



Holy Family Hospital

A CARITAS FAMILY HOSPITAL



2009 Community Benefits Report

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I. Overview

Holy Family Hospital, in Methuen, MA, is 254-bed community hospital serving people in 20 communities throughout the Merrimack Valley and southern New Hampshire, including Methuen, Lawrence, Andover, North Andover, Haverhill, MA, and Salem, NH. The hospital is the City of Methuen's largest employer.

Holy Family, a not-for-profit Catholic hospital, is a member of Caritas Christi Health Care, New England's largest community-based hospital network providing community-based medicine and tertiary care in eastern Massachusetts, southern New Hampshire and Rhode Island.

For 60 years, Holy Family Hospital has offered advanced medical care. Maternity/obstetrics, heart care, cancer care, orthopedics, women's health, a family safety program, sleep disorder care, pain management, and emergency treatment are among the hospital's key services.

Holy Family's William L. Lane Cancer Center has the highest rating and seven commendations from the American College of Surgeons; our Regional Center for Orthopedic Care is a "Blue Distinction® Center" nationally recognized by BlueCross BlueShield Association as #1 for bone and joint care in the region; and our birthing center ranks in the top 10 percent nationwide for patient satisfaction. In addition, the hospital offers state-of-the-art sleep disorder diagnostic and treatment options, and one of only three domestic violence-intervention programs in the state.

At the heart of Holy Family's care are more than 1,500 employees who are committed to Caritas' Catholic mission.

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.

Together, we have the remarkable opportunity and responsibility to care for the families of the Merrimack Valley and southern New Hampshire area and beyond. Achieving quality, service, and access one patient at a time is not difficult when C.A.R.E is close to our hearts.

II. Community Benefits Statement of Purpose

Holy Family Hospital is committed to:

- Improving the overall health status of people in our community.
- Providing accessible, high quality care and services to all those in our community, regardless of their ability to pay.
- Working in collaboration with staff, providers and community representatives to improve the area's 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 accessing health care, preventative health education, screening, and wellness programs.
- Regularly evaluating our community benefits program.

III. Community Health Needs Assessment

Process and Participants

To identify community health needs and trends, the hospital works closely with the president, administrators of critical clinical services, and non-clinical services including, but not limited to, Interpreter Services, Social Services, Financial Counseling, Mission, Spiritual Care, the Family Project on domestic violence and abuse programs, and many community health and human service organizations.

Information Sources

In the spring, 2009, Holy Family Hospital conducted a community health needs assessment for Andover, North Andover, Haverhill, Methuen, and Lawrence. (Unfortunately, there was no information for Salem, NH because information was retrieved from Massachusetts public data only.)



The information was compiled into a report for review by the newly formed Community Benefits Advisory Committee and the Community Benefits Hospital Leadership Committee. The needs assessment was used to create a Community Benefits plan for FY 2010.

Planning for the FY 2009 Community Benefits plan was based on data compiled between 2005 and 2008.

The hospital analyzed its primary service area cities and towns in detail. The hospital also reviewed town-specific information by disease category, including analyses of the correlation of age and socio-economic factors with disease incidence. Out-migration to Boston and other communities also was reviewed.

Health needs assessment sources include, but are not limited to, the Department of Public Health (DPH), Department of Mental Health, local Boards of Health, local senior centers, Elder Services of the Merrimack Valley, Lawrence Mayor's Health Task Force, American Diabetes Association, American Cancer Society, and local chambers of commerce. In addition, quality benchmarking and trend data from state and national sources; and Press Ganey patient satisfaction surveys were reviewed. Special studies such as the DPH Northeast Regional Health Indicators Report (2007), and research on Racial and Ethnic Health Disparities were incorporated in planning.

Physicians and hospital staff help to track trends such as a closure of a local community service or increasing need. Public Relations staff members review local newspapers and agency newsletters to monitor the pulse of the local community.

Summary of Assessment Findings

Based on the data reviewed, the Merrimack Valley health status picture shows that the incidence of several health problems is higher than the state average. Risk behavior data shows local respondents are more likely than statewide respondents to be overweight and lacking in exercise.

According to the 2007 Northeast Regional Health Status Indicators report, people in the Northeast Region have a higher heart disease mortality rate, and a higher incidence of lung and colorectal cancers as compared to the state-wide population. Older residents are more likely to smoke than a comparable statewide population, and lung cancer rates in our region are higher among all racial and ethnic groups than the state rate.

The 2008 Community Health Status Report for Essex County, Massachusetts also indicates a higher incidence of lung and colorectal cancer. Heart disease and cancer are among the leading causes of death in Essex County, specifically among individuals 45 and older (though present as early as

age 25), and across ethnicities. In addition, more than 70% of the population is at risk for premature death resulting from lack of nutrition. Other risk factors include lack of exercise, high blood pressure, obesity, smoking, and diabetes.

The demographic and economic compositions of the cities and towns in the service area vary greatly and are the leading indicators of the community's health status. Lawrence, with a population of 72,000, has 24% of its residents living in poverty. The population is largely Hispanic (nearly 70%) and more than 64% speak a language other than English at home. The unemployment rate is 17%.

Poor living conditions due to the aging of housing in the city can contribute to health problems, such as asthma. According to the 2005 state Behavioral Risk Factor Survey, Hispanics across the state are more likely to report their health as fair or poor – at 1.8 times the state level.

