	8
VI.	Education for the Community .....	9
	Medical Library .....	9
	Cancer Education and Outreach .....	9
	Diabetes and Outpatient Nutrition Education .....	10
	Smoking Cessation Education.....	11
	CPR Classes .....	11
	Educating Paramedics .....	11
	Continuing Medical Education (CME).....	11
	Keeping Employee Healthy at Work.....	11
VII.	Other Programs for the Community.....	12
VIII.	Community Partnerships .....	15
IX.	Next Steps in our Commitment to the Community.....	18
X.	Contact Information.....	18

## I. Mission and Values

### Mission

Caritas Christi Health Care, rooted in the healing ministry of Jesus, is committed to serving the physical and spiritual needs of our community by delivering the highest quality care with compassion and respect.

### Vision

We envision an exceptional Catholic health care ministry, which will lead to the transformation of health care.

### Values

Compassion  
Accountability  
Respect  
Excellence

As men and women working in healthcare, we have the privilege of effecting change everyday. It is our way of offering service that makes us different. Our identity as a Catholic health care system is reflected in who we are and how we act. It is reflected in who we serve and how we care for those we serve. It is reflected in how we treat one another, and it is reflected in how we contribute to the common good. Our identity and our integrity are a result of using our time, our talents, our compassion and making concrete efforts to work for the dignity of every person.

## II. Overview Good Samaritan Medical Center

### Our Commitment to the Community

Good Samaritan Medical Center (GSMC) has a long history of collaborating with local partners to provide necessary services and programs to the residents of our community. We pride ourselves in the work that we do to plan, deliver and measure community benefits that are delivered in response to the health needs of target populations.

The Medical Center is committed to:

- Improving the overall health of people in our community.
- Providing accessible, high quality care services to those in our community.
- Working in collaboration with staff, providers and community representatives to improve health status.
- Identifying and prioritizing unmet needs and selecting those that can most effectively be addressed with available resources.
- Contributing to the well-being of our community through outreach efforts including, but not limited to, reducing barriers to access, preventative health education, screening, and wellness programs.
- Regularly evaluating our community benefits program.

*Approved by the Good Samaritan Medical Center Board of Trustees.*

### Good Samaritan At a Glance

Good Samaritan Medical Center's primary service area consists of: Brockton, Easton, Norton, Stoughton, Sharon, Canton, Avon, Holbrook, Randolph, Whitman, Abington, Rockland, Hanson, Halifax, East Bridgewater, Bridgewater, West Bridgewater, Raynham, Taunton, Berkley, Middleboro, and Lakeville.

Employees:	1,800
Total Medical Staff:	450
Registered Nurses:	484
Total discharges:	15,692
Total number of beds:	231

### Key services

- Comprehensive Cancer Program
- A full range of cardiology services including primary angioplasty, cardiac rehabilitation and elective angioplasty as part of the Mass Comm Trial
- Specialized care in surgery including the Goddard Campus SurgiCenter
- Family-centered obstetrics with Special Care Level II Nursery and a partnership with Children's Hospital Boston Physicians for neonatology
- Behavioral Health
- Occupational Health
- Pain management
- Substance abuse (Caritas NORCAP Lodge)
- Nationally accredited diabetes program
- Advanced diagnostic imaging including 64-slice CT scanner



### Awards, Recognitions and Certifications

- Good Samaritan has received the Gold Seal of Approval from the Joint Commission on Accreditation of Health Care Organizations for meeting all of its national standards for health care quality and safety, and we have the highest rating possible for a community hospital cancer program from the American College of Surgeons Commission on Cancer. 2006-present
- Good Samaritan Medical Center was recognized in the 2008 Hospital Value Index™ by Data Advantage, LLC as the #13 ranked among the 100 Best Value Hospitals (highest rank of US hospitals regardless of location). Fall, 2008

- In 2008, GSMC was recognized by the American College of Surgeons Commission on Cancer as a “Best Practice” for a Clinical Cancer Conference policy. We also received a Three-Year Approval with Commendation for our comprehensive cancer care program from the Commission on Cancer.
- Good Samaritan Medical Center also has received numerous other awards including a Massachusetts Hospital Association Trustee Excellence in Leadership award, recognition by the Mass DPH for two Breastfeeding Achievement Awards, accreditation renewal for our cardiovascular laboratory, and numerous recognitions for our Community Outreach and Interpreter Services Department.

### III. Community Benefits Program Development

In response to the Massachusetts Attorney General's revised Community Benefits guidelines, Good Samaritan Medical Center established in FY 2009 two committees that formalize the annual Community Benefits plan.

The Community Benefits Hospital Leadership team consists of the president and senior administrators who oversee critical patient care services. The Community Benefits Advisory Group is comprised of representatives from local health and human services agencies, and other community stakeholders.

A formal community health needs assessment was completed in June 2009. The results will be used to establish community benefits priorities and planning for the next three years, beginning in FY 2010.

For its FY 2009 Community Benefits plan, Good Samaritan Medical Center rigorously reviewed information from a number of sources. These resources include, but are not limited to:

- City and statewide demographic information including short and long-term projections
- Immigrant populations health data
- Area agency health studies

## IV. 2009 Target Initiatives

After reviewing the most up-to-date available data, existing community resources, and current health trends, the following populations were identified as priorities for FY 2009:

- Linguistic and Cultural Minorities
- Uninsured and Underinsured Individuals
- Women Seeking Prenatal Care
- Seniors

### Programs and Services for Linguistic Minorities

The City of Brockton, home to a diverse ethnic and racial population, continues to attract a number of new residents from other nations whose primary language is not English. Access to health care services is a great concern for non-English speaking people and is an important public health issue.

In addition to language/cultural diversity, Brockton experiences income and poverty pressures:

- The per capita income in Brockton is \$17,163
- 15% of the population lives below 100% of poverty level
- 33% of Brockton residents live below 200% of the federal poverty level
- Nearly 16% of the population is Medicaid recipients
- Income levels in Brockton are lower than Massachusetts' averages and the rates of people living in poverty are approximately one and a half times the state's averages.

To respond to the needs of linguistic minorities, Good Samaritan Medical Center was one of the first community hospitals in the Commonwealth of Massachusetts to establish a comprehensive, 24-hour per day Interpreter Services Department which provides visual, written and oral communication with all persons receiving treatment regardless of native language or form of impairment. The program has been in place since 1993 and has received numerous local, state and national awards for its innovative services.

