

FULL-TEXT ANNUAL REPORT

**WINCHESTER HOSPITAL
WINCHESTER, MASSACHUSETTS
www.winchesterhospital.org**

**Region Served: Northwest
Report for Fiscal Year 2007**

I. Winchester Hospital Mission Statement

To ensure that the highest quality health care continues to be delivered through the coordination of available resources for the purpose of improving the health of the communities we serve

A. Summary

The focus of Winchester Hospital's community benefit efforts is on secondary and tertiary prevention (early detection and the prevention of exacerbation of existing health problems) while offering an array of social encounters tailored to provide continued group/community interaction in an effort to promote social well-being.

Winchester Hospital is focusing on three significant health problems: osteoporosis, pediatric asthma, and heart failure. Osteoporosis has been declared a public health emergency by the Massachusetts Department of Public Health. Pediatric asthma is the most prevalent chronic illness of childhood while home telephonic heart failure management decreases symptoms as well as hospital return rates in the elderly.

The "Aging on Your Own Terms" Senior Outreach Program provides a multi-faceted series designed to provide a wide range of social programs and educational services to seniors through the communities that Winchester Hospital serves. The free home blood draw program provides a service to the homebound as well as a form of social interaction with the community.

B. Approval of Governing Body

The current mission statement was approved and adopted by the Winchester Hospital Board of Directors on February 28, 1995.

II. Internal Oversight and Management of Community Benefits Program

A. Management Structure

Winchester Hospital's senior management is involved in the planning and execution of the Community Benefit Program.

The nurses involved in the Community Benefit programs report to the Associate Director of the Community Health Institute of Winchester Hospital, where the Programs are housed. The Associate Director reports to the Director of the Community Health Institute who then reports to the Vice President for Planning & Business Development & Communications, who reports to the President and CEO of the hospital, who reports to the Winchester Hospital Board of Directors.

The Community Benefit Program Advisory Board is comprised of intergenerational community members who come from the communities that Winchester Hospital serves. The Board meets two times a year and provides input on the Community Benefit Programs.

The Senior Outreach Plan, "Aging On Your Own Terms", is housed under the Department of Marketing and Business Development. A Senior Marketing and Business Development Specialist is responsible for the event implementation and reports to the Manager of Marketing and Business Development. This manager reports to the Director of Business Development, who reports to the

Vice President of Planning & Business Development & Communications, who reports to the President and CEO, who then reports to the Winchester Hospital Board of Directors. The Senior Outreach Program is revised and reviewed bi-annually by the Hospital's Senior Management team and CEO.

B. Method of Sharing Information with Staff

The Community Benefits Mission/programs are shared with staff at all levels through hospital orientation, hospital staff newsletters, electronic mail (MOX), intranet site, and at staff and board meetings. All employees are encouraged to participate in program opportunities for the community whether in a volunteer capacity or as an actual participant.

III. Community Health Needs Assessment

A. Process

Community needs were identified through use of a variety of formal assessment avenues. Yankee Alliance, MISER, the Department of Public Health and its Division of Health Care Policy and Finance, as well as hospital data related to admission rates and diagnoses were utilized. Social needs of the various communities were identified through local Senior Center Directors, community residents, surveys and meetings.

The process began with the creation of a Health Mapping Report of the area we serve using the above assessment tools. The created report provided demographic information that included the age groups and economic backgrounds of our communities. Chronic disease prevalence was also identified. Once the report was completed, all of the Boards of Health in the Winchester service area were provided with the Health Mapping Report and a forum was held to share the information, answer any questions and receive any comments. Next, community forums were held comprised of invited seniors, community organizations, and community leaders. They were also open to the public for interested parties. Participation in these forums averaged around 50 – 60 participants.

B. Information Sources

Yankee Alliance, Winchester Hospital Planning and Business Development, the Department of Public Health, senior centers, community forums, community employees, community leaders, our large senior population, and the resulting Health Mapping Report for the Winchester Hospital service area

C. Summary of Findings

Meeting the needs of the senior population that Winchester Hospital serves was the priority finding of the assessment process. Specific areas identified were:

- Educational information regarding legislation, HMO's, and new medical technology
- Social encounters
- Flu immunizations
- Education and assistance around chronic disease management
- Education and screenings to decrease the high incidence of osteoporosis and fractures
- Home services for the elderly
- Availability of alternative therapies which are not covered by insurance as well as for those without insurance

Although the senior population was the priority area identified, Winchester Hospital is committed to meeting the needs of its younger population through existing and new programs.

