

MARTHA’S VINEYARD HOSPITAL COMMUNITY BENEFIT ANNUAL REPORT FY2012



Organization Information

Organization Name:	Martha's Vineyard Hospital
Address (1):	One Hospital Road
Address (2):	PO Box 1477
City, State, Zip:	Oak Bluffs , Massachusetts 02557
Web Site:	www.mvhospital.com
Contact Name:	Rachel Vanderhoop
Contact Title:	Director of Development/Community Relations
Contact Department:	Development
Telephone Num:	508-693-4645
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Contact Address (1): (If different from above)	n/a
Contact Address (2):	n/a
City, State, Zip:	n/a , --None- Not Specified

Organization Type and Additional Attributes

Organization Type:	Hospital
For-Profit Status:	Not-For-Profit
DHCFP ID:	Not Specified
Health System:	Partners HealthCare
Community Health Network Area (CHNA):	Cape and Islands Community Health Network(CHNA 27)
Regional Center for Healthy Communities (RCHC):	Not Specified
Regions Served:	County-Dukes

Community Benefits Mission Statement

Martha’s Vineyard Hospital’s Community Benefit mission is to develop, in concert with other providers and social service agencies, comprehensive community-based primary and preventive health care programs that address major health issues for the people who live on and visit Martha’s Vineyard.

Target Populations: Patients needing primary care, ethnic Brazilian population, the uninsured

Basis for Selection: quantitative and qualitative data review

Publication of Target Populations: Annual Report, Website, Other- Bi-annual newsletter

Hospital/HMO Web Page Publicizing Target Population: <http://www.mvhospital.com>



Key Accomplishments of Reporting Year

Completed the process to prepare RFP's to allocate DoN funds in October 2010. Initial funding distributed in December 2010. Although the process took longer than anticipated, the hospital worked closely with the Department of Public Health, the Dukes County Health Council as well as with the larger community and various stakeholders, over the course of three years to put together the process to disburse the funds. Despite the DPH change in its guidelines as well as a change in the focus of the priorities during the process, the hospital continued to work with all groups under the new guidelines on the allocation of funds. The next round of funding will take place in FY13.

Patient and Family Council continued their work in FY12 focusing on improvement in patient care through the maternity department and the revitalization of the volunteer program.

Plans for Next Reporting Year

The hospital has the following community benefit initiatives underway for the next reporting year:

- Expanding access to oncology care to reduce burden of travel to major health centers to receive infusion treatments.
- Expanding community engagement in health initiatives.

Community Benefits Leadership/Team

Hospital administration and senior leadership team

Community Benefits Team Meetings

Periodic senior management meetings

Community Partners

Alzheimer's Services of Cape Cod & the Islands
American Red Cross of MV
Boston MedFlight
Center for Living
Caregivers Homes
Continuum of Care Committee (island-wide)
Dukes County Health Council
DoN Community Health Initiatives Working Group
Dukes County Public Health Committee
Dukes County Veteran's Agency
Elder Affairs Committee
Hospice of Martha's Vineyard
Island Grown Initiative Island Hospice
Island Healthcare Clinic

Martha's Vineyard Association of EMTs
Martha's Vineyard Community Services
Martha's Vineyard Regional High School
Martha's Vineyard Vision Fellowship
Martha's Vineyard Whole Health Alliance
Martha's Vineyard Youth Task Force
Municipal Health Officers (six island towns)
Network Health
Towns of Oak Bluffs, Tisbury & Edgartown
Ambulance Services
Tri-town Ambulance Service
Vineyard Health Care Access Program
Visiting Nurse Association
Windemere Nursing and Rehabilitation Center

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Completed the process to prepare RFP's to allocate DON funds in October 2010. Initial funding issued in December 2010. Although the process took longer than anticipated, the hospital worked closely with the Department of Public Health, the Dukes County Health Council as well as with the larger community and various stakeholders, over the course of three years to

put together the process to disburse the funds. Although the DPH changed its guidelines as well as the focus of the priorities during the process, the hospital continued to work with all groups under the new guidelines on the allocation of funds. The next round of funding will take place in FY13.