The medical center devotes the resources necessary to provide economic and philosophical support to ensure that the Interpreter Services program is effective. Access to interpreters is widely publicized throughout the facility through signage and brochures in many languages. The availability of interpreter services is communicated in the community through collaborative outreach activities. The program is

advertised in other languages. Key documents such as the patient handbook and many patient education materials are also published in alternative languages.

The medical center annually assesses the community's language needs. The most recent community health needs assessment utilized statistical data available through Mass-CHIP and the U.S. Census. Demographic data is captured from all patients upon admission to the medical center. Clinical staff has been trained to assess the need for an interpreter. This service is available throughout the hospital as well.

The hospital community outreach educators and interpreters take the lead to ensure that the families' total health care needs are met. They often enroll people in health plans available to meet their circumstances. In FY 2009, Community Outreach and Interpreter Services (COIS) provided case management and enrollment assistance to **more than 2,300 people** in the Commonwealth Care, MassHealth and Health Safety Net programs. These do not include the numbers for enrollment done by the Financial Counseling department. Other issues are also handled on the spot or referred to the most appropriate people. Because of the high incidence of non-English speaking people in the community, and the likelihood that without properly interpreting patients will fail to keep appointments or comply with physician's orders, the medical center provides medical interpreters in physicians' offices upon a patient's request and at no cost to the patient or physician. In the last year, we assisted **more than 1,700 patients** by providing them with this service.

The Community Outreach and Interpreter Services staff also conducts many community outreach activities, ranging from distributing door-to-door information on the availability of health services, to attendance at cultural festivals, health fairs, and civic events where their patients congregate. In addition, numerous translations are done for local community agencies at no cost to facilitate communication with LEP patients.

Cultural Competency Education is an essential component in providing care to a very diverse patient population. Good Samaritan Medical Center knows that lack of understanding and awareness of cultural differences and beliefs can create barriers for both patients and providers to achieve optimal quality care.

### Programs and Services for the Uninsured and Underinsured

According to Area Health Education Center's 2005 community need assessment, lack of health insurance coverage or inadequate coverage was identified as a major barrier to accessing health care in the GSMC service area. Despite the introduction of the Commonwealth of MA's Health Care Reform act, certain vulnerable populations such as the un-documented, remain uninsured or underinsured.

Good Samaritan Medical Center continues to provide the following steps to increase access to care for the underinsured and uninsured by:

- Linking people to primary care and prenatal care
- Working to increase insurance coverage
- Case Management of individuals and families
- Community Outreach to provide information about free or low cost insurance programs
- Enrollment of individuals and/or families into appropriate medical insurance programs
- Public Service Announcements to the English and linguistic communities on radio and cable programs about Health Care Reform insurance products

In 2009, Good Samaritan Medical Center's team of multilingual financial counselors was able to **submit 3,940 Virtual Gateway applications** and Re-determination applications. Counselors also assisted patients to gain a better understanding of the Medicare Part D programs. Additionally, counselors were instrumental in filing applications for Prescription Advantage, for the unemployed and Disability Determination Applications on behalf of numerous individuals.

In conjunction with the above efforts to ensure health care coverage for all, staff continues to assist with filing several hundred re-determination applications annually in order to avoid termination of benefits and a lapse in access to much needed health care services.

We have been working diligently with the Aliens With Special Status population to ensure continuous care with their primary care physicians. **We assisted over 250 people in FY 2009.**

### Programs and Services for Women Seeking Prenatal Care

#### *Our Services for the Youngest Members of Our Community*

Good Samaritan Medical Center's national award winning Community Outreach and Interpreter Services Department utilizes bilingual and bicultural community outreach educators to teach women about the importance of obtaining appropriate prenatal care. Since the program's inception in 1997, hundreds of women have been able to obtain access to insurance, primary care, and culturally and linguistically appropriate prenatal care.

The COIS Department provides community outreach to a very diverse patient population with staff that are both bilingual and bicultural. In addition, the COIS staff:

- screen uninsured and underinsured women for eligible insurance programs,
- assist them in making appointments with physicians,
- coordinate referrals to appropriate services and
- upon patient's request, provide interpreters at physician office visits to ensure the continuity and understanding of treatment.



#### *Maternity Services-Personalized Plans of Care*

Our Center for Women and Children Obstetrical Services offers personalized and individualized care for every patient. An Obstetrical Patient Advocate — a childbirth concierge — coordinates the labor and delivery experience for every mother-to-be and her family. Our Family Preference Plan lets patients customize their labor and make decisions about important issues such as pain control, visitors, religious, cultural, and educational needs.

Ninety percent of our patients are delivered by their own doctor or midwife and we consistently score in the top 5 percent nationwide for patient satisfaction.

The Center for Women and Children Obstetrical Services at Good Samaritan Medical Center also offers Labor/Delivery/Recovery rooms, a Level II Special Care Nursery that is affiliated with Children's Hospital Boston, anesthesiology and pain management consultations, high-risk pregnancy consultations, maternal/fetal medicine specialists, prenatal testing including ultrasound, amniocentesis and chorionic villus sampling, patient education courses and support groups. The clinical OB team at Good Samaritan Medical Center includes experienced physicians, nurse midwives and registered nurses.

We are especially attentive to non-English speaking patients, demonstrating sensitivity to cultural and linguistic diversity and guaranteeing that all patients receive the same highly personalized birth experience. Since 20% of our OB patients speak Spanish, Portuguese or Haitian-Creole, trained medical interpreters in these languages are available in the hospital twenty-four hours a day, seven days a week.

The lactation services at Good Samaritan Medical Center include:

- Prenatal breastfeeding classes and support
- Postpartum breastfeeding education and support
- Special Care Nursery education and support
- Telephone consultations
- Outpatient mother and baby lactation consultations
- Collaboration with community WIC offices
- Breast pump arrangement assistance

#### *Patient Education and Support*

An important part of our personalized patient experience is education and support before and after childbirth. The hospital's 75-page childbirth book, "Congratulations, You're Having a Baby" is given to each patient and is published in English, Spanish, Portuguese, and Haitian-Creole. Our DVD for new parents on "What Do We Do Now?" is a 90-minute video that answers common questions and demonstrates all aspects of newborn care. This DVD is produced in English, Spanish, Portuguese, and Haitian-Creole.