IV. Community Participation

A. Process and Mechanism

Brainstorming sessions were held with community residents, senior populations in the various communities, the Council on Aging in each community, Executive Office of Elder Affairs advisors, school nurses, local Boards of Health, service organizations, and senior residential

housing representatives. At the sessions, information was provided then the participants divided into small groups and discussed their perceived needs for the community and improvements needed in quality of life issues. The Health Mapping Report was also presented with the statistical needs of the communities.

Currently, monthly senior health initiatives are held at which time individuals are asked to fill out surveys and can also verbally bring forth needs. A senior hotline is available that allows seniors to call with questions, concerns and needs. There are also disease specific groups (i.e. breast cancer, diabetes, and prostate cancer) which meet regularly and can also identify their immediate needs.

The Department of Marketing and Business Development held a Community Leaders Forum on March 24, 2004 with the focus on Children's Health. The goal of the meeting was to take a step towards enhancing the coordination between all of the community organizations focused on children's health. More than 50 community leaders from the area attended including representatives from local board of education, school nurses, board of health departments, local businesses, YMCA, municipal and legislative offices. The Pediatric Asthma Program is a program that addresses these needs.

B. Identification of Community Participants

Seniors, Senior Planning Committee with key senior advisors, school age youth, community residents, and church members

C. Community Role in Development, Implementation and Review of Community Benefits Plan and Annual Reports

The seniors have played a big part in the development of our plans by providing direction on what they need and want. Each program has its own planning mechanism and evaluation process.

V. Community Benefits Plan

A. Process of Development of the Plan

We have looked at several approaches to address the medically under-served and disadvantaged populations, as well as specific health problems. There have been many different ongoing community benefit programs. Each of our present programs has had a different focus, population and level of activity. This year we are again focusing on osteoporosis, Pediatric Asthma, and the Outpatient Heart Failure Program.

B. Choice of Target Population

The senior population has been chosen as the target population based on demographics. The overall population in our patient care service area is not expected to grow significantly from 2000 - 2005 (1.95%). However, the senior population (65+) is projected to increase by 4%, the adult population 18 - 29 will decrease by 4%, the adult population 30 - 44 will decrease by 6%, but the adult population 45 - 64 will increase 14%. Based on these statistics, the main thrust of this year's activities will be the Osteoporosis Screening and Outpatient Heart Failure Program as well as the Senior Outreach Initiative.

Osteoporosis has been declared a public health emergency by the Massachusetts Department of Public Health as well as being a preventable health disease. It occurs most frequently in the population aged 50 and above but is found in younger people. Winchester Hospital statistics also highlight the presence of this disease in its older population with many fractures attributed to its cause. The Osteoporosis Prevention and Early Detection Program focuses on the early detection of this disease through public screenings. Those participants testing positive for either osteopenia or osteoporosis will have a follow-up plan involving their physician. Since the chosen testing device can screen women starting at age 20, a younger population will also be served in addition to the senior population. The machine was recently updated to include reference data for men so we will now be able to screen men age 20 and older.

The Senior Outreach Program works with both the socially active and inactive senior. Five events are held monthly at various community locations with topics ranging from Luncheon Socials to

Internet Training. Each event is coordinated in a manner that allows for attendees to participate at various levels. On a monthly basis, the Program connects socially with more than 400 seniors.

As one of the outreach initiatives to homebound seniors, the Winchester Hospital laboratory goes into homes to do blood draws. This provides a social opportunity for the homebound elderly while having their blood drawn for therapeutic purposes.

The Outpatient Heart Failure Program launched three years ago continues to grow in the number of participants served. Heart failure is a chronic, progressive syndrome whereby the heart is unable to deliver sufficient blood and nutrients to meet the body's metabolic needs. Heart failure is the most rapidly growing cardiovascular disorder in the U.S., affecting 4.9 million people, and is responsible for 555,000 new cases annually (American Heart Association, 2002). It is, and will continue to be, a clinical and public health challenge as the baby boomer population ages (Redmond, 2002).