For Lawrence residents, the rate of admissions for cocaine and for injected heroin use is 90% higher than the state average. Hospitalization rates are high for children under age five with asthma. Almost all of the health status indicators fare poorly when compared with other Massachusetts cities and towns.

Methuen, population 44,000, is a middle-income city with a per capita income slightly below the state average. Methuen, however, has a high percentage (15.4%) of seniors over the age of 65, a group that tends to require significantly more health services than the overall population.

Haverhill, population 60,000, is a middle-income city with primarily Caucasian residents (86 percent). In 2007-2008, its average household income and poverty level statistics mirrored those of the state's population.

Salem, NH, with a population of 29,000, is also a middle-income town. Its 2007-2008 health and social indicators are similar to those of Methuen. Other smaller towns that comprise the Greater Salem area, and which are dependent on Holy Family Hospital for much of their acute care needs, are more affluent and have issues similar to those mentioned below for Andover and North Andover.

Andover, population 32,000, and North Andover, population 28,000, have favorable health and social indicators compared to the state. The one glaring exception is the high rate of cardiovascular disease.

Racial and Ethnic Disparities

The 2005 State Report on Racial and Ethnic Disparities by the Massachusetts Executive Office of Health and Human Services shows that the diabetes mortality rate among Hispanics is higher than in other parts of the state and more than double the rate for Caucasians and Asians. According to that same report, as of 2005, the race and ethnicity group most likely to lack health insurance was Hispanics at 24% compared to 9% of all Massachusetts residents.

Establishing Priorities

A comprehensive review of the information available shows that several issues cause, and contribute to, the health issues identified by the needs assessment.

In an effort to address these issues and improve the health of our community, Holy Family focused its FY 2009 Community Benefits plan on education, prevention and detection for the following priorities:

- Cardiovascular Disease/Heart Health
- Cancer Care (breast, prostate, lung, head and neck)
- Diabetes Prevention and Management
- Mental Health

In addition, the hospital continues to focus on improving access to quality health care for all people. Towards this end, the hospital is involved in connecting patients and other community residents to adequate insurance under the Commonwealth Care program per the Massachusetts health care reform law.

A noteworthy consideration in establishing priorities is Holy Family Hospital's 47-bed inpatient behavioral health unit, one of the only resources of its kind in the area. In addition, the hospital offers an award-winning intervention program for domestic violence victims. These resources uniquely position Holy Family to address critical mental health issues in our community.

IV. Management of Community Benefits Program and Community Participation

Management Structure

The Community Benefits Program is accountable to the Holy Family Hospital President and Chief Executive Officer and the Caritas Christi Vice President of Community Benefits.

Through August, 2009, Holy Family Hospital's Director of Public Relations supervised the Community Benefits program. In September, 2009, the function was placed under the direction of the hospital's new community benefits manager.

Staff members at all levels of the organization are involved in the provision of community benefits.

The hospital has an Ambassador Program made up of about 80 clinical and non-clinical staff members, who help carry out the hospital's mission and community benefits activities. With a more visible, active presence in the community, senior leadership, physicians, nurses and staff are in a better position to share information about existing resources and programs, and identify and respond to additional needs.

Communication

The annual Community Benefits report is distributed to the Board of Trustees and hospital leaders and made available on the hospital web site. Information about the hospital's community benefits program and activities is shared with employees, physicians and volunteers via internal communications (newsletters, email updates, employee forums, etc.).

Program activities are regularly covered with photos and articles in Holy Family's monthly employee newsletters, quarterly community newsletters, on our web site, and at presentations to employees, managers and the Board of Trustees. Information on our community benefits services is always available upon request.

V. Community Benefits Plan and Target Populations

Choice of Target Populations

Community benefits activities take place within our primary service area with the bulk of our work being carried out in Lawrence, Methuen, Haverhill, and Salem, NH.

In FY 2009, our outreach efforts focused on combating disease and risk factors among target populations, including:

- Elderly citizens
- Poor and lower income (under insured or uninsured residents)
- Hispanics

Short-term and long-range goals

Short-Term Goals:

1) Reducing the incidence of specific health problems through education, prevention, support programs, and advocacy:

- Continue to provide access to free cancer screenings, including head and neck, skin, and prostate
- Increase awareness and understanding of risk factors for heart disease and encourage heart healthy behavior modifications
- Offer local emergency preparedness and trauma prevention
- Reduce smoking
- Combate diabetes/obesity
- Address mental health needs of the community



2) Increasing access to care for the uninsured and underinsured:

- Provide a connection for our community primary care and prenatal care providers
- Act as a critical link to connect people in need to the state health insurance programs
- Increase cultural competence among providers

Long-Range Goals:

Holy Family Hospital is fully committed to carrying out our mission to serve the poor, the at-risk and the underserved.

1) Carry out the hospital's public health mission to respond to area needs:

- Improve the health status of the Merrimack Valley by identifying and addressing specific health care needs via education, prevention, support and advocacy.
- Support healthcare reform efforts state-wide, particularly for the vulnerable and underserved.
- Deliver programs at a grassroots level through schools, senior centers, businesses, community organizations, and agencies to touch more lives and improve the overall health of the Merrimack Valley.
- Strengthen relationships with community organizations and businesses, including their involvement in health needs assessments for their employees.
- Continually track health status indicators in the communities we serve and develop programs, services and education in response to their changing healthcare needs.