Consultants/Other Organizations: Dukes County Health Council Southeast Center for Healthy Communities Mass DPH

Data Sources: Community Focus Groups, MassCHIP, Surveys, Other - Local health data

Community Benefits Programs

Health Fair	
Program Type	Community Education
Brief Description or Objective	Martha’s Vineyard Hospital hosts an annual health fair for health and human service providers in order to disseminate information about available programs and services offered at the hospital and throughout the Vineyard. Some services offered at the fair include: cholesterol, skin cancer, prostate screenings, glaucoma and ocular health screenings, memory screenings, ambulance tours, hand hygiene screenings, massage therapy, and blood pressure screenings. In FY2012, 250+ participants attended this health fair.
Target Population	<p>Regions Served: County-Dukes</p> <p>Health Indicator: Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Dental Health, Other: Family Planning, Other: HIV/AIDS, Other: Hospice, Other: Lyme Disease, Other: Pregnancy, Other: Safety, Other: Stroke, Other: Vision , Overweight and Obesity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use</p> <p>Sex: All</p> <p>Age Group: All Adults, All Children</p> <p>Ethnic Group: All</p> <p>Language: All</p>

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

Goal Description	Goal Status
Deliver an annual health fair for health and human service providers in order to discuss available programs and services offered at the hospital, Island-wide and off-island.	In FY2012, 250+ participants attended this health fair.

Partner Name, Description

Boston Med Flight

Partner Web Address

<http://www.bostonmedflight.org>

Alzheimer’s Services of Cape Cod & Islands

www.alzcapecod.org

David Finkelstein, OD - Optometrist

Hospice of Martha's Vineyard

www.hospiceofmv.org

Hypnotic Healing

Island Hospice	www.islandshospice.com
Judith J. Fraser-Pearce, CAC Integrated Health Care MV Boys & Girls Club	www.mvbgclub.org
MV Medical Reserve Corps	www.mvmedicalreservecorps.org
MV Community Services	www.mvcs.org
MV Whole Health Alliance	www.mvwholehealth.org
NAMI of Cape Cod	www.nami.org
Network Health	www.network-health.org
New England AIDS Education & Training	www.neaetc.org
Oak Bluffs Ambulance Team Sacred Circle of Yoga	www.sacredcircleofyoga.com
Vineyard Audiology Vineyard Health Care Access Program	www.getaccessmarthasvineyard.org
Vineyard Complementary Medicine	www.vineyardcomplementarymedicine.com
Vineyard Dermatology	www.mvhospital.com
Vineyard House	www.vineyardhouse.org
Vineyard Nursing Association	www.vineyardnursing.org
Women Empowered	www.women-empowered.org
Curves	www.curvesmv.com
Donor Dudes	
Hypnotic Healing	
MV Family Planning	www.ymcamv.org
YMCA of MV Sheriffs Meadow Foundation	www.sheriffsmeadow.com
Edgartown Council on Aging Elder Services of Cape Cod & the Islands	www.escci.org

Vineyard Tennis Center

www.woroutandvtc.com

Contact Information Rachel Vanderhoop, Director Of Development/Community Relations ,
rvanderhoop@mvhospital.org

Emergency Medical Technician Training

Program Type	Health Professional/Staff Training
Brief Description or Objective	Martha's Vineyard Hospital provides regularly scheduled skill refresher courses for Island EMTs. Physicians and nurses from the hospital's Emergency Department serve as Examiners in these courses. In addition, the hospital serves as a clinical campus for EMT training in emergency procedures, newborn deliveries, and airway management.
Target Population	Regions Served: County-Dukes Health Indicator: Other: First Aid/ACLS/CPR, Other: Public Safety Sex: All Age Group: All Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide regularly scheduled skill refresher courses for Island EMTs.	Ongoing

Partner Name, Description	Partner Web Address
MV EMTs and Paramedics	
Contact Information Jeffrey Zack, M.D. Director of MVH Emergency Services, jzack@partners.org	