The Pediatric Asthma Program was developed in 2003 as a response to the need for a program to address this chronic condition in children. The most recent American Lung Association statistics show that 6.5 million children under 18 years of age have asthma. The annual cost of treating children with asthma is estimated at \$1.9 billion.

C. Short-term (1 year) and long-term 3 – 5 years) strategies and goals

Our main strategy is to continue meeting with community leaders, community advisory groups, and key legislative and organizational leaders to promote open and honest discussion about community needs and how Winchester Hospital can assist in meeting these needs.

Short-term (1 year) Goal

The Osteoporosis Early Detection and Prevention Program will continue its screenings and education.

The Pediatric Asthma Program will continue to see referred children.

The Senior Outreach Initiative will continue with its programming.

The Outpatient Heart Failure Program will continue to do telephonic counseling and monitoring of enrolled participants.

The hospital laboratory will continue to do home blood draws on participants unable to get to a hospital lab site.

Long-term (3 – 5 years) Strategies

The continual meetings with our community advisory groups will identify health needs for the Community Benefit Programs in the upcoming years.

D. Process for Measuring Outcomes

The number of participants, as well as screening results, will be monitored in the Osteoporosis Early Detection and Prevention Program.

The Senior Outreach Program, Pediatric Asthma Program, Outpatient Heart Failure Program and Lab Home Draw Program will also monitor the number of participants as well as detail vital information on the overall program.

E. Process and Consideration for Determining a Budget

The budgets for the noted programs were created to fit the program needs. Appropriate staff, supplies and equipment was identified to run the programs. Each budget was submitted to senior management and approved.

F. Process for Reviewing, Evaluation and Updating the Plan

The Osteoporosis Early Detection and Prevention Program, Pediatric Asthma Program and the Outpatient Heart Failure Program are evaluated annually and as appropriate and changes made as needed. The Senior Outreach Program is evaluated and appropriate changes made as needed.

VI. Progress Report: Activity During Reporting Year

A. Expenditures

See Expenditures Chart in Attachment 2

B. Major Programs and Initiatives provided in 2007

Osteoporosis Early Detection and Prevention Program

A Community Benefit Specialist (a Masters prepared RN) and an administrative assistant were hired to develop and launch this program. Screenings are held in the communities that Winchester Hospital serves. Screening sites range from senior centers to faculty of community schools, from pharmacies to department stores, and from physician offices to local YMCA's. Participants are interested in their bone health and voluntarily come to the screening. The ultrasound machine used can test women and men from age 20 on with the actual screening protocol taking approximately eight minutes.

There are three major components to this program:

- A screening through the use of the Achilles Express ultrasound bone density machine
- Assessment of personal risk factors
- Provision of education based on the screening results and personal risk factors

If the participant has a reading that falls into the osteopenia or osteoporosis range, a letter which includes the results is sent to their primary care provider. The participant also comes away from the screening with information on osteoporosis and their personal calcium intake need as well as a symbolic gift of a lace ribbon with an explanation of its purpose.

Senior Outreach Initiative "Aging On Your Own Terms"

The "Aging on Your Own Terms" Senior Outreach Program provides a multi-faceted series designed to provide a wide range of social programs and educational services to seniors throughout the communities Winchester Hospital serves. The goal of the program is to work collaboratively with area organizations in order to offer a variety of programs and services that meet the needs of area seniors at no cost to the attendee.

Adult Vaccination Initiative

This was the eleventh year of the Community Health Institute's Adult Immunization Initiative. The target populations were the middle-aged caregiver, seniors, and people with medical problems that might be jeopardized by having the flu (i.e. lack of spleen). Through community outreach, these populations were found in both the corporations requesting a flu immunization program as well as requests from private individuals.

Home Blood Draws

The Winchester Hospital laboratory provides free phlebotomy services to the community for those residents unable to get to the laboratory. There is no additional charge to the patient for this service.

Mt. Vernon House Grant

Mt. Vernon House, a residential home for seniors in Winchester, has given Winchester Hospital a grant to provide acupuncture, hypnotherapy, massage therapy and chiropractic care to the residents of Mt. Vernon House and residents of Winchester over 65. There is a small co-pay for the residents of Winchester.