The medical center also offers a wide range of free patient education courses and support groups including:

- prepared and refresher prepared childbirth,
- teen prepared childbirth,
- breastfeeding, sibling and parenting multiples classes,
- infant CPR and first aid,
- infant massage,
- Mommy & Me as well as breastfeeding support and mother groups.

#### *Daddy Boot Camp for New Dads*

Good Samaritan Medical Center is a licensed site with a trained certified instructor to host the innovative and powerful workshop, Daddy Boot Camp for New Dads. Boot Camp workshops feature veteran dads talking frankly about their experiences as they became fathers and the issues they found to be most important. Each new group of veterans adds its own insights, which keeps the course content fresh and focused on the real needs of new fathers.

The veteran fathers, with their babies on their laps, are very effective in communicating the opportunities and rewards of personally caring for, and connecting with, their children. Their expectations that each man will do their best for their children is implicit in everything they say and do, and their frank explanations of the realities they faced and their encouragement create a trusting and motivating environment. Men respond to a challenge from other men, as well as to the guidance of those with experience, and the best traditions of sports and the military are represented in Boot Camp's man-to-man training approach.



### *Infant Car Seats*

In adherence with Massachusetts state law, GSMC provides infant car seats free of cost to new mothers who otherwise would not be able to afford it. **In FY 2009, 17 infant car seats were provided** to mothers at no cost. In addition, education is provided on the Massachusetts state law governing infant car seats. Instruction on use of the car seat is given in a booklet, and interpreter services also will assist with interpreting the proper use of the car seat if the situation warrants.

### *Annual Baby Shower*

An annual baby shower is organized by the OB Patient Advocate with the help of Social Services, Interpreter Services and volunteers. The Baby Shower benefits mothers who have limited support and income. All employees in the hospital are invited to participate by bringing in new baby items and gifts. **In FY 2009, we provided 24 mothers with these gifts.**

### *Knacky Knitters*

The Knacky Knitters Program was developed to provide each baby born at Good Samaritan Medical Center the gift of a hand-made cap and blanket. The program offers volunteers and members of the community the opportunity to knit for our new mothers and their babies. Since its initial inception, the program has expanded to include afghans for adult patients, primarily in the Adult Behavioral Health Unit and knitted goods for our oncology patients.

### *Wee Care Program*

GSMC has implemented a program to help to alleviate children and families from the stress of the wait times that may occur in the Emergency Department. In February, 2009, the Volunteer and Guest Services Department received a small donation of teddy bears from a department store. This initial donation has grown to over 60 cases of stuffed animals and books to young patients and their siblings.

We believe that providing these families with a book, coloring book and crayons, or stuffed animal during this time will make their experience at the hospital just a little more “bearable.”

### *Programs and Services for Our Seniors*

#### *Senior Behavioral Health*

Good Samaritan Medical Center offers inpatient psychiatric treatment programs. The Senior Behavioral Medicine Unit is a 16-bed psychiatric unit for individuals over the age of 59. The unit services patients who have difficulty dealing with depression, anxiety, forgetfulness, confusion, as well as other changes that affect their daily life. Many suffer from the devastating effects of Alzheimer’s disease.

**In 2009, 494 patients from various Massachusetts counties were admitted to this unit.** These patients come from a variety of settings; including nursing homes, group homes, assisted living, private homes, and other hospitals. In 2009, GSMC expanded both the number of providers on staff and additional insurance providers to allow access to a greater number of seniors in need. A multi-disciplinary team of psychiatrists, physician assistants, social workers, occupational therapists, dieticians, pharmacists, and nurses are involved in each patient’s care.

Clinicians and staff from the Behavioral Health unit often participate in health fairs and community educational programs in the greater Brockton area. In addition, the Behavioral Health department sponsors several educational forums for clinicians and the community on current topics in mental health, with a concentration on the elderly population.



### Senior Suppers

Good Samaritan Medical Center invites adults age 60+ for a monthly senior supper. At a cost of \$4 per person, seniors receive a well-balanced meal between the hours of 3:00 pm - 4:30 pm. The event provides a caring atmosphere and socialization for those who attend.

The monthly Senior Suppers are advertised through mailings, the distribution of flyers in Brockton and surrounding communities with the assistance of the Council on Aging and the Brockton Housing Authority, newspaper calendar notices, and the hospital web site.

In addition to the meals, the senior suppers are an effective vehicle for providing monthly educational programs by our physicians, health professionals, and community-based speakers. The format of these programs include: discussion, handouts, and a question and answer period for our participants. The senior supper programs are always well attended. All suppers are staffed by hospital volunteers.



### Senior Supper Activities - 2009

Month/Date	Speaker	Topic	# of Attendees
10/21/2008	Donna Shecrallah, Director of Volunteers	Volunteering Opportunities at GSMC	105
11/18/2008	Patricia Webster, BSN, RN, WCC, Program Director; Lynn Bosse, RN, Clinical Coordinator	Good Samaritan Opens a New Wound Care Center	102
12/16/2008	South Shore Senior Chorus	Holiday Sing-a-long	84
1/20/2009	Leslie Brunson, OTR/L, Director of Rehab; LeeAnn Cerretani, LCSW, M.Ed., Clinical Liaison from Southeast Rehabilitation in Easton	Fall Prevention	80
2/17/2009	Dan Parkinson, P.T., MBA, Director of Clinical Services at Braintree Rehabilitation Hospital	Stroke Prevention	65
3/17/2009	Jodi Morin, GSMC Endo	Colon Cancer & A Healthy Diet	100
4/21/2009	Dr. Stephen Brown	Radiation Therapy in Comprehensive Cancer Care	95
5/19/2009	GSMC Staff Screener	Stroke Screening for AHA with BP	135
6/16/2009	Maureen Thompson	Home Care and Staying Independent	141
7/21/2009	Timothy Cruz, D.A. of Plymouth County	ID Theft & Fraud	134
8/18/2009	Donna Shecrallah, Director of Volunteers	Summer Safety	110
9/15/2009	Lisa Harris	Senior Health Options	88

