

NANTUCKET COTTAGE HOSPITAL COMMUNITY BENEFIT ANNUAL REPORT FY2012



Organization Information

Organization Name:	Nantucket Cottage Hospital
Address (1):	57 Prospect Street
Address (2):	Not Specified
City, State, Zip:	Nantucket , Massachusetts 02554
Web Site:	www.nantuckethospital.org
Contact Name:	Dr. Margot Hartmann MD PhD
Contact Title:	President and CEO
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Contact Address (2):	Not Specified
City, State, Zip:	Not Specified , --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):	5
Regions Served:	County-Nantucket

Community Benefits Mission Statement

Reflecting a strong tradition of caring and sense of community, the mission of Nantucket Cottage Hospital (NCH) is to be the island's primary source of a full range of health and wellness services.

NCH assumes the leadership role within the community by collaborating with other local organizations, by ensuring availability of an integrated array of health care services and by responding to the needs of the increasingly diverse Nantucket community.

Comprising a proficient and dedicated team of physicians, management, staff and volunteers, NCH provides services in an expert, compassionate, respectful and responsive manner; is fiscally responsible; and is prepared to respond to essential health care needs directly from within the community, or to meet expanded needs indirectly through an extensive network of off-island health care partners.

NCH promotes wellness for people of all ages through prevention, education and readily accessible health care services, in an effort to improve the general health, vitality and quality of life for all Nantucket residents and visitors.

Target Populations: The most vulnerable who live on and visit this remote year-round community and summer resort island.

Basis for Selection: Qualitative and quantitative needs assessments

Publication of Target Populations: Marketing Collateral, Website

Hospital/HMO Web Page Publicizing Target Population: <http://www.nantuckethospital.org/index.html>

Key Accomplishments of Reporting Year

The following programs highlight NCH's continued commitment to our community's health and well-being:

Annual Health Fair

In its annual Health Fair, Nantucket Cottage Hospital has developed a comprehensive and distinctive community event that highlights our Community Benefit Plan. Designed to involve all segments of the community, the Health Fair endeavors to educate participants about wellness and the prevention of illness and disease. It provides health care access to those who are underinsured or uninsured, and to those who are interested in early detection and prevention of illness and disease. A variety of screenings and consultations are provided at no cost, and blood work is offered at a discount of 50% - 80% off normal laboratory fees. In May of 2012, this major, collaborative community effort involved more than

75 volunteers and community leaders, health care professionals, doctors, nurses, and hospital staff. Other participants include visiting specialists from Massachusetts General Hospital, Brigham and Women's Hospital and medical specialty practices. Local businesses and organizations that play a key role in answering questions and providing information include: A Safe Place, the Alliance for Substance Abuse Prevention, Community Network for Children, Nantucket Health Club, Nantucket Chiropractic, Ranney Chiropractic, Our Island Home, Sherburne Commons Senior Living, Nantucket Healthy Community Collaborative, Nantucket Network of Wellbeing and Nantucket AIDS Network.

Flu Clinic

The hospital offered influenza vaccinations at no cost to 500 medically qualified individuals. Hospital administrative and nursing staff, with the help of the hospital's Blue Coat volunteers ushered vaccination recipients through a public clinic. Another 100 vaccinations were given earlier at Nantucket's annual Elder Expo.

Health and wellness screenings

Thanks to a grant, Nantucket Cottage Hospital provided a free mammography clinic for the early detection of breast cancer for the uninsured and under-insured. As a participant in Nantucket's annual Community Wellness Fair and Elder Expo, hospital nursing and administrative staff offered blood pressure readings and blood glucose screenings (early diabetes indicator) free of charge, along with information about speech pathology services and preventing the misuse and complications of prescription medicines.

Safe needle disposal program

In partnership with the Town of Nantucket, Nantucket Fire Department and Nantucket Public Health Department, the hospital continues to accept and dispose safely of needles deposited in needle containers at the fire and health departments and in the hospital Emergency Department.