There are nine residents receiving therapy at Mt. Vernon House (MVHR). The massage therapist, acupuncturist and chiropractor continue to provide treatments to the residents at the home. Most of the MVH residents continue to receive therapy from all three providers. The health issue the therapists are treating include back weakness, leg stiffness, edema in lower legs, leg numbness, shoulder pain, sinus headaches, hip and knee problems, arthritis of the low back , neck pain, sciatica, carpal tunnel and balance. With our senior population these treatments provide palliative care. The patients are relieved of their constant pain for a period of time. Most of the patients have either improved or maintained their health status.

Lactation Counseling

The Outpatient Lactation Center offers breastfeeding support to all breastfeeding mothers and babies in the community. This service is provided by a registered nurse who is an internationally board certified consultant (IBCLC). Clients are referred to the lactation consultant by hospital staff, pediatricians, obstetricians, Boston hospitals, other breastfeeding clients, and through telephone triage.

The Nursing Mothers' Group is part of the Outpatient Lactation Center services. It is a free weekly walk-in breastfeeding support group where mothers and babies can come together and receive the support of the lactation consultant and other breastfeeding mothers. Through this support group we have seen mothers and babies who are breastfeeding beyond two years. There are on average 15 mother-baby couplets per week.

Diabetes Counseling

Winchester Hospital's Diabetes Program is formally recognized by the American Diabetes Association. The Association's Education Recognition Certificate assures that education programs meet the National Standards for Diabetes Self-Management Education Programs. Patients with diabetes receive individual education and consultation from the Certified Diabetes Nurse Educator and a Registered Dietician. Patients with Type 1, Type 2, and Gestational Diabetes are seen at the center (most of the patients are 18 years of age and older). The patients learn self-management skills that include blood glucose monitoring, continuous glucose monitoring, medication management, insulin administration, insulin pump therapy, personal exercise program and meal planning. With proper knowledge and support, people with diabetes can improve their glycemic control and reduce the risk of complications.

The quality assurance monitor for this group is: A1c is decreased <7% 1 year following the initial visit. The A1c results per quarter in 2007 are as follows:

1 st Quarter	27% (Average A1c was 7.4%)
2 nd Quarter	41% (Average A1c was 7.49%)
3 rd Quarter	40% (Average A1c was 7.4%)
4 th Quarter	38% (Average A1c was 7.7%)

Mothers-to-be with gestational diabetes learn daily self-management skills that include blood glucose monitoring, meal planning and information that lead to a positive pregnancy outcomes.

The quality monitor for this group is: Babies of mothers with gestational diabetes weight < 9 pounds at birth. The results per quarter in 2007 were:

1 st Quarter	88%
2 nd Quarter	100%
3 rd Quarter	96%
4 th Quarter	95%

Three monthly support groups are offered at different sites with a yearly attendance of approximately 360 participants. Day-to-Day Diabetes Support Group meets the second Thursday of the month, a Senior Support Group is located in a Senior Center and meets the fourth Thursday of every month, and the third group, Insulin Pumpers is held the 2nd Saturday of the month. These groups were created to provide a place for people to meet others who are living with or may have

a friend or family member who is living with diabetes. Handouts are provided and sometimes there are speakers who provide the latest information on diet, drugs, or equipment.

Town of Winchester Worksite Wellness Program

Winchester Hospital has had a relationship with the Town of Winchester since 1995 when the Worksite Wellness program was initiated. Since then the program has consistently exceeded participation goals and expectations for identifying and reducing health risks. .

In response to the changing work environment and various organizational changes, the overall goal for the Worksite Wellness Program is to influence positive change on health related behaviors by focusing on programs that can improve employee morale, productivity and motivation while enhancing relationships between coworkers. In order to accomplish this, the program model will include physical and social activities.

The Program Goals are to:

- Continue to engage employees who in the past have attended program activities
- Attract employees who have not previously participated in the program
- Provide activities that have been well received in the past
- Consider activities that the Advisory Board recommends for the new year

New England School of Acupuncture

The New England School of Acupuncture uses the Winchester Hospital Family Medical Center and Baldwin Park I for their clinical rotations. Students see patients one day a week at the two different sites. The students are supervised by their instructor. Patients pay a reduced rate of \$30 per one-hour treatment. Currently, there are 36 patients participating in the program. The program is using four examination rooms and conference room areas at each site. Linen services, maintenance of site and supplies, scheduling are all-free of charge as part of the use of the space. This has been a successful program to help those with chronic pain problems who would otherwise be unable to pay for these services. The space, utilities, supplies, staff, management and advertising are provided by the hospital.