Medical Control

Program Type	Direct Services
Brief Description or Objective	The Emergency Department provides online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by Town of Oak Bluffs Ambulance Service to off-island facilities.
Target Population	Regions Served: County-Dukes Health Indicator: Other: First Aid/ACLS/CPR, Other: Public Safety Sex: All Age Group: All Adults, All Children Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide online medical control for all paramedic level 911 calls on the Island and for all paramedic level transports by Town of Oak Bluffs Ambulance Service to off-island facilities.	Ongoing

Partner Name, Description

Oak Bluffs and Tisbury Ambulance Services
Towns of Tisbury, Oak Bluffs & Edgartown ambulance services and Tri-Town ambulance service (serving the towns of Aquinnah, Chilmark & West Tisbury)

Partner Web Address

Contact Information Jeffrey Zack, M.D. Director of MVH Emergency Services, jzack@partners.org

Mentorship Program

Program Type	Mentorship/Career Training/Internship
Brief Description or Objective	Martha’s Vineyard Hospital offers a mentorship/internship program for Martha’s Vineyard Regional Health School juniors and seniors. In FY2012, one student participated in the program, with placement in the pediatric department.
Target Population	Regions Served: County-Dukes Health Indicator: All Sex: All Age Group: Adult-Young Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To provider mentorship opportunities for area high school students at Martha's Vineyard Hospital	In FY2012, one student participated in the program, with placement in the pediatric department.

Partner Name, Description

Martha's Vineyard Regional High School

Partner Web Address

<http://www.mvrhs.mv.k12.ma.us/>

Contact Information

Rachel Vanderhoop, Director Of Development/Community Relations ,
rvanderhoop@mvhospital.org

Internship Program

Program Type	Mentorship/Career Training/Internship
Brief Description or Objective	Martha's Vineyard hospital serves as a rotation location for clinical training of fourth year medical students. In FY2012,one student from McGill University participated in this program.
Target Population	Regions Served: County-Dukes Health Indicator: Other: Education/Learning Issues Sex: All Age Group: Adult Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description	Goal Status
To foster interest in primary care in rural settings	In FY2012 one student from McGill University participated in this program.

Partner Name, Description

McGill University

Partner Web Address

<http://www.mcgill.ca/>



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Contact Information Michael Goldfein, M.D. Chief of Staff/MV Hospital ,
mgoldfein@mvhospital.org

Martha’s Vineyard Hospital Scholarship

Program Type Mentorship/Career Training/Internship

Brief Description or Objective Martha's Vineyard Hospital provides scholarships to graduating seniors and preference is given to students considering a career in health care. In FY2012, scholarships of \$1,000 each were given to two recipients.

Target Population
Regions Served: County-Dukes
Health Indicator: Other: Education/Learning Issues
Sex: All
Age Group: Adult-Young
Ethnic Group: All
Language: All

Statewide Priority: Supporting Healthcare Reform

Goal Description	Goal Status
To offer scholarships annually to students considering a career in healthcare	In FY2012, two students were awarded \$1,000 each.

Partner Name, Description Martha's Vineyard Regional High School
Partner Web Address <http://www.mvrhs.org>

Contact Information Susan Markwica , smarkwica@partners.org

Sharps Disposal Program

Program Type Direct Services

Brief Description or Objective This program provides a safe method for community members to dispose of their used needles and syringes. Collection is offered on a monthly basis. In FY2012, Martha's Vineyard Hospital continued to encourage more active community participation in this program by way of a quarterly newspaper ad campaign and regular postings on the hospital's website.

Target Population
Regions Served: County-Dukes
Health Indicator: Other: Diabetes
Sex: All
Age Group: All
Ethnic Group: All
Language: All

Statewide Priority: Chronic Disease Management in Disadvantage Populations

Goal Description	Goal Status
To provide community access to proper disposal of used needles/syringes	In FY2012, Martha's Vineyard Hospital continued to encourage more active community participation in this program by way of a quarterly newspaper ad campaign and regular postings on the hospital's website.