## V. Support Services and Programs at the Medical Center

### Food Pantry and Clothing Closet

GSMC also has identified a way to meet the needs of those patients and community members who are in need of food and clothing. The Mission and Values Committee established a Food Pantry and Clothing Closet conveniently located in the medical center. It is available to anyone who states they have a need. To date, we have assisted several hundred families. Approximately \$10,000 in food and clothing is distributed annually. **In 2009, 288 families were assisted with food and clothing.**

### Spiritual Care

An important part of GSMC's mission is to nurture the spiritual care of our employees, patients and visitors. To support our mission, the following services were offered in 2009:

- Daily Mass held in the hospital chapel with many people from the external community attending every day. Approximately 200 people attend on Saturday at 4:00 p.m. and 125 attend on Sunday at 8:30 a.m. Weekday Mass has about 20 people in attendance.
- A Memorial Mass for families of patients who have died at GSMC is held monthly with an invitation/announcement sent out to each family. About 30 patients die at GSMC every month. The announcement is sent out to non-Catholic families with the option of excluding their loved one's name if this is not according to their wishes or faith tradition.
- An Inter-Faith Memorial Service is held in the spring for parents who have suffered a death of a child. Labor and Delivery Unit and Social Services staffs coordinate the program.
- Funeral Masses or services also are held by priest, minister, or rabbi for former patients of various faith traditions.
- A "PoorBox" Fund is available for patients, employees and volunteers who find themselves in a particular need. Money has been given to help with funerals, food orders, clothing, prescriptions, bus and train travel, and for food at Thanksgiving, Christmas and Easter.
- Some of the chaplains conduct a "Pie In The Sky" program, which sells pies at Thanksgiving time. Pies are donated by a bakery, but the entire selling price of \$25 is put into a Community Fund to feed local families. In 2009, over \$1,000 was raised.

### Transportation

Good Samaritan Medical Center assists patients unable to provide their own transportation with rides to and from the hospital and outpatient centers. **Over \$55,000 was expended on taxi vouchers for patients without transportation in 2009.**

### Volunteer Services

This past year has been one of tremendous growth for the Volunteer and Guest Services Department both in the number of volunteers and in the scope of service. The department continues to recruit for and support four campuses: Good Samaritan Medical Center, Goddard Medical Center, Occupational Health in Avon, and Norcap Lodge in Foxboro.

**In 2009, the combined campuses benefited from 300 volunteers donating more than 41,000 hours of service.**



Volunteers range in age from 14-92 and offer assistance in the gift shop, information desk, emergency room reception area, guest services, as greeters and in over 40 other service areas throughout the medical center. High school students – “junior volunteers” - also gain valuable experience volunteering their time as well as getting direct insight into the medical field.

Good Samaritan Medical Center serves as a site for Brockton High School students as well as students from MyTurn Inc.

**Paid internships were provided for 6 students during 2009.**

## VI. Education for The Community

Good Samaritan Medical Center prides itself on the vast educational offerings for the general public and medical professionals.

### Medical Library

The Good Samaritan Medical Center library is a member of regional and national library networks developed by the Massachusetts Board of Library Commissioners and the National Library of Medicine. The networks facilitate the flow of information by linking all libraries together regardless of types.

The library is open to the medical staff, all employees, students, and the general public. The public is welcome to visit the library and may make appointments with the librarian for help with research or for instruction on the use of health-related databases. While community members may not remove materials from the library, photocopiers are available for everyone's use. A part-time librarian is available to assist with medical research and information, including patients, families, and students

### Cancer Education and Outreach

Responding to the need for locally provided cancer care, Good Samaritan Medical Center offers a multidisciplinary, full range of services for the prevention, diagnosis, treatment, rehabilitation, and follow-up of cancer. These services are available on-site and in cooperation with other area facilities.

Good Samaritan Medical Center is accredited by the American College of Surgeons Commission on Cancer as a Community Hospital Comprehensive Cancer Program. Cancer program activities are overseen by a Cancer Care Committee and include weekly Oncology Conferences, a Cancer Registry, a Quality Management Program, and a Community Outreach Program that is actively involved in improving the health of our local community.

The Pathology Department is accredited by the College of American Pathologists (CAP) and is an integral component of the cancer program. This distinction recognizes that our cancer patients receive the highest quality care.

*The following programs and services were provided by GSMC cancer center staff during FY 2009:*

### Millie Moynihan Cancer Resource Center

The Millie Moynihan Cancer Resource Center is located in the Radiation Oncology Center at 818 Oak Street. It provides a quiet place where patients, family and friends can research a disease, its diagnoses, the latest treatments, alternative therapies and support groups through books, pamphlets and high-speed internet access.

### Community Education Programs on Cancer Topics

In addition to the ongoing medical education that is provided for physicians, nurses and allied health professionals, a series of educational programs on various cancer-related topics has been created for the community. The format for these programs, created in 2009, includes presentations by physicians from various medical specialties, along with other health professionals and community members who have experience with the topic. The programs are interactive and include a question and answer segment. **In 2009, 88 community members attended these programs.**

### Reach a Friend, Teach a Friend

GSMC has worked in collaboration with the American Cancer Society, Massachusetts Department of Public Health (DPH), Brockton Hospital, the Brockton Neighborhood Health Center, and several faith-based organizations to train health care staff and liaisons from the local churches to become breast cancer educators. This concept has been adapted in order to offer several educational forums on breast health to adults who speak English as second language.

**Ninety women participated in this program during 2009.**

### **Brockton Prostate Cancer Work Group**

GSMC continues to work collaboratively with other local community agencies, health care providers, and the Massachusetts Department of Public Health to increase awareness about prostate cancer and the need for early detection. The Work Group originally formed in 2006 to address health disparity issues, specifically concerning prostate cancer, among men living in the Brockton area.