Support Groups and Activities

The following five groups were created for participants with cancer and an annual cancer survivor celebration is held in June.

(1.) A Touch of Strength

A support group for those newly diagnosed with breast cancer. This is a 7-week session and offered three times throughout the year. Sessions are comprised of group support and an educational component. Educational topics include nutrition, fitness, family night, complementary therapies, make-up for those going through treatments which have caused hair loss and changes in self-image. A Social Worker and a Registered Nurse from the Breast Care Center facilitate this group. There were 81 encounters with participants.

(2.) Survivor Support Group

A follow-up program for breast cancer survivors is offered five times a year. This group offers continued support and education on cancer survivorship issues for breast cancer survivors. This program has also offered three retreats for survivors. The group facilitator is a Social Worker and a Registered Nurse from the Breast Care Center. There were 45 encounters with participants.

(3.) Cancer Support Group

This is a support group for cancer patients with any type of cancer and their family members. This group meets twice a month and is facilitated by a social worker. There were 53 encounters with participants.

(4.) Look Good, Feel Better Program

This educational program is sponsored by the American Cancer Society and is offered four times a year. This program offers women information on cosmetics, scarves, and wigs so that they can look good through their cancer treatment experience. There were 74 encounters with participants.

(5). Prostate Cancer Support Group

This group is offered for prostate cancer patients and their family members. It meets monthly and is facilitated by a prostate cancer survivor. There were 37 encounters.

(6.) Annual Cancer Survivors Celebration

This annual event is held at a local hotel with over 200 survivors and numerous health care professionals participating in the festivities this year. Local merchants donate food and entertainment. Planning begins at least 6 months before this event and the committee consists of several nurses and a social worker.

The “Read to Me” Program

The “Read to Me” Program started eleven years ago by the Friends of Winchester Hospital. The Program is based on the research of Jim Trelease, Reading Specialist, and promotes the concept that listening comprehension comes before reading comprehension. Because of this, it is very important to start reading to children from birth on so that they hear the language in an organized way. Studies have shown that children who are read to early on become better readers and if better readers they become better students and typically feel better about themselves.

Pediatric Asthma Program

Asthma is a chronic inflammatory disease of the airways and can be life-threatening if not properly managed. Asthma is the most common chronic illness of childhood affecting 6.5 million children under the age of 18 nationally. Approximately 4.3% of all households include a child with asthma. The annual cost of treating children with asthma is estimate at \$1.9 billion. Winchester Hospital’s cost in 1999 for members with the primary diagnosis of asthma was \$555,315.00. These figures are from the claims data for Tufts HMO, HPHC, First Seniority, HMO Blue and Blue Care 65 for IPA members.

The Pediatric Asthma Program was developed in 2003 and its goals are:

- Raise awareness of patients, health care professionals, and the public that asthma is a serious life-threatening, chronic disease
- Ensure the recognition of the symptoms of asthma by patients, families, and the public, and the appropriate diagnosis by health professionals
- Ensure the effective control of asthma by encouraging a partnership among patients and family, physicians, and other health professionals through modern treatment and education programs.

The Program recognizes that the continuum of Winchester Hospital’s quality care of the child with asthma needed to include a collaborative effort of a team of members in the child’s community. The Team includes appropriate Winchester Hospital personnel, the child’s pediatrician/Primary Care physician, school nurse/child care facility personnel, classroom teachers, and anyone else who may be in a position to advise the child about their asthma medications and their asthma symptoms (scout leaders, athletic coaches, music coaches...). The Program is designed to involve that community of people in helping children with asthma and their caregivers manage their asthma more effectively.

The Program consists of up to 3 home or office visits where an asthma nurse educator teaches the child and/or caregiver about asthma medications, evaluates medication device techniques, reviews warning signs and symptoms of asthma, performs a home environment evaluation for triggers, and develops an Asthma Action Plan. Each child receives an individualized Asthma Notebook, which contains educational information, as well as, two Peak Flow Meters and two InspirEase spacers (one each for home and school use). The child is encouraged to bring the Asthma Notebook (containing peak flow diaries, their Asthma Action Plan and the most current list of their asthma medications) to the doctor’s office, ED, or school nurse if they have any questions about asthma.