Partner Name, Description

Partner Web Address

Not Specified

Contact Information

Donna Enos, R.N., MVH Infection Control/Staff Development,
denos@partners.org

Community Health Initiative

Program Type

Community Participation/Capacity Building Initiative, Grant/Donation/Foundation/Scholarship, Outreach to Underserved, Support Group

Brief Description or Objective

The Community Health Initiative program is intended to foster collaborations between applicant institutions and community-based partners to improve the health status of vulnerable populations and to build community capacity to promote social determinants of good health. In FY2011, MVH awarded four one-year awards, or "mini-grants," of \$5,000 each and four multi-year "priority grants" in the amount of \$51,670 each year for a maximum of five years to community based partners in order to support this goal.

Target Population

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

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
To foster collaborations between applicant institutions and community-based partners to improve health status of vulnerable populations. To build community capacity to promote social determinants of good health.	Second year funding of four “priority grants” to MV Community Services to enhance Daybreak Clubhouse Health & Wellness Program; Let’s Move MV Coalition, subcommittee of DCHC enlisted in national fight against obesity; Hospital of MV children’s bereavement

Partner Name, Description

Partner Web Address

Dukes County Health Council

http://www.dukescounty.org/pages/DukesCountyMA_HealthCouncil

MA Department of Public Health

<http://www.mass.gov/dph>

MV Community Services

www.mvcommunityservices.com

Contact Information

Dedie Wieler Chief Quality Officer, MVH, dwieler@mvhospital.org

Permanent Endowment Fund

Program Type	Grant/Donation/Foundation/Scholarship	
Brief Description or Objective	Created in 1945 and transferred to the Permanent Endowment in 1986, this fund honors two distinguished and devoted Vineyard physicians, Orland S. Mayhew and Clement C. Nevin. The fund helps pay for the medical expenses of families and individuals in need who have received care from the Martha’s Vineyard Hospital.	
Target Population	Regions Served: County-Dukes Health Indicator: Other: Uninsured/Underinsured Sex: All Age Group: All Ethnic Group: All Language: All	
Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform		
Goal Description	Goal Status	
To provide support to patients of Martha’s Vineyard Hospital in financial need	In FY2012 MVH provided matching grants for patients on payment plans.	
Partner Name, Description Contact Information	Partner Web Address Andrea Jason, Permanent Endowment Fund 508-338-4665	

Diabetes 101

Program Type	Community Education, Community Participation/Capacity Building Initiative, Direct Services, Health Screening, Prevention	
Brief Description or Objective	Education and management of chronic condition through individualized diet and lifestyle changes. In FY2012 12 patients participated in the education series.	
Target Population	Regions Served: County-Dukes Health Indicator: Other: Diabetes Sex: All Age Group: Adult-Young, All Adults Ethnic Group: All Language: All	
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations		
Goal Description	Goal Status	
Management of chronic condition and lifestyle change	In FY2012, MVH delivered six classes to diabetes patients.	
Partner Name, Description	Partner Web Address	
Not Specified		
Contact Information	Mary Gross, mgross6@partners.org	

Expenditures

Community Benefits Programs	
Expenditures	Amount
Direct Expenses	\$92,604
Associated Expenses	Not Specified
Determination of Need Expenditures	\$226,680
Employee Volunteerism	Not Specified
Other Leveraged Resources	\$60,685

Net Charity Care	
Expenditures	Amount
HSN Assessment	\$870,865
HSN Denied Claims	0
Free/Discount Care	Not Specified
Total Net Charity Care	\$870,865

Corporate Sponsorships	\$2,050
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Total Expenditures	\$1,252,884
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Total Revenue for 2012	\$118,832,000
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Total Patient Care-related expenses for 2012	\$54,395,808
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Approved Program Budget for 2013 (*Excluding expenditures that cannot be projected at the time of the report.)	\$1,252,884
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Comments: 💡 Not Specified

Optional Information

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

Total Community Service Programs Not Specified

Full-Text PDF Report: Not Specified

Original Full-Text Report: Not Specified

Bad Debt: Not Specified Not Specified
IRS 990: Not Specified