Process for Evaluating Program Effectiveness and Measuring Outcomes

The hospital reviews and updates its Community Benefits program each year in conjunction with the strategic planning process and the annual budgeting process.

The process for reviewing, evaluating and updating the plan is ongoing using anecdotal and statistical information to determine the effectiveness of the programs offered. The majority of programs is monitored by usage rates and attendance. Public health statistics are used to identify topics consistent with unmet needs.

These might include, but are not limited to, reductions in the incident of specific diseases or cancers, decreases in heart disease or diabetes mortality rates, increases in the number of Hispanic and other minorities served in a culturally

competent environment, and improvements in other health status indicators measured by outside sources such as DPH over time.

Feedback is invited from all parties involved across all levels of the organization. Recommendations are then provided to the appropriate committees and senior management, and modifications are made to the program annually. Beginning in FY 2010, a formal evaluation form will be used to determine each program's effectiveness.

Process and Considerations for Determining Budget

The hospital allocates an annual budget based on programming objectives in this report. It has a centralized Community Benefits cost center to record ongoing expenditures. These figures are used, in part, to compile the financial benefit to our community for this Annual Report.

In addition, the hospital has been fortunate to receive a \$20,000 grant from the Rogers Foundation during FY 2008. These funds were applied during FY 2009 to supplement and expand community benefits efforts.

VI. Community Benefits and Services

About 300 recorded hours of employee time – or nearly two months of 40-hour work weeks – were devoted to community benefits and community services in FY 2009.

Approximately 80 Holy Family Hospital employees are members of the hospital's Ambassador Program. Chaired by the Communications Manager throughout FY 2009, the Ambassador Program seeks to connect community members with health professionals at all levels of Holy Family Hospital to collaboratively address local public health needs.

Holy Family appropriately meets community needs by identifying individuals to carry out a variety of activities, such as offering free screenings and lectures, offering information and services at health fairs, serving on local community boards, and more.

See the Appendix, Section A for area organizations involving Ambassadors.

In FY 2009, Holy Family Hospital Ambassador's were active at approximately 60 events in area communities. Events included 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.

In total, approximately 5,000 area residents attended these activities. Thousands more listened to radio broadcasts on health topics featuring Holy Family clinicians. Some events and broadcasts were conducted in Spanish, while interpreters for Spanish and other languages were on hand on several occasions. See the Appendix, Section B for a listing highlighting FY 2009 activities.

Key Areas of Community Work

Blood Drives

In collaboration with the American Red Cross, the hospital held two blood drives on October 10 and December 19, 2008.

Cancer Care

Cancer Screenings: Prostate, Skin, Head and Neck

Annual screenings for each of these cancers are offered free of charge to patients who may be at risk.

Interpreters are available for all screenings.

- Prostate Screening – 9/17/09 /31 individuals screened
- Head and Neck Screening – 4/27/09, 4/30/09, and 5/1/09/43 individuals screened
- Skin Screening – 5/12/09 / 37 individuals screened

State Senator Steven Baddour and Methuen Mayor William Manzi III joined patients, their families and community members at Holy Family Hospital on June 5, 2009 for National Survivor's Day to honor patients and community members who survived cancer. A humorist and motivational speaker addressed the gathering, which offered lunch, raffle prizes, and gardening seeds. Several physicians and clinical staff were on hand to greet and speak one-on-one with survivors.

Look Good...Feel Better Program

Holy Family hosts this program, which is facilitated by the American Cancer Society. Six sessions were held in FY 2009. Any woman undergoing chemotherapy or radiation therapy is invited to meet with a cosmetic aesthetician for a make-over.

Each woman receives a free make-up kit, valued at \$300. Beverages and refreshments are provided. This program was also offered at the Lawrence Mayor's Health Task Force Women's Wellness and Safety event held in October, 2008, serving more than 60 women in Lawrence. Education regarding ACS services is also provided at these events.

Cancer Resource Center

The Cancer Resource Center provides patients, family and friends information on this disease, its diagnoses, the latest treatments, alternative therapies and support groups through books, pamphlets, informational DVDs, and more.

Caritas Doctor Finder

The Caritas Doctor Finder, operated by Caritas Christi, is a physician referral program that connects the community to physicians at Holy Family Hospital. There is no cost to callers or to physicians affiliated with Caritas Doctor Finder. 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 a.m.– 5 p.m., with after-hours coverage through an answering service, and serves as the first point of contact for many consumers into the Caritas system.

Caritas Home Care

Caritas Home Care provides comprehensive home health care services to homebound people of all ages. We utilize a care management team of nurses, social workers, certified home health aides and physical, occupational and speech therapists to provide care in the home. We provide disease management for conditions such as congestive heart failure, diabetes, and chronic obstructive pulmonary disease. In addition to skilled clinician visits, our home health aides provide assistance with personal care and activities of daily living.

Our teams develop a comprehensive and multidisciplinary patient focused plan of care which addresses the needs of patients and their families. Our goal is to transition patients to independent living. Interpretive services are available to provide optimal care to patients who do not speak English. Our service area is eastern Massachusetts and southern New Hampshire.

Classes

Holy Family offers a number of classes available to the public. Individuals may register to participate. Most classes are free, while others have a nominal fee. The hospital does not make money on classes with a nominal fee, which covers the cost, or some of the cost, associated with running the class.