### **Free Prostate Cancer Screening**

Prostate cancer screening has been recommended for men over age 50, or younger, if there is a family history of prostate cancer or for African American men who are at a higher risk for this disease. Annually, no cost physical examinations by urologists and prostate-specific antigen (PSA) laboratory tests are offered to men in the community. **Thirty-four free screenings were provided during 2009.**

### **Free Skin Cancer Screening**

Skin cancer is one of the most preventable types of cancer. At least once a year, a person should have a clinical skin exam, either by their usual provider or by a dermatologist. A clinical skin exam is a visual exam of the skin done by a trained healthcare professional. While this isn't a problem for those with excellent health insurance plans, there are many people who do not have health insurance or whose insurance won't cover such a visit. **GSMC provided 61 free screenings during 2009.**

### **Free Head and Neck Cancer Screening**

According to the American Cancer Society, this year more than 87,560 people in the U.S. will be diagnosed with cancers of the head and neck. When these cancers are detected early, the average survival rate is more than 90 percent. In 2009, a collaborative effort with the physicians from ENT Specialists, Inc. was initiated to educate members of our local community about head and neck cancer and to provide screenings at no cost. **GSMC provided 49 free screenings during 2009.**

### **Cancer Survivor's Day**

GSMC hosted a luncheon with educational presentations on survivorship issues and nutrition. **Forty-three cancer survivors and their supporters attended.**

### **American Cancer Society "I Can Cope Program"**

The following programs were led by the GSMC dietician who is a certified "I Can Cope" program facilitator:

- Assisted in the Cancer Support group with 8 participants.
- Speaker at the Cancer Survivor's Day luncheon with 43 participants.
- Four "I Can Cope" sessions. with several participants.

### **Diabetes and Outpatient Nutrition Education**

#### **Outpatient Diabetes Services**

At Good Samaritan Medical Center, the Diabetes Care Program provides comprehensive education and support for participants and their families. From diet and exercise information to medication and glucose monitoring, the hospital's specially trained health professionals partner with participants to help them learn to self-manage their diabetes and decrease the risk of future complications. Diabetes educational books have been translated into Portuguese, Spanish and Haitian Creole to meet the linguistic needs of the diverse community.

The Outpatient Caritas Diabetes Program, located at the Old Colony YMCA in Stoughton, provides individuals with strategies for successful diabetes management; empowering patients to control diabetes with proper medical management and lifestyle strategies.

In 2009, the Outpatient Nutrition Education and Diabetes Education departments were merged to provide consistent services to patients and the community, and to expand services to provide health education on good nutrition, controlling cholesterol, weight, high blood pressure and gastrointestinal disorders. In addition, the department supports the cancer care services at the hospital to educate patients to maintain adequate nutrition status prior, during and after treatment for cancer.

*The Caritas Diabetes Care and Nutrition Education programs sponsored several forums on diabetes and nutrition in FY 2009. Including:*

### **Brockton Adult Education**

A series of lectures were held at the Brockton Adult Education. Participants were taught the signs and symptoms of diabetes, prevention and preventing complications. There were eight different classes over a course of two days.

**Approximately 250 adults participated.**

### **Caffrey Towers Presentation**

A GSMC staff member went to Caffrey Towers in Brockton to provide a lecture to approximately **50 seniors about diabetes**. Healthy eating, the benefit of exercise, prevention of complications, and self monitoring of blood glucose were discussed.

### **Old Colony YMCA**

During FY 2009, GSMC staff members worked collaboratively with the Old Colony YMCA staff to provide YMCA members with information on proper weight loss and healthy nutrition. The information was disseminated at the YMCA open house, during fitness group meetings and the senior lunch held at the facility.

### **Smoking Cessation Education**

Three series of smoking cessation programs were offered in FY 2009. The programs consisted of six, one-hour sessions. A total of eight people participated in these programs.

In addition, GSMC Occupational Health Services conducted a two-hour smoking cessation session for eight patients as part of a pilot study with our partner Well Spring Inc. using a combination of acupuncture and hypnosis.

### **CPR Classes**

GSMC offered American Heart Association classes for CPR, Adult and Pediatric First Aid, and the use of Automatic External Defibrillation (AED).

- 42 community members participated in the Family and Friends CPR for all ages.
- 126 community members (approx 80%) and employees participated in CPR and AED.
- 43 community members participated in First Aid classes
- 9 community members participated in the Initial Health-Care Provider CPR.

- 256 community members (approx 10%) and employees participated in HealthCare Provider CPR retraining classes.

In addition to class instruction, GSMC staff also monitor CPR instructors in the community to renew instructor certification for the AHA and monitor training sites.

### **Educating Paramedics**

Good Samaritan Medical Center participates in the education of paramedic students through an affiliation agreement with three local educational programs. **The students each spend a total of 240 hours over a period of three-four months** developing skills in assessment, technical skills of intervention (drug administration, IV therapy, cardiac monitoring, electrical therapy and intubation) and reassessment in the GSMC Emergency Department, Critical Care Units and Labor and Delivery. GSMC staff provides supervision and mentorship.

**During 2009, four orientations were held** for the paramedic students. Eight students attended each training.

**A total of 32 students completed their clinical experience** and became eligible to proceed to field internships with local fire departments and EMS services after training at the GSMC facility.

### **Continuing Medical Education (CME)**

GSMC offered a total of **227.4 hours of credit, consisting of 140 courses**, for continuing medical education in 2009. These offerings were open to the public.

### **Keeping Employees Healthy At Work**

GSMC offers a wide variety of services to employers in the community to foster healthy living.

Activities for 2009 include:

- Influenza education regarding seasonal as well as H1N1 flu awareness and prevention was transmitted to 300 companies in the southeastern Massachusetts region. Companies were instructed to distribute materials to employees.
- Meningitis awareness and prevention materials distributed to area colleges and universities.
- Dr. Robert P. Naparstek, Medical Director at Good Samaritan Occupational Health, is a member of Massachusetts Medical Society. He is a chair on the Committee on Occupational and Environmental Health.

In his position, he is instrumental in assisting to formulate and review public policies that impact citizens of the Commonwealth. Dr. Naparstek extends his time for this position at no charge.

- Dr. Robert Naparstek wrote an article on the topic of pollution and how it impacts everyone. The article, “Reduce Air Pollution Live Longer,” was distributed via major news wire outlets to educate the public about potential harm to the environment and what we as citizens can do to minimize pollution. The article appeared in various publications in over 100 communities in MA.
- Dr. Robert Naparstek appeared on *Physician Focus*, a monthly half-hour educational talk show, to discuss environmental health issues. *Physician Focus* brings important information about medical subjects to people and patients of all ages throughout Massachusetts. It is produced specifically for public access television stations. *Physician Focus* is co-produced by the Massachusetts Medical Society. The program is distributed to 164 Massachusetts public access television stations, reaching some 230 communities and an estimated 1.8 million cable households. The Medical Society distributes the programs to public access stations as a public service.
- The GSMC Occupational Health Department **provided a blood pressure screening and disseminated accompanying educational literature to 300 employees** of IKEA, located in Stoughton, MA.