Beyond the home/office visits, the nurse personally files the completed Asthma Action Plan with the school nurse/child care provider. The nurse also visits the classroom to teach the classroom teacher(s) about warning signs and symptoms of asthma and perform a classroom environmental

evaluation for triggers. Other appropriate school personnel and community members are also visited and make aware of the child's needs.

Outpatient Heart Failure Program

Research has shown that elderly patients with heart failure who receive inpatient heart failure education along with follow-up home care visits and telephone contact by the heart failure team had a significant reduction in readmission rate, cost of care and improved quality of life (Rich et al, 1995). The goals of Winchester Hospital's Heart Failure Program are to reduce readmissions for heart failure patients, enhance quality of care and quality of life, and patient satisfaction while encouraging self-management.

Patients referred into the program will receive written educational materials, a digital scale if needed, and periodic, scheduled telephone follow-up by the outpatient Heart Failure Nurse. Referral sources include staff nurses, home care nurses, case managers and physicians. Patients are followed in this program indefinitely.

The objectives of this program will be based on the following:

- Determine that patient and/or family will perform daily weight
- Determine that the patient and/or family are able to state signs and symptoms of heart failure exacerbation
- Determine that the patient and/or family will seek and secure appropriate medical assistance for their heart failure
- Determine that the patient and/or family has a system for and follows the patient's medication schedule.

Magnet Hospital Mentoring

In November of 2003, Winchester Hospital became the first community hospital in the state of Massachusetts to be awarded Magnet status. This prestigious award was earned through the Magnet Recognition Program sponsored by the American Nurses Credentialing Center (ANCC), the nation's largest and foremost nursing accrediting and credentialing organization. Magnet hospitals must meet stringent quantitative and qualitative standards that define the highest quality of nursing practice and patient care. Once a hospital achieves this status, mentoring other hospitals in their quest for magnet status is a must. We were happy to share information with Exeter Hospital, Exeter, NH.

Health Professions Education

Winchester Hospital provides mentoring of professional students in the health field. This year, the appropriate hospital staff worked with students of the ultrasound training program and the radiology technologist program through Middlesex Community College. Staff also precepted an exercise physiologist from Bridgewater State College, a dietetic Intern from Simmons College, and nursing students from Bunker Hill Community College, Emmanuel College, Northeastern University, Rivier College, Salem State College, Simmons College, the University of Massachusetts at Boston and at Lowell.

In addition, to attract future students to nursing, the hospital hosted a shadow a nurse day to the following high schools – Woburn, Notre Dame, Winchester, and Medford.

Vendor Diversity

Winchester Hospital supports community business diversity by purchasing from minority and women owned as well as small businesses. Here are the business diversity categories:

Asian-Pacific American, small disadvantaged business	1
Hispanic-American, small disadvantaged business	2
Small Business	84
Subcontinent Asian American, small disadvantage business	1
Veteran Owned small business	4
Woman Owned large business	2
Woman Owned small business	5

A Caring Place

Winchester Hospital identified a need for an easy one stop shopping resource for women who were undergoing or had had breast cancer. There was not a local resource that could offer mastectomy products as well as wigs for hair loss due to chemotherapy or other causes. As a result, Winchester Hospital is proud to offer A Caring Place, a resource for wigs, prostheses, head coverings and much more. The professionally trained staff includes a certified mastectomy fitter and wig consultant who are available to help select the best products to meet individual needs.

A Caring Place carries a wide-ranging line of mastectomy bras in fashionable colors and styles, including several choices of sports bras. The prosthetic line includes lightweight forms for full mastectomies, silicone forms that are attachable and overlays to help with changes in profile due to lumpectomy or radiation. Soft, comfortable camisoles with lightweight forms are available for immediate post-surgery use.

Wigs are stocked in many styles and colors and can also be special ordered at no extra cost. Hairpieces such as bangs, face framers and falls are also available as well as accessories such as eyebrow kits, adhesives to help with wig slippage, shampoos and conditioners for problem hair and wig care kits.

Insurance coverage has been recently obtained from Blue Cross Blue Shield, Harvard Pilgrim, Medicare, and Tufts.