Childbirth Education (modest fee)

- Lamaze
- Childbirth Education
- Baby Care Basics
- Breastfeeding
- Sibling Preparation
- CPR for Friends and Family

Family Education

- Responsible Fatherhood Program (fee-based)
- Family and Friends CPR (fee-based)
- Children Who Witness Domestic Violence (free)
- Batterer Intervention Program (fee-based)
- Kick the Habit: Quit Smoking Program (\$25 deposit returned at completion)

Diabetes Care

A number of diabetes-focused health efforts serve to educate the public on the risks of diabetes. Prevention, detection and treatment are important to reversing the growth of this disease. Throughout the year, dedicated staff from our Diabetes Care Program participates in community events and offer free lectures and presentations to the public. Staff also serve on the Lawrence Diabetes Coalition.

Activities in FY 2009 included:

- Diabetes discussion with employees – Shaw's Warehouse Health Fair, Methuen (10/2/2008)
- Methuen Senior Center Screening (11/5/2008)
- Diabetes Health Fair (11/08/2008)
- Diabetes support group (12/11/2008)
- Diabetes support group (1/29/2009)
- Diabetes support group – Methuen Adult Learning Center (3/24/2009 and 3/31/2009)
- Diabetes support group (3/26/2009)
- Fiesta de Salud, sponsored by Lawrence Diabetes Coalition, (5/2/2009)
- Diabetes support group (6/04/2009)
- Diabetes support group in Spanish (7/23/2009)
- Diabetes and Home Care lecture (9/24/2009)

Family Safety Project

Holy Family Hospital's Family Safety Project responds to the crisis of domestic/family abuse through a six component, pro-active intervention that seeks to provide safety for victims of domestic violence. Community collaboration, training and education, prevention and outreach, and perpetrator intervention comprise the program. The following is a brief overview of the services offered.

Batterers' Intervention Program

In FY 2009, this program provided service to approximately 220 men. This DPH-certified program provides educational intervention to men who are, or have been, violent/abusive in intimate relationships. Our main objective is the safety of the partners/ex-partners of the men in our program. Currently, we operate 16 groups per week in six different locations throughout northeastern Massachusetts. We offer daytime and evening groups, as well as groups in Spanish.

Batterers Intervention Certification Training

Holy Family Hospital is one of four state sites that are currently designated by the DPH as a Certification Training Facility. This designation enables us to conduct certification trainings for agencies, for individuals who wish to work within an existing certified batterer intervention program, or for those who are interested in domestic violence theory and intervention. Our certification training is a minimum of 24 hours and is conducted over three days. It is a collaborative effort involving experts from the fields of law enforcement, prosecution, probation, victim services, and batterer intervention. We offer CEU credits for social workers, and licensed mental health counselors. To date, we have trained hundreds of individuals including police officers, health care workers, protective service workers, probation officers, advocates for battered women, attorneys, clinicians in private practice, etc.

Children Who Witness Domestic Violence Programs

In FY 2009 these programs provided group services to 130 children, and individual treatment to more than 100 children and families.

The Family Safety Project has been awarded Federal funding by the U.S. Department of Justice, (“Victim’s of Crime Act 1984” and the “Violence Against Women Act”), as well as the Massachusetts Department of Children and Families, to provide both group and individual clinical services to children ages 3 to 17, who have witnessed violence in the home. Our main goal is to provide a safe, therapeutic environment to counteract the negative effects of witnessing domestic violence. We also hope to identify and decrease symptoms associated with exposure to violence in the home, as well as to provide support and advocacy for children affected by parental violence. We offer comprehensive assessment and family consultation services, as well services for non-offending parents and caretakers. Groups utilize supportive, educational and therapeutic techniques, as well as role modeling, discussions and presentations. Services are available for children residing in the Greater Lawrence area and are provided free of charge.

Consultation, Education, Outreach Staff

Members of the Family Safety Project consult with a number of local and state agencies including, the Massachusetts Department of Children and Families, the Massachusetts Probation Department, and the Massachusetts Department of Public Health. The staff has provided training/consultation on domestic violence issues to a variety individuals and agencies on both local and national levels. The Family Safety Project was one of the founding members of the award-winning Greater Newburyport High Risk Domestic Violence Response Team. This is a collaborative effort between law enforcement, victim services and batterer intervention to increase victim safety by enhancing perpetrator monitoring and accountability.

Responsible Fatherhood Program

The Family Safety Project has established an education program for custodial and non-custodial fathers, who wish to develop better parenting skills by learning the characteristics of responsible fathering. Weekly discussion groups are based on a foundation of victim safety and cover issues such as appropriate discipline and limit setting, child development, abusive relationships, and their effects on children, etc. All program services are provided free of charge through funding provided by the Massachusetts Department of Children and Families.

Victim Services Program

Through funding awarded by the 1984 “Victims of Crime Act” grant, the Family Safety Project offers consultation, intervention, advocacy, and referral services to victims of domestic/family violence who present for treatment at Holy Family Hospital. We also provide the same confidential advocacy services to hospital employees impacted by abuse in the home. Additionally, we provide training, consultation, and education to hospital staff to help better identify, assess and intervene with patients affected by domestic/family violence.