## VII. Other Programs for The Community

### [Caritas NORCAP Lodge](#)

Caritas NORCAP Lodge, associated with Good Samaritan Medical Center, has a tradition of excellence in the treatment of addictions. The facility is located in Foxboro on spacious grounds.

Drug and alcohol addiction is a somewhat complex, but treatable brain disease. It is characterized by compulsive drug craving, seeking, and use that persist even in the face of numerous adverse consequences. For many, drug and alcohol addiction becomes chronic, with relapses possible even after long periods of abstinence. In fact, relapse to drug abuse occurs at rates similar to those for other well-characterized, chronic medical illnesses such as diabetes, hypertension, and asthma. As a chronic, recurring illness, addiction may require repeated treatments to increase the intervals between relapses and diminish their intensity,

until abstinence is achieved. Through treatment tailored to individual needs, people with drug addiction can recover and lead productive lives. The team at NORCAP Lodge is focused on providing patients with the very best medical treatment and addressing their questions and concerns.

As well as providing a medical detox, counseling and aftercare arrangements for its patients, NORCAP is also committed to continued participation in the community.

NORCAP plays a key role with hospitals, physician practices, mental health agencies, public advocacy groups, universities and the Massachusetts justice system. Through educational in-service programs, participation in health fairs and community service coalitions, and providing support to public policy issues when appropriate, NORCAP remains a beacon of inspiration and hope for those who both seek and assist in the quest for recovery.

**Over the last year, NORCAP Lodge has provided over 15 educational in-service meetings** with area treatment professionals, and participated in more than 14 community efforts to increase the awareness of addiction recovery.

### [Support Groups](#)

The medical center offers classes and support groups in the following areas:

- Bereavement
- Diabetes
- Prenatal Breastfeeding
- Breastfeeding Support and Mothering Group
- Mommy and Me
- Infant Loss
- Health Care professionals in Recovery Support
- Daddy Boot Camp
- Overeaters Anonymous
- Alcoholic Anonymous Group
- Al-Anon
- Cancer
- Childbirth Education in English and other languages
- CPR Classes
- Refresher Birth Classes
- Parenting Multiples
- Smoking Cessation
- Natural Family Planning
- Separated or Divorced Support Group
- Yoga
- Financial Counseling

Medical interpreters are available should the need arise for those LEP patients wishing to participate in these classes and support groups. The medical center offers its facilities to a wide array of community health groups who provide self-help and education programs. We publicize these support groups on our website and in our Good Health Update community magazine, which is mailed three times a year to approximately 60,000 households in 22 metro south communities, as well as in local daily and weekly newspaper calendar listings throughout the southeastern Massachusetts region.

#### Caritas DoctorFinder

The Caritas DoctorFinder, operated by Caritas Christi, is a physician referral program, and provides referrals and appointments to physicians at Good Samaritan Medical Center and in the community. **In FY 2009, there were more than 2,000 contacts logged** with DoctorFinder from people seeking physicians and registering for community programs. There is no cost to callers or to physicians affiliated with Caritas DoctorFinder. Referrals are made to physicians based on the needs and/or preferences indicated by the caller. This may include specialty, office location, insurance accepted, language requirements, gender, race, and other variables important to the individual caller. Information about this free service is proactively distributed to new area residents and is available on the hospital's website. The office is currently staffed Monday through Friday 8 am – 5 pm, with after-hours coverage through an answering service, and serves as the first point of contact for many consumers into the Caritas system.

To help limited English speaking residents in our surrounding communities find health care professionals who best serve their needs, Caritas DoctorFinder was established to enable patients, via phone or Internet, to identify health care providers who are fluent in languages other than English for their care. In 2009, Caritas DoctorFinder implemented an automated phone answering service in five languages other than English (Russian, Spanish, Portuguese, Haitian Creole, and Vietnamese) to provide greater ease of use and access to Good Samaritan primary care physicians and specialists.

#### FY 2009 Summary

- Total consumer contacts – 2,086
- Appointments scheduled on patient behalf – 88
- Referrals (shared info on affiliated MD) - 735

- Registrations made for GSMC sponsored community events – 1,614
- Requests received for literature on hospital programs - 131

Community Events registered include:

- Senior Suppers
- Community Health Presentations
- Skin CA Screening

#### United Way Fund Collaboration

Now in its 22nd year, this collaborative program was established to provide direct support to community-based agencies that provide cancer prevention, education, and outreach services to low-income, underserved, at-risk communities.

#### Compassionate Care Fund

One of the most stressful issues for patients is the worry related to finances. Our social work department and case managers provide referrals to available social services programs and government assisted services but there are times when a temporary emergency requires immediate and prompt personal attention. GSMC established the Compassionate Care Fund to address these types of situations.

The purpose of the Compassionate Care Fund is to aid patients of Good Samaritan Medical Center who have a pre-determined emergent need. It provides a means to help patients who are having a difficult time and is consistent with living out our mission and core values. The Good Samaritan Compassionate Care Fund grants emergency aid to patients. This fund may assist with food, medications, medical supplies, durable medical equipment, or any other emergent need deemed appropriate by the Compassionate Care Committee. The Compassionate Care Fund Committee is interdisciplinary and comprised at a minimum of representatives from the departments of Community Outreach, Spiritual Care, Social Work, Financial Counseling and the Patient Advocate. Referrals for assistance may come from any area within the medical center.

Vouchers are given to the patients for use for prescriptions, supplements, non-durable medical equipment and other direct patient needs. In FY 2009, more than \$6,500 was expended to meet the needs for the individuals and families served. This represents an increase over FY 2008. We feel

utilization of the Compassionate Care Fund will increase in the future due to the economic hardships many people in the community continue to face.

### Safety Saturday and Country Fair

Safety Saturday, a main component of Good Samaritan Medical Center's annual Country Fair, brings together a variety of community education and resource programs that can teach children and parents how to live healthy lives and prevent injuries and accidents. Over 30 exhibitors from the community representing a wide variety of family and children's services and resources educate visitors on issues ranging from fire and electrical safety to domestic violence prevention.