A Caring Place is located within The Community Health Institute at Baldwin Park I, 12 Alfred Street, Suite 207, Woburn, MA 01801

Community Health/Education Resource

(A.) Community Survey Results

Winchester Hospital conducted another survey in 2007 through their external publication called *Focus on Your Health*. 99% of respondents believe that Winchester Hospital is trying to help community members make better health care decisions.

(B.) Oral Cancer Screening

Dr. Jeffrey Brown, Winchester Hospital Otolaryngologist, provided a free two hour screening for oral cancer during Oral Cancer Screening month in April. Twenty three people signed up with thirteen actually screened. Seven of these people received follow-up calls to be sure that they were being seen by their health care provider for further care.

(C.) Alternative Therapies Education

1. Providers of Hypnotherapy, Massage, and Reiki presented a 1 ½ hour overview on these therapies three times to nursing students of LMH.
2. Acupuncture, Hypnotherapy and Massage providers presented an hour to the Novice Nurse Program
3. Hypnotherapy developed a CEU program on Hypnotherapy and Children for interested community members.

(D.) Blood Pressure Screening

One nurse takes and monitors the blood pressures at a local business four times a year. These sessions last approximately 2 ½ hours and 26 blood pressures are taken at each session. One participant was directed to their physician for immediate follow-up.

(E.) Skin Cancer Screening

Two dermatologists provided skin cancer screening on one occasion with the activity being coordinated by a nurse. Seventy five participants were screened. Of the people screened, twenty one needed a follow-up.

(F.) Colo-rectal Cancer Screening

Colo-rectal screening kits were distributed every Wednesday in March at four different sites. Sixty kits were given out with six samples returned. All those returned were negative.

(G.) Cancer Awareness Educational Series

These programs were designed to raise awareness about cancer and recognize and reduce risk factors for cancer:

- 1. Minimally Invasive Surgery through Robotic Technology – September 2007 with 225 participants.
- 2. Breast Cancer Update – October 2007 with 65 participants.

(H.) Town Days & Community Events

These are Winchester Hospital sponsored programs and events that are free to all members of the community. They include a combination of educational programs, town days and special events.

- 1. Winchester Town Day
- 2. Stoneham Town Day
- 3. Jenks Center Savvy Senior Symposium
- 4. Reading Senior Health Day
- 5. YMCA National Active Older Adults Day
- 6. YMCA Children’s Health Day
- 7. Woburn Senior Health Fair
- 8. YMCA Community Unity Day
- 9. Burlington Senior Health Fair
- 10. YMCA Annual Road Race
- 11. Stoneham Senior Health Fair
- 12. Mitre Corporation Caregivers Fair
- 13. Cancer Awareness Series
- 14. Stroke Awareness Activities

C. HMO’S

Not applicable

D. Notable Challenges, Accomplishments and Outcomes

(1.) Osteoporosis Early Detection and Prevention Program

Statistics for the calendar year of 2007 are as follows:

Screening sites: 29
Participants: 374 (Since program inception, 5,999 women and men have been screened)
Results:

Osteopenia	31%
Osteoporosis	7%

Men are now being screened based on an update to the Achilles Express machine. Breaking the above data down into the male gender, the results are as follows:

Male Participants: 72

Results:

Osteopenia	35%
Osteoporosis	1%
No Results	28% (In 20 of the 72 male participants, results were not obtained from the machine. To determine the Osteopenia and Osteoporosis results, the numerator used was 52)

The screening sites have been in a broad array of community settings from churches to companies to senior centers to YMCA's.

(2.) Home Blood Draws

The number of patients with community blood draws this year was 6,898. This number is up by 237 patients from last year's statistics. Of note, over the last three years, the number of free draws has increased by 2,338 patients.

(3.) Adult Vaccination Initiative

The number of flu vaccinations administered was 562. These injections were provided at a variety of sites where flu clinics were requested. Approximately 50 flu shots were provided free of charge.

(4.) "Aging on Your own Terms" Senior Outreach Initiative

The program is a multi-faceted series designed to provide a wide range of social and educational programs to seniors throughout the communities we serve. The goal of the program is to work collaboratively with area organizations to offer a variety of programs and services that meet the needs of area seniors at not cost to the attendee.

Program Highlights:

- In 2007 there were 54 events held, reaching 10,000 seniors from Winchester Hospital's primary and secondary service area. The events included 24 educational programs, 8 health screenings, and 22 social events.