The following are highlights of FY 2009 community trainings and activities related to domestic violence prevention:

- Community Trainings Related to Domestic Violence Prevention.
- Training of volunteer staff of Alternative House (Lowell) on dynamics of abuse and methods of intervention (1/13/2009)
- Conducted a mother’s group sponsored by Lawrence District Court Probation Department (2/26/2009)

- Training to Pro-Bono attorneys and mental health counselors on domestic violence and batterer intervention in Newburyport (3/20/2009)
- Training to MA Probation Department on batterer intervention and risk assessment tools and methods (3/26/2009)
- Training to members of Newburyport District Court on domestic violence, batterer intervention and risk assessment (4/2/2009)
- Conducted a DPH-certified Batterer Intervention program
- Certification Training in Lawrence (4/3-10-17/2009)
- North Essex Community College lecture on family violence and its impact on children in Lawrence (4/9/2009)
- Training to Southern NH Visitation Center on profile of batterers and methods of intervention (7/17/2009)
- Training to Board of Directors of Jeanne Geiger Crisis Center, Newburyport on batterer intervention and men who batter (9/21/2009)
- Training of volunteer staff of HAWC, Salem MA, on dynamics of abuse and methods of intervention (9/22/2009)
- Lecture to Greater Lawrence Exchange Club on family violence and its impact on children (9/24/2009)

The Family Safety Project operates under the direction of Doug Gaudette (978) 989-0607 ext. 12.

Elder Abuse Hotline

The Massachusetts Elder Abuse Hotline is a 24-hour program that serves people 60 and older throughout the entire state. The Hotline takes reports of abuse (physical, emotional/verbal, sexual, financial exploitation, caretaker neglect and self-neglect), assesses risk, and screens the cases to determine the appropriate course of action. The Hotline staff accesses emergency protective service workers across the state. In addition to taking reports of abuse and neglect, the Hotline serves as an information and referral source for calls that do not fall under the protective services jurisdiction. For FY 2009, the Hotline handled 28,875 incoming/outgoing calls and took in 3,773 reports.

Health and Wellness demonstrations and information

- **Women's Health Fair**, Rockingham Mall, Salem NH – information on all aspects of women's health (10/08/2008)
- **Bone & Joint health**, Rockingham Mall, Salem, NH – information on exercise, healthy bones and joints for adults and seniors (10/08/2008)

- **Women's Radio Talk Show—Suicide Prevention** (Spanish) (1/28/2009)
- **Teddy Bear Clinic**, Rockingham Mall, Salem, N.H. - offered to hundreds of families and children using teddy bears as a way of discussing asthma and diabetes issues, care and prevention (2/21/2009)
- **Substance Abuse lecture** at New Balance Co., Lawrence (5/5/2009)
- **New Balance Health Fair**, Lawrence (5/12/2009)

Insurance

Among vulnerable populations in our service area, those who are underinsured and uninsured are most at risk. This problem is compounded by the economic downturn, rapidly growing unemployment and home foreclosures. With the rising costs of gas and food, more and more of an individual's income is applied to basic living necessities such as food and shelter. This is exacerbated by the fact that income is not keeping up with inflation. As a result, health insurance is less of a priority and patients are not seeking necessary treatment because they cannot afford it. With this in mind, and with the passage of health care reform law in 2006, Holy Family continues to focus on enrollment and referral services for the underinsured and uninsured.

In FY 2009, 1,818 free care applications for Massachusetts patients were completed and 84% converted. For New Hampshire patients, 80 applications for free care were completed with a 19% conversion rate.

Senior Supper

Holy Family Hospital invites adults age 60 and older for a monthly senior supper. On average, 100 seniors attend each month. For \$5.00 per person, each senior receives a well-balanced meal and enjoys a special guest presenter or entertainment, between 3:30 p.m.- 5:30 p.m. The event provides a caring atmosphere, health education and socialization for those who attend. Calendar notices are published in local newspapers and the program is offered on the Holy Family website. Those who wish to attend may contact us on a designated telephone reservation line at 1-800-488-5959.

Senior Events

- **Methuen Senior Center – Kidney Screening** (11/5/2008)
- **Salem, NH Senior Health Fair** (11/19/2008)
- **Lectures** throughout the region on issues important to senior citizens.

Smoking Cessation Program

Our Smoking Cessation Program is an 8-week counseling session offered to individuals for an initial cost of \$25. This deposit is returned upon completion of the program. The program was offered in October-November, 2008 and February-March, 2009.

Spiritual Care

Daily Mass is held in the hospital chapel and attended by many community members. All are welcome. Memorial masses for families of patients who have died at Holy Family are held on the second Sunday of the month with an invitation sent out to each family. Memorial services are held in the spring for parents who have suffered the death of a child. Funeral masses (in memoriam) also are held for former patients and staff.