In FY 2009, the medical center hosted the 20th Annual event. A day of family fun, the Country Fair & Safety Saturday is free and is sponsored by a volunteer group of employees and physicians called "The Endowment Committee." Examples of Safety Saturday exhibits include the Caritas Home Care Services, Plymouth Country Sheriff's Department's children identification program, BAMSI's Wraparound Family Services Division, American Cancer Society skin cancer safety information, Brockton Police Department drug education and domestic violence prevention programs, Brockton Fire Department's Freddie the Robot Fire Truck to help dramatize the importance of fire safety for children.

### Cable Television and Radio

Good Samaritan Medical Center is committed to providing culturally and linguistically appropriate health information to our community. As part of this commitment, we have utilized broadcast and cable media to reach out to the community.

Dr. Karim Malek, Chief of the Division of Oncology/Hematology, tapes a program, *Medical Minutes*, that airs weekly on Bridgewater Cable Access television. Topics include a variety of information on cancer, including cancer prevention, nutrition during cancer, and specific shows on skin cancer, breast cancer, ovarian cancer, prostate cancer, colorectal cancer, lung cancer, and end of life care.

**Bridgewater Cable Access reaches an audience of approximately 15,000 households.**



During 2008, Dr. G. Stephen Brown, Chief of the Division of Radiation Oncology, made several appearances on WXBR AM 1460 to educate the public about the newly opened Radiation Oncology Center and the capabilities of our cancer treatment programs at the new facility. In September 2009, coverage also included a live remote by WXBR from our community open house at the new Radiation Oncology Center featuring interviews with staff from the medical center and Radiation Oncology Center.

Good Samaritan Medical Center also has provided guests to WEZE AM 590 for its weekly Saturday morning program, "Talking About Health." Topics include:

- The award-winning Interpreter Services program at Good Samaritan
- The community resource day that was spearheaded to provide assistance and support to members of the Brockton community
- Sleep Health and the symptoms of sleep apnea, along with treatments available.
- Good Samaritan Occupational Health Services Medical Director Dr. Robert Naparstek also appeared to discuss smoking cessation and wellness.
- Dr. Ryan Frankel was also a guest for a show dedicated to kidney health and the latest in laparoscopic surgical treatments that are available to some patients.

## VIII. Community Partnerships

### Brockton Area Multi Services, Inc.

The Brockton Area Multi Services, Inc. (BAMSI) Helpline is an information, referral and advocacy service in the greater Brockton community which provides a unique array of education and advocacy programs. The Good Samaritan Medical Center is a founding sponsor of this 35-year-old program. Substantive support is provided each year as part of the Community Benefits program.

The medical center values the BAMSI Helpline as an important local stopgap resource for people with a wide range of complex social and economic needs. Brockton has the highest number of housing units in foreclosure in the state. A total of 34,794 housing units (including apartments) are in some stage of foreclosure. This represents 2,900 properties.

The program has been innovative in its ability to educate and inform callers and to provide direct referrals to a wide number of agencies and government agencies. The director of Helpline is also one of the members on the GSMC Community Benefits Advisory Committee.

Helpline statistics for FY 2009 include:

- 2,258 intakes for the Information, Referral, Advocacy Program.
- Calls came from 116 Zip Codes.
- 75% of the calls came from Brockton and the contiguous towns.
- 67% of the calls were for basic needs.
- 30% were for housing issues.
- 10% were for utility assistance.
- Provided \$201,615 for food, housing costs, utility assistance, oil heat, medication, and transportation to medical appointments.
- People called the Helpline in need of resources for 8,798 issues.
- 47% of the calls (1,067) to Helpline were referred by 185 agencies/organizations in both the public and private sector.
- The top 12 organizations who referred calls to Helpline were:

Agency/ Organization	Number of Referrals FY 09	Number of Referrals FY 08
Self-Help, Inc.	105	92
Utility Companies	104	94
BAMSI Programs	90	99
Mass211	67	63
MA Department of Transitional Assistance	65	76
United Way	62	65
Churches/Temples	54	45
Housing Related Groups	48	
Mayor's Office	47	54
Hospitals	45	34
Catholic Charities South	44	48
Salvation Army	37	30

### Trinity Catholic Academy

The Good Samaritan Community Benefits program has enabled Trinity Catholic Academy Brockton to employ a full time registered nurse to **fulfill the health and safety needs of 500 students from Brockton and 10 surrounding communities.**

The school worked in conjunction with the hospital to obtain a covering physician and approval for standing orders such as Tylenol, Benadryl and epi-pens. All necessary supplies including bandaids, ice packs, masks, gloves and medicines have been provided by Good Samaritan.

In addition, GSMC has worked with the school with education on peanut and other food allergies and the H1N1 flu. The hospital also provided staff training in CPR/AED.

### Brockton Neighborhood Health Center (BNHC)

Through a Community Benefits funding partnership with the BNHC, resources are allocated to assist a target population in the Brockton community – uninsured patients. This program helps secure specialty services that are not available at BNHC to ensure patients have access to a continuum of care. Funds also are used for the OB/Gynecology patient to help with transportation, education and other items to ensure healthy pregnancies and deliveries.

### American Heart Association Programs – Resuscitation Education

Good Samaritan Medical Center is a Community Training Center offering educational programs utilizing the American Heart Association standards. These programs are offered for employees, physicians and community professional health-care workers (Nurses, Physicians, EMT's and Paramedics)

- Advanced Cardiac Life Support (ACLS) – according to the AHA the ACLS course is designed for healthcare providers who either direct or participate in the resuscitation of a patient, whether in or out of the hospital. Good Samaritan Medical Center offered 10 certification courses and 10 recertification courses during this past year. This course focuses on adult resuscitation techniques.
- Pediatric Advance Life Support (PALS) - according to the AHA the PALS course is designed for healthcare providers who either direct or participate in the resuscitation of a patient, whether in or out of the hospital. Good Samaritan Medical Center offered 2 certification courses and 2 recertification courses during this past year. This course focuses on pediatric resuscitation techniques.

### Workforce Development

Through collaborative efforts between GSMC, Brockton Public Schools and the Brockton Area Workforce Investment Board; Good Samaritan Medical Center serves as a site for Brockton High School students as well as students from Brockton Public Schools Afternoon Academy. We were able to provide paid internships for 6 students during FY 2009.