Use of hospital conference rooms for community meetings

Numerous local not-for-profit groups, social service agencies and support groups related to health care were given access to meeting rooms on the hospital campus at no charge. Those included Nantucket Community Foundation, Hepatitis C Support Group, Parkinson Disease Support Group, Elder Affairs, Alcoholics Anonymous, Diabetes Support Group, weight loss support, new mother classes and Palliative and Supportive Care of Nantucket (PASCON).

Nurses training program and community outreach

Through on-site experiences at Massachusetts General Hospital and on our hospital campus, Nantucket Cottage Hospital nurses continued their professional education and received up-to-date certification in general and specialty nursing skills. In addition to training and advance certification course, nursing staff attended a dozen regional and national professional conferences, and career advancement seminars and meetings. Professional nursing staff also provided career guidance to local school students and took part in public programs and informational efforts on prevention and detection of heart disease, cancer, neurological disorders, diabetes and childhood illnesses.

Public education and health care awareness

Through the Nantucket Cottage Hospital Foundation office and its communications staff, public service announcements and paid advertising were placed weekly with local media to increase awareness of cardiac care issues, suicide prevention, women’s health issues, cancer prevention and others.

Our Patients and Family Advisory Council (PFAC) launched a major education and prevention campaign for “medication reconciliation” to inform patients and consumers about potential problems in the misuse or wrong combination of prescription drugs with over-the-counter or home remedies. A Medication Card was created for distribution to the elderly and the chronically ill to record personal written histories that can easily share with healthcare professionals to prevent bad drug interactions. The card was distributed at all hospital-sponsored events and through appearances by hospital staff and volunteers at meetings of community organizations.

The foundation office and other hospital staff conducted tours of the hospital’s facilities to familiarize adults and students from local public and private schools with hospital activities and to ease their potential discomfort for possible visits as a patient.

The hospital’s annual “Native Reunion” honored those born at Nantucket Cottage Hospital in the previous five years with a morning of games, food and entertainment to help familiarize young children and their families with the hospital setting.

Medicare Part D program enrollment

Our Social Services Department advises and counsels qualified Medicare recipients in the annual drug coverage enrollment process and helps underinsured or uninsured patients find coverage.

Scholarships

Through an endowed fund named for Walter Beinecke, Jr., the hospital granted over \$18,000 in scholarships to graduates of Nantucket High School and to the hospital staff pursuing medically-related degrees.

Community participation and staff volunteerism

The hospital encourages its staff members to serve with organizations that advocate for children and families, the elderly, the impoverished, veterans, mental health patients, minorities and others in need. During the benefit year, that participation included activity with the following groups among others:

- School councils and committees (i.e. Special Needs Advisory Council, Elementary School Council)
- Emergency Preparedness Committee
- The Nantucket Behavioral Health Center
- The Alliance for Substance Abuse Prevention
- The Council on Aging
- The Elderly Safety Committee
- Nantucket Healthy Community Collaborative
- Nursery school advisory panels

Additionally, staff and management also volunteer with:

- The Rotary Club of Nantucket
- Nantucket Island Chamber of Commerce
- English as a Second Language Classes
- Nantucket Community Network for Children
- Nantucket Emergency Food Pantry
- Habitat for Humanity
- Veterans' services
- Support groups and organizations for the elderly
- Mental health organizations
- Minority outreach groups

Plans for Next Reporting Year

Nantucket Cottage Hospital anticipates continuing or repeating the majority of its fiscal year 2012 community benefits in the fiscal year 2013, and continuing to implement the ongoing and new initiatives to:

- Conduct a population, market and services delivery analysis to optimize service offerings. A related in-depth consumer survey was conducted in January and February of 2012.
- Conduct community forums, open to the public, to solicit community feedback and determine greatest community needs and desires.
- Optimize physician access for primary, specialist and tertiary care, with greater access to primary care physicians more physicians and certified healthcare providers added in specialties most need or in greatest demand by local patients. A new "MD ACKcess Line" dedicated telephone number was launched to help ease patient access to primary care physicians and consulting specialists.
- Recruit and retain high-caliber administrative and medical staff to support future program needs
- Use technology including telemedicine to improve patient care and service.
- Launch planning for major capital improvements including the possibility of a new hospital, in the context of a long-range strategic plan
- Engage in or lead more collaborative community relationships to improve on-island healthcare and wellness.