Mission Effectiveness

In the spirit of our mission-based hospital, Holy Family provided the following community services in FY 2009:

- Held a drive to benefit Neighbors In Need, which supplies food to local families
- Held a food drive to benefit the CorUnum spiritual community (3/2009)
- Provided 51 children of the Methuen Arlington Neighborhood Center with backpacks filled with school supplies
- Engaged in 'Mission Week' activities in the fall, 2009 by :
 - * Hosting a lecture on 'First Aid for the Trauma Patient' with emphasis on proper care for the caregiver
 - * Fostering a deeper interfaith connection and common spirit of collaboration and understanding by attending Communities Together Inc.-sponsored breakfast at a Methuen mosque. Connections for further collaboration (from a healthcare perspective) were established with the Islamic Academy for Peace and with the Imams of the Mosque.
 - * Speaking to employees on the hospital's mission-centricity in the work the hospital does

- * Honoring the founding order of Holy Family Hospital (formerly called Bon Secours) with an award ceremony celebrating the group's legacy and our continued commitment to the order's motto 'Kindly Care'

CPE Program

The Clinical Pastoral Education (CPE) program provides comprehensive experience in professional theological education through the practice of and reflection upon ministry. CPE helps individuals discover, develop, and deepen their sense of competence and confidence in their personal, pastoral and professional identity and roles. Eighteen students graduated from this program during FY 2009. Chaplain interns ministered at both Holy Family Hospital and Northeast Rehabilitation Hospital in Salem, NH. In addition, one chaplain intern went on ambulance runs with the Methuen Fire Department.

Support Groups

Holy Family Hospital staff offer a number of free support groups that are open to the public. In addition, the hospital provides local organizations with access to our facility offer a range of support groups:

- Diabetes (Monthly)
- Amyotrophic Lateral Sclerosis (ALS) (Monthly)
- Shelia Brodie-Zetlan Support Group (Weekly)
- Crohn's & Colitis Foundation of America (Monthly)
- Bereavement Support Group (Weekly)
- Angela Pisick Cancer Support Group (Bi-Weekly)
- SHARE – A Perinatal Loss Support Group (Monthly)
- Caregivers of the Mentally Ill
- Child Safety Support Group for children who have witnessed/experienced domestic violence

Transportation

Holy Family Hospital assists patients unable to provide their own transportation with rides to and from the hospital. Over \$15,884 was expended on taxi vouchers for patients without transportation in FY09.

Volunteer Program

Approximately 150 volunteers donate their time and service to patients and families through their participation in Holy Family's Volunteer Program. Volunteers range in age from 14-92 and offer assistance at the gift shop, information desk, emergency room reception area, cancer management, surgical day care, safe sitter, breast care center, patient advocacy and as greeters in many other departments. In a given year, our volunteers provide more than 32,000 hours of service to Holy Family patients, families and the community.

High school students from Salem, NH's health occupation programs also gain valuable experience volunteering their time as well as getting direct insight into the medical field. Volunteers from the Andover Senior Center and Atria Marland Senior Living donate their time to knit hats, booties and mittens for newborn babies and pray shawls for our oncology patients.

Partnerships are also in place with key organizations to provide volunteer services to their students and adult members. For example, the hospital financed a \$22,000 sponsorship for four students from Notre Dame High School in Lawrence, MA, during the year. The students have a set schedule working 5 days a month (one day per week, one week on two days) in the Medical Records and Accounting departments. Other organizations we partner with include Upward Bound, Girl Scouts, Kimi Nichols Center, and American Training and Career Resources.

This year, the Director of Volunteer Services introduced a number of programs to provide enhanced service to the patients and families we care for, while also providing additional volunteer opportunities. These include:

- Greeter service
- Pet therapy program
- Email the patient
- Hospitality services

In cooperation with the managers in the Patient Advocacy and Constant Sitter programs, the Director has actively recruited and successfully placed new volunteers in each of these programs.

Wellness Matters

Every three months Holy Family Hospital provides 40,000 households with a complimentary 8+ page Wellness Matters community newsletter, featuring valuable health information designed to increase community awareness of health issues and encourage prevention, early detection and treatment. Copies of the issues are also made available to community organizations, provided at community events and activities in which we participate, throughout the hospital and our Web site.

The Women's Health Center

The Women's Health Center provides pregnant women with prenatal care in a private practice setting. Patients are provided direct patient care services for prenatal and post-partum care and also for both surgical and medical gynecology. A support staff provides counseling, and preventive and educational programs, and engages in outreach efforts to the Spanish community.

VII. Stakeholders in Community Health

In FY 2009, Holy Family established two committees that together formalize the annual Community Benefits plan, beginning with FY 2010 plan. The committees began to meet formally in the summer, 2009.

The Community Benefits Advisory Committee (CBAC)

The Community Benefits Advisory Committee is comprised of representatives from local health and human service agencies, and other community leaders. *(The asterisk * denotes CBAC Co-Chair.)*

Korey H. Antonelli, MPH, Area Director for Health Initiative, American Cancer Society

Michael Ball, Ph.D, Vice President, Academic Affairs, Merrimack College

***Wil Carpenter**, Vice President, Sales and Service, Merrimack Valley Chamber of Commerce

Patty Comeau, RN, School Nurse Coordinator, Methuen Public Schools

Elizabeth Covino, Director of Community Relations and Development, YMCA of Greater Lawrence

Rosann DiStefano, Executive Director, Elder Services of the Merrimack Valley

Anthony G. Eaton, MD, Internal Medicine, Eaton Physicians Associates

Amy Ewing, RN, Public Health Nurse, Town of Methuen

Blanca Figueroa, Community Executive for Cancer Control, American Cancer Society

Milagro Grullón, Director of Community Health Strategies and Research, City of Lawrence Mayor's Health Task Force

Karen Kennedy, Community Benefits Manager, Holy Family Hospital

***Corinne LaCharite**, Executive Director, Methuen Senior Activity Center

Vilma Lora, Director of Women's Services, YWCA of Greater Lawrence

Kelly McDonald, Hospice Liaison, HomeHealth Foundation

Paul Muzhuthett, MA, MSW, Regional Director, Northeast Regional Health Office, Dept. of Public Health

Danielle Perry, Director of Market and Public Relations, Holy Family Hospital

Lester Schindel, President, Holy Family Hospital

Anthony K. Stankiewicz, Esq., Trustee, Holy Family Hospital

Community Benefits Hospital Leadership Team

The Community Benefits Hospital Leadership Team consists of the president and senior staff who oversee critical patient care services.