### Good Samaritan has School of Nursing Clinical Affiliation Agreements with the following Nursing Schools:

- Brockton Public Schools Afternoon Academy (High School Interns)
- Blue Hills Regional License Practical Nurse Program (LPN)
- Curry College Undergraduate Nursing Program (BSN)
- Curry College Graduate Nursing Program (MSN)
- Harmony Health Licensure Practical Nursing Program (LPN)
- Laboure College Undergraduate Nursing Program (AD)
- Laboure College Undergraduate Nursing Program (BSN)
- Massachusetts General Institute of Health Professions Graduate Nursing Program (MSN)
- Massasoit Community College Undergraduate Program (AD)

- Massachusetts College of Pharmacy – Pharmacy Interns
- Northeastern University Graduate Nursing Program (MSN)
- Regis College Graduate Nursing Program (MSN)
- Southeastern Technical Institute License Practical Nursing Program (LPN)
- Southeastern Regional Technical Institute – High School Nursing Assistant Program (CNA)
- Tri-County Licensed Practical Nurse Program (LPN)
- University of Massachusetts Boston Undergraduate Nursing Program (BSN)
- University of Massachusetts Boston Graduate Nursing Program (MSN)
- University of Massachusetts Dartmouth Undergraduate Nursing Program (BSN)
- University of Massachusetts Dartmouth Graduate Nursing Program (MSN)
- Yale University Graduate Nursing Program (MSN)

### Clinical Training Setting for Nursing Students

- Good Samaritan provided on-site training for 490 students including preparation, implementation and record keeping of student and instructor competencies **totaling 145 hours.**
- GSMC offered new instructor training by the Education Department Team **totaling 160 hours.**

### Students from the following schools were precepted by Good Samaritan Medical Center Nursing Staff

- Brockton Public Schools Afternoon Academy (High School Interns) **totaling 1280 hours**
- Curry College Graduate Nursing Program (MSN) **totaling 100 hours**
- Massachusetts General Institute of Health Professions Graduate Nursing Program (MSN) **totaling 100 hours**
- Northeastern University Graduate Nursing Program (MSN) **totaling 200 hours**
- Regis College Graduate Nursing Program (MSN) **totaling 100 hours**
- University of Massachusetts Boston Undergraduate Nursing Program (BSN) **totaling 736 hours**
- University of Massachusetts Boston Graduate Nursing Program (MSN) **totaling 294 hours**
- University of Massachusetts Dartmouth Graduate Nursing Program (MSN) **totaling 240 hours**

### Our Staff in The Community

Through a vibrant “Ambassador Program,” Good Samaritan Medical Center puts community members in greater contact with hospital leadership at all levels. Approximately 125 Good Samaritan employees are members of the Ambassador Program which connects employees with community organizations to collaboratively address local public health needs. Examples of ways we partner with organizations include health fairs, free screenings, demonstrations, and lectures attended by clinicians and other experts in such areas as prostate, head and neck, breast and skin cancer; diabetes; women’s health; asthma; smoking; geriatrics; pain; nutrition; bone and joint medicine; sleep disorders; and domestic violence, to list a few. Where necessary, interpreters were provided as part of these programs.

In FY 2009, Good Samaritan Ambassador’s contributed 568 hours of service.

The visible presence of the Ambassador Program allows the medical center to obtain valuable feedback, continually assess changing needs and health priorities and remain an integral resource for the community. The following list is a sample of the organizations in which we serve:

- Mayor’s Higher Education Collaborative
- Brockton Area Workforce Investment Board Strategic Planning Meetings
- Brockton Public Schools Vocational Advisory Committee
- Advisory Board for the Nurse Education Program at Massasoit Community College
- Lincoln Technical Institute Scholarship Selection Panel
- American Heart Association
- Brockton Asthma Coalition
- BOLD Coalition, STARR DETOX, Fall River, MA
- Brockton Community Partnerships
- Habit Opco
- Norfolk Senior Center, Norfolk, MA
- POWER Coalition
- RI/MA EAP Conference, Woburn, MA
- Atlantic Clubhouse, Quincy MA
- Metro South Chamber of Commerce
- Stoughton Chamber of Commerce



## **IX. Next Steps in our Commitment to the Community**

Based on the Good Samaritan Medical Center's 2009 Community Health Needs Assessment Report, the FY 2010 Community Benefits plan will center chiefly on cardiovascular disease and diabetes. The hospital plans to meet specific goals with of the Community Benefits Advisory Committee, the Community Benefits Hospital Leadership Team, Board members, hospital administration, staff, and community organizations.

## **X. Contact Information**

### **Community Benefits Advisory Committee**

*Elaine Reiser*, Director, Brockton Area Helpline  
*Fred Stanton*, Brockton Housing Authority  
*Donna Sullivan*, RN, Director Mission Services, St. Josephs Manor  
*Kelli O'Brien McKinnon*, Director of Development, Trinity Catholic Academy  
*Lucille Cassis*, Director of Resource Development, Fr. Bill's & Mainspring  
*Leo McNeil*, Harbor One, SVP, Community Relations & CRA  
*Monique Aleman*, V.P. Development, Communications & Marketing - GSMC  
*Robert Short*, Director of Mission - GSMC

### **Community Benefits Leadership Team**

*Steven R. Gordon*, President, GSMC  
*Donna Rubinate*, Chief Operating Officer, GSMC  
*Robert Short*, Director of Mission, GSMC  
*Rosanne Baptista*, Director of Quality, GSMC  
*Margaret Carr*, Interim Director of Development, GSMC  
*Father Rick Visbisky*, Director of Spiritual Care, GSMC  
*Kelley Lennon*, Accounting Manager, GSMC  
*Laurie Raymond*, RN, Patient Care Director Emergency Care, GSMC  
*Amanda Voysey*, Patient Advocate, GSMC  
*Patricia McClean*, Social Worker, GSMC  
*Dr. Shah Hossain*, Chief Neonatology, GSMC  
*Monique Aleman*, V.P. Development, Communications & Marketing, GSMC  
*Karen Kennedy*, V.P. Community Benefits, CCHC  
*Donna Shecrallah*, Director Volunteer Services, GSMC  
*Tom Watts*, Director Human Resources, GSMC  
*James Berghelli*, Director Clinical Integration, GSMC

### **Interim Community Benefits Manager**

*Monique Aleman*  
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# Good Samaritan Medical Center

A CARITAS FAMILY HOSPITAL

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