Community Benefits Leadership/Team

Jay Bowen, Courtney O'Neill, Kate Bartleman,
Shay Murphy, Beth Moyer, and Brenda Johnson.

Community Benefits Team Meetings

Meetings are held once a month.

Community Partners

Alliance for Substance Abuse Prevention	Nantucket Suicide Prevention Coalition
Community Network for Children	Palliative and Supportive Care of Nantucket Foundation
Council on Aging	Saltmarsh Senior Center
Council for Human Services	US Coast Guard
Elder Services of the Cape and Islands	Town of Nantucket
Family and Children’s Services of Nantucket	Nantucket Public Schools
Massachusetts Department of Public Health	Nantucket Fire and Police Departments
Partners HealthCare/Massachusetts General Hospital	Physicians, both on- and off-island
Nantucket AIDS Network	Multiple Cape Cod and Martha’s Vineyard social service agencies dealing with issues related to health care
Nantucket Behavioral Health Services	
Nantucket Healthy Community Collaborative	
Nantucket Interfaith Council	

Community Health Needs Assessment

Date Last Assessment Completed and Current Status: January-February 2012

Consultants/Other Organizations: Denneen & Company, 222 Berkeley Street, Boston, MA 02116

Data Sources: Not Specified

Community Benefits Programs

Health and wellness screenings for community	
Program Type	Direct Services, Health Screening, Outreach to Underserved, Prevention
Brief Description or Objective	Nantucket Cottage Hospital provided a free mammography clinic and bone density screening for the early detection of breast cancer and aging complications for the uninsured and under-insured. As a participant in Nantucket’s annual Community Wellness Fair and Elder Expo, hospital nursing and administrative staff offered blood pressure readings and blood glucose screenings (early diabetes indicator) free of charge, along with information about speech pathology services and preventing the misuse and complications of prescription medicines.
Target Population	<p>Regions Served: County-Nantucket</p> <p>Health Indicator: Other: Uninsured/Underinsured</p> <p>Sex: All</p> <p>Age Group: Adult</p> <p>Ethnic Group: Black/African American, Hispanic/Latino</p> <p>Language: Spanish</p>
Statewide Priority: Promoting Wellness of Vulnerable Populations	
Goal Description	Goal Status
Increase preventive screenings for Nantucket residents.	In FY2012, Nantucket Cottage Hospital provided a free mammography clinic, blood pressure readings, and blood glucose screenings.

Partner Name, Description **Partner Web Address**
 Cape Cod Hospital <http://www.capecodhealth.org>

Brigham and Women's Hospital <http://www.brighamandwomens.org>

Contact Information C. O'Neill , coneill@partners.org

Flu Clinic

Program Type Direct Services, Prevention

Brief Description or Objective In October of 2012, the hospital offered influenza vaccinations at no cost to medically qualified individuals.

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

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Offer flu vaccinations to members of the community	In FY2012, 600 individuals were vaccinated

Partner Name, Description **Partner Web Address**
 Nantucket Health Department http://nantucket-ma.gov/Pages/NantucketMA_Health/index

Nantucket Police Department http://www.nantucket-ma.gov/Pages/NantucketMA_Police/index

Nantucket Fire Department http://www.nantucket-ma.gov/Pages/NantucketMA_Fire/index

Nantucket Elementary School <http://www.npsk.org/education/district/district.php?sectionid=1>

Contact Information Charlene Chadwick , cchadwick@partners.org

Medicare Part D program enrollment

Program Type Health Coverage Subsidies or Enrollment

Brief Description or Objective The NCH Social Services Department advises and counsels qualified Medicare recipients in the annual drug coverage enrollment process

Target Population **Regions Served:** County-Nantucket
Health Indicator: Other: Uninsured/Underinsured
Sex: All
Age Group: Adult-Elder
Ethnic Group: All
Language: All

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
Advise and council Medicare recipients	In FY2012, provided council to both Medicare recipients and uninsured patients.