Lester Schindel, President, Holy Family Hospital

Carolyn Candiello, Director of Quality and Safety

Elizabeth Cronin, Outpatient Dietician, Diabetes Care Program

Cheryl Edwards, RN, Director of Nursing Operations

Catherine Ferguson, Cost and Budget Manager, Finance Dept.

Anna Frankentfield, Manager of Marketing and Public Relations Dept.

Douglas Gaudette, Director of the Family Safety Project

Suzanne Hyde, RN BSN OCN, Nurse Manager and Clinical Leader, Oncology Department

Karen Kennedy, Community Benefits Manager

Michelle Penta, Coordinator, Children Who Witness Domestic Violence, Family Safety Project

Danielle Perry, Director of Marketing and Public Relations

Stacey Sherman, Director of Volunteers

Anthony Slabacheski, Program Manager, Oncology Dept.

Eileen Soucy, Case Manager, Case Management/Social Services Dept.

William Sweeney, Director of Mission and Spiritual Care

VIII. Next Reporting Year

In preparation for FY 2010 Community Benefits programming and during FY 2009, Holy Family Hospital strengthened its community benefit programming. The hospital will conduct a formal Community Needs Assessment in 2009. This assessment will serve as the basis for establishing priorities and focused community benefits efforts beginning in FY 2010.

IX. Community Benefit Expenditures

Type Estimated Total Expenditures.....FY 2009

Community Benefits Programs

Direct expenses:.....\$553,475.00
Associated expenses:.....\$94,762.00
Other leveraged resources:.....\$133,033.00
Approved program budget: Not Specified

Community Service Programs

Direct expenses:.....\$722,004.00
Associated expenses:.....0
Determination of Need expenditures:0
Employee volunteerism:.....\$7,982.00
Other leveraged resources:..... Not Specified
Net Charity Care:.....\$1,475,920.00
Corporate sponsorship:.....\$34,483.00
Total expenditures for FY 2009:\$3,021,658.00
Patient Care-Related Expenses
for FY 2009:\$130,511,048.00

Additional Considerations

The major challenges facing Holy Family Hospital are similar to those facing hospitals across the country. Program needs continue to outpace financial resources. Reduction in state and federal reimbursement makes it more difficult each day to carry out our mission of caring for the poor and the underprivileged in our society.

In addition to all of the services that Caritas Holy Family Hospital and Medical Center provides to the community, the facility also provided:

- \$4,586,319 in unreimbursed Medicare Services
- \$1,641,078 in bad debt

Our first priority is the provision of appropriate, adequate and compassionate care to our acutely ill inpatients, our clinic and other outpatients. In addition, the hospital is frequently asked to provide staff to work in the community, offering services and education to senior citizens and school age children. We recognize the importance of this outreach and indeed feel that good health has a direct correlation to the amount of education patients have about disease and prevention.

X. Appendix

Section A. Organization and Committee Membership (Asterisk* denotes board membership in FY 2009)

Andover Rotary
American Cancer Society
American Heart Assoc.
American Red Cross
Arlington Neighborhood Center
Boomer Venture
Boy Scouts Council
CLASS, Inc.
Community Action Council
Community Caregivers/Derry
Communities Together
Diabetes Coalition
Elder Services Disease Management Coalition
Greater Lawrence Boys & Girls Club
Greater Lawrence Community Action
Greater Haverhill Chamber of Commerce
Greater Newburyport High Risk DV Cases Team
Greater Salem Chamber of Commerce
Habitat for Humanity
Ironstone Farm
Latitudes Sports Club
Lawrence-Methuen Community Coalition
Lawrence High School
Lawrence Rotary
Lawrence Mayor's Health Task Force
Merrimack Valley Chamber of Commerce
Merrimack Valley Elder Services

Merrimack Valley Human Resources Association
Merrimack Valley Planning Commission
Merrimack Valley Red Cross
Merrimack Valley Work Force Investment Board*
Merrimack Valley YMCA*
Methuen Board of Trade
Methuen Exchange Club
Methuen-Salem Rotary Club*
Methuen Senior Center
Methuen Schools Health Advisory Board
Mother Connection*
N. Andover United*
Northern Essex Community College Foundation*
Northern Essex Community College (NECC) HIT Program
NECCO Intern Program
Neighbors In Need
New Balance
Northeastern University Merrimack Valley HIM Group
Notre Dame High School
ONS Merrimack Valley
Presentation of Mary Academy
Target
The Rockingham Mall
Trauma Intervention Program
United Way
Work Opportunity Unlimited
YWCA
YMCA
YMCA Women's Health Program

Section B. Community Benefits/Ambassador Events (a list of FY 2009 activities)