Partner Name, Description	Partner Web Address
Not Specified	
Contact Information	P. Mackay, pmackay@partners.org

Scholarships

Program Type	Grant/Donation/Foundation/Scholarship
Brief Description or Objective	Through an endowed fund named for Walter Beinecke, NCH grants \$18,000 in scholarships to graduates of Nantucket High School and to hospital staff pursuing medically-related degrees.
Target Population	Regions Served: County-Nantucket Health Indicator: Other: Education/Learning Issues Sex: All Age Group: Adult-Young, Child-Teen Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Not Specified	

Partner Name, Description	Partner Web Address
Nantucket High School	http://www.npsk.org/education/school/school.php?sectionid=66
Contact Information	L. Gillies , lgillies@partners.org

Annual Health Fair

Program Type	Community Education
Brief Description or Objective	The Annual Health Fair is designed to educate the community on the subjects of wellness and prevention. It also provides health care access to the uninsured and underinsured, in addition to those interested in early detection and screening.
Target Population	Regions Served: Nantucket Health Indicator: All Sex: All Age Group: All Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Educate participants about wellness and the prevention of illness and disease	Held a successful fair
Collaborate with various organizations to enhance educational efforts	In FY201, collaborations were formed with 15 organizations

Partner Name, Description	Partner Web Address
A Safe Place	http://www.asafeplaceforhelp.org/
The Alliance for Substance Abuse Prevention	http://www.asapnantucket.org
The Community Network for Children	https://www.nantucketcommunityschool.org/classes_catalog.php?deptID=29
The Nantucket Health Club	http://www.nantuckethealthclub.com
Urology Associates of Cape Cod	http://www.uacc.cc
New England Baptist Hospital	http://www.nebh.org
Our Island Home	http://www.nantucket-ma.gov/Pages/NantucketMA_IslandHome/index
Nantucket AIDS Network	http://www.nantucketaids.org
Massachusetts General Hospital	http://www.massgeneral.org
Brigham and Women's Hospital	http://www.brighamandwomens.org
Contact Information	C.O'Neill, coneill6@partners.org

Safe needle disposal and prescription drug take back program

Program Type	Prevention
Brief Description or Objective	In partnership with the Town of Nantucket, Nantucket Fire Department and Nantucket Public Health Department, the hospital continues to accept and dispose safely of needles deposited in needle containers at the fire and health departments and in the hospital Emergency Department. The hospital also promoted through advertising and social media a prescription drug take back event conducted by Nantucket Police Department and the Nantucket Alliance for Substance Abuse.
Target Population	<p>Regions Served: Nantucket</p> <p>Health Indicator: Other: Public Safety</p> <p>Sex: All</p> <p>Age Group: All</p> <p>Ethnic Group: All</p> <p>Language: All</p>

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide place for safe disposal of needles	Nantucket Cottage Hospital accepts and disposes needles.

Partner Name, Description **Partner Web Address**
 Town of Nantucket
 Nantucket Fire Department
 Nantucket Public Health Department

Contact Information Communications Officer 508-825-8246, coneill6@partners.org

Use of hospital conference rooms for community meetings

Program Type	Community Education
Brief Description or Objective	Numerous local not-for-profit groups, social service agencies and support groups related to health care were given access to meeting rooms on the hospital campus at no charge. Those included Nantucket Community Foundation, Hepatitis C Support Group, Parkinson Disease Support Group, Elder Affairs, Alcoholics Anonymous, Diabetes Support Group, weight loss support, new mother classes and Palliative and Supportive Care of Nantucket (PASCON).
Target Population	<p>Regions Served: Nantucket</p> <p>Health Indicator: Other: Alcohol and Substance Abuse, Other: Diabetes, Other: Elder Care, Other: Hepatitis, Other: Parenting Skills</p> <p>Sex: All</p> <p>Age Group: All</p> <p>Ethnic Group: All</p> <p>Language: All</p>

Statewide Priority: Promoting Wellness of Vulnerable Populations

<i>Goal Description</i>	<i>Goal Status</i>
<i>Provide meeting space for nonprofit groups</i>	<i>In FY2012, meeting space was provided free of charge to 9 nonprofit groups</i>

Partner Name, Description **Partner Web Address**
 Not Specified
Contact Information Nantucket Cottage Hospital Foundation 508-825-8246,
kbartleman@partners.org

Public education and health care awareness

Program Type	Community Education
Brief Description or Objective	Through the Nantucket Cottage Hospital Foundation office and its communications staff, public service announcements and paid advertising were placed weekly with local media to increase awareness of cardiac care issues, suicide prevention, women’s health issues, cancer prevention and others. Our Patients and Family Advisory Council (PFAC) launched a major education and prevention campaign for “medication reconciliation” to inform patients and consumers about potential problems in the misuse or wrong combination of prescription drugs with over-the-counter or home remedies. A Medication Card was created for distribution to the elderly and the chronically ill to record personal written histories that can easily share

with healthcare professionals to prevent bad drug interactions. The card was distributed at all hospital-sponsored events and through appearances by hospital staff and volunteers at meetings of community organizations. The foundation office and other hospital staff conducted tours of the hospital's facilities to familiarize adults and students from local public and private schools with hospital activities and to ease their potential discomfort for possible visits as a patient. The hospital's annual "Native Reunion" honored those born at Nantucket Cottage Hospital in the previous five years with a morning of games, food and entertainment to help familiarize young children and their families with the hospital setting.

Target Population
Regions Served: Nantucket
Health Indicator: All
Sex: All
Age Group: All
Ethnic Group: All
Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Increase community awareness around important health issues	In FY2012, public service announcements and paid advertising were placed in local media to increase health awareness.
Increase community awareness around important health issues	In FY2012, the Patients and Family Advisory Council launched an education and prevention campaign for "medication reconciliation." The PFAC worked to educate patients about medication misuse and wrongful combining.

Partner Name, Description
 Not Specified

Partner Web Address

Urgent Care

Program Type Direct Services

Brief Description or Objective Optimized physician access for primary, specialist and tertiary care, with greater access to primary care physicians more physicians and certified healthcare providers added in specialties most need or in greatest demand by local patients. A new "MD ACKcess."

Target Population
Regions Served: Nantucket
Health Indicator: All
Sex: All
Age Group: All
Ethnic Group: All
Language: All

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
Increase physician access	In FY2012, a new "MDACKcess Line" was launched to increase patient access to primary care physicians and consulting specialists.

Partner Name, Description
Not Specified

Partner Web Address

Market Research

Program Type	Community Benefits Planning Process
Brief Description or Objective	Conducted a population, market and services delivery analysis to optimize service offerings. A related in-depth consumer survey was conducted in January and February of 2012.
Target Population	Regions Served: Nantucket Health Indicator: All Sex: All Age Group: All Ethnic Group: All Language: All

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Optimize service offerings	In FY2012, conducted a population, market and services delivery analysis and a consumer survey.

Partner Name, Description
Not Specified

Partner Web Address

Nurses Training Program and Community Outreach

Program Type	Health Professional/Staff Training
Brief Description or Objective	Through on-site experiences at Massachusetts General Hospital and on our hospital campus, Nantucket Cottage Hospital nurses continued their professional education and received up-to-date certification in general and specialty nursing skills.
Target Population	Regions Served: Nantucket Health Indicator: All Sex: All Age Group: All Ethnic Group: All Language: All

Statewide Priority: Supporting Healthcare Reform

Goal Description	Goal Status
Continue the education of the Nantucket Cottage Hospital Nursing staff	In FY2012, the NCH nursing staff received trainings from Massachusetts General Hospital. Nurses also participated in various conferences, seminars, and meetings.

Partner Name, Description
Not Specified

Partner Web Address

Expenditures

Community Benefits Programs	
Expenditures	Amount
Direct Expenses	\$88,000
Associated Expenses	Not Specified
Determination of Need Expenditures	Not Specified
Employee Volunteerism	Not Specified
Other Leveraged Resources	0

Net Charity Care	
Expenditures	Amount
HSN Assessment	\$500,804
HSN Denied Claims	0
Free/Discount Care	\$50,843
Total Net Charity Care	\$551,647

Corporate Sponsorships	Not Specified
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Total Expenditures	\$639,647
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Total Revenue for 2012	\$56,663,000
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Total Patient Care-related expenses for 2012	\$30,960,285
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Approved Program Budget for 2013 (*Excluding expenditures that cannot be projected at the time of the report.)	\$639,647
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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