Event Date	Event Offering	Description	Language
10/2/2008	Health Fair	Health fair at Shaw's warehouse for 2 shifts of employees	Spanish
10/6/2008	Screening	Screening with Informational presentation 8-week Smoking Cessation Program	English
10/8/2008	Health Fair	Rockingham Mall public event	English
10/10/2008	Collection for adults w. disabilities	Opportunity Works is a non profit agency that supports adults with disabilities that live in the Merrimack Valley	English
10/11/2008	Information Booth/Table	Emergency Preparedness Expo at Church of Latter Day Saints in Methuen	English
10/13-19/2008	Information Booth	Informational presentation for general public Rockingham Mall, provided information on exercising and stretching to AM mall walkers. Evening presentations on specific orthopedic-related products and procedures including lecture by 2 orthopedic surgeons.	English
10/15/2008	Senior Supper	Monthly dinner and presentation for local senior citizens	English
11/4/2008	Informational presentation	Presentation at Fatherhood Program - provided educational info on mental health and substance abuse at Lawrence District Court Library	English
11/5/2008	Screening with Informational presentation	Methuen Senior Center Kidney Screening - included BP's, height, weight and measurements	English
11/5/2008	Health Fair	Health Fair at Methuen Senior Center: Diabetes Expo and Kidney Screening	English
11/8/2008	Health Fair	Health fair offered in conjunction with diabetes standards of care testing day	English
11/11/2008	Informational presentation	Met with Main Spring Sober Shelter staff to speak about mental health, substance abuse, Holy Family Hospital services, and insurance possibilities	English
11/19/2008	Health Fair	Salem Senior Fair, Salem, NH	English
11/23/2008	Information Booth/Table	New England Healthy Recipes Book	Chinese
11/26/2008	Methuen Community Event	Volunteer at Festival of Trees	English
12/11/2008	Diabetes Lecture	Diabetes Support Group	English

12/16/2008	Organization's Meeting	Quarterly meeting regarding literacy and development in Methuen	English
12/19/2008	Blood Drive	American Red Cross Blood Drive	English
12/24/2008	Help to poor	Prepared breakfast for residents of Lazarus House	English
1/27/2009	Educational training	Training on Co-Occurring Disorders and referral process	English
1/28/2009	Talk show on Mental Health	Provided education on Mental Illness and Suicide on 1490 AM radio	Spanish
1/29/2009	Informational Presentation	Diabetes Supprt Group	English
2/4/2009	Informational presentation	Dual Diagnosis Education for student nurses	English
2/21/2009	Informational presentation	Respiratory Therapy Smoking Cessation Asthma Education	English
2/21/2009	Good health demonstration	Teddy Bear Clinic at Rockingham Mall	English, Spanish, Armenian
3/3/2009	Good health demonstration	Reading to children as part of the Reading Across America Initiative	English, Spanish
3/5/2009	Reading for underserved	Read Across America	English
3/24/2009	"Understanding Diabetes" Lecture	Two presentations to classes at the Methuen Adult Learning Center.	English as a second language
3/26/2009	Lecture	Diabetes Support Group "Diabetes and Surgery"	English
3/26/2009	Lecture	Diabetes Support Group	English
3/29/2009	Informational presentation	Diabetes Support Group focusing on diabetes management pre, during, and post surgery	English
3/31/2009	Informational presentation	Two presentations to classes at Methuen Adult Learning Center "Diabetes and Lifestyle"	English as a second language
4/20/2009	Community Road Race	Spieler Road Race, Methuen	English
4/27/2009	Screening	Free Head & Neck Cancer Screenings offered to staff and the community at large	English
4/28/2009	Community Assistance	Meeting about starting a Medical Laboratory Technician program at Northern Essex community college	English
4/30/2009	Drug Abuse/Prevention outreach	Massachusetts Substance Abuse Prevention Task Force. Monthly meeting on preventing teenage drinking	English
4/30/2009	Screening	Free Head & Neck Cancer Screening offered to staff and the community at large	Interpreters available

5/2/2009	Health Fair	Healthy snack activity and literature display at the "Fiesta de Salud" health fair at Lawrence Senior Center sponsored by the Diabetes Today Coalition	English and Spanish
5/5/2009	Health Fair	First of a two health fairs for New Balance Company, bringing Mental Health and Substance Abuse information to their employees	Spanish
5/6/2009	Informational presentation	Hip & Knee Replacement	English
5/12/2009	Health Fair	Second of two health fairs for the New Balance Co. Employees	Spanish
5/12/2009	Screening	Free Skin Cancer Screening offered staff and the community	Interpreters available
6/3/2009	Community Training	Clinical Instructor Meeting	English
6/4/2009	Support Group	Diabetes Support Group	English
6/9/2009	Informational presentation	Hip Resurfacing	English
6/30/2009	Informational presentation	Presentation on substance abuse for the Juvenile Diversion Program Lawrence and Haverhill Massachusetts by The Salvation Army	English
7/23/2009	Informational presentation	Spanish diabetes support group	Spanish
9/17/2009	Screening	Free prostate screening for men 50 and older or at an increased risk for prostate cancer, offered to staff and the surrounding community	Interpreters available
9/22/2009	Screening	Free Head & Neck Cancer Screening offered to staff and the community	Interpreters available
9/24/2009	Informational presentation	Diabetes Support Group "Diabetes and Home Care Services"	English

XI. Contact Information:

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Holy Family Hospital

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