- The educational program topics included:

Nutrition Programs	Home Safety Programs	Healthy Cooking Classes
Cancer Awareness	Coping with Loss	Managing Pain
Stroke Awareness	Financial Fraud	Going Green
Reducing Home Heating Costs	Diabetes	Relieving Stress

- The health screenings included:

Cholesterol	Blood Pressure	Osteoporosis	Diabetes
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- The average age of the Senior Program participant is 72 years old.
- The leading towns for participation in 2007 were:
Woburn (24%) Winchester (18%) Medford (17%) Burlington (12%) Other 6%
Reading (10%) Wilmington (7%) Stoneham (4%) Malden (2%)

(5.) Pediatric Asthma

In 2006, the CHAMP Program experienced a great deal of growth demonstrated by the following statistics:

- 156 participants
- At this point in the 2007-2008 Academic Year:
 - 193 visits to homes, schools, pre-schools, childcare facilities and camps (There are many schools that have anywhere from 1 to 5 CHAMP participants)
 - 139 Asthma Action Plans (AAP) filed
 - 72 participants were discharged from the program
 - 18 children were referred and not seen (due to inability to make connections with the family for the first home visit)
 - 8 (0.03%) children were seen in the Emergency Department (National Benchmark is 23%)
 - 2 children were admitted to the hospital

The objectives and outcomes of the CHAMP Program since its inception in 2003 are:

- Decrease Emergency Department (ED) visits – There were only 16 ED visits this year
- Decrease hospital admissions – There was only 6 hospital admissions this year

The RN Asthma Educators continue to be an educational resource to school personnel including school nurses as well as numerous pediatric office nurses. During the Academic Year (AY) of 2006-2007, the RN Asthma Educators have presented asthma updates to over 90 school nurses. To date in AY 2007 – 2008, the RN Asthma Educators have presented to over 50 school nurses, nursing school students and home care nurses. They also spoke at an AAFA Parent Support Group in November of 2007.

In AY 2007 – 2008, the CHAMP initiative was able to provide each school nurse that had a CHAMP participant in their school with a second peak flow meter to supplement the peak flow meter given to them last academic year (so that the Health Office had **both** a low range and a high range meter). In addition, all school nurses were given a packet of asthma information that included:

- Educational DVD on the medication Pulmicort
- Educational DVD on the medication Advair
- Asthma Control Test (ACT) tear-off pads
- Instructions on the use of a spacer with and without a facemask
- Smoking Cessation class information
- AAFA brochure on the new MDI propellant HFA

In addition, the CHAMP initiative was able to present to the school nurses of the seven schools in the Winchester School District pulse oximeters to determine blood oxygen saturation levels.

(6.) Outpatient Heart Failure Program

In 2007, there were a total of 375 participants enrolled in the program. During this time, two patients (0.01%) were readmitted to the hospital within 31 days of the initial discharge. The Maryland Indicator Mean FY 2007 is 10.5%. Eighty patients were discharged from the program in 2007 due to death or referral to long term care or hospice.

(7.) Winchester Worksite Wellness

Highlights of the Year:

- The DPW and Police Department received several of the offerings in a coordinated manner which seemed to be very well received. The offerings were individualized to the needs of the department.
- Increased number of participants involved in the fitness challenge.
- Dr. Bostic was well received as the Teacher Appreciation Day speaker. His honorarium was returned to the school system for use in psychological counseling.
- The massage therapists provided seated massage to the various departments. Two additional schools, Lynch and the High School, took advantage of this service through coordination with the school nurse.
- The continued support of the yoga and strength training classes.
- The use of electronic communication for flyer distribution.
- The awarding of over \$500,000 to the town of Winchester through a grant writing project of a Masters' Nursing student.

Planned Activities and Events

Fitness Challenge

This again proved to be a very popular event and again grew in the number of participants from previous year. There were 23 four person teams who signed up with a total of 92 participants. This number was up 8 people or two more teams. All participants were given a coin holder with belt attachment. The first prize winners each received a \$50 American Express Gift Certificate.

The second prize winners received two movie passes each and the third prize winners received a \$5 Dunkin Donuts Gift Certificate.

Teacher Appreciation Day

For the third year, Winchester Worksite Wellness sponsored the speaker. This year's speaker was Dr. Jeff Bostic, a child psychiatrist from MGH. Dr. Bostic stated that he was going to give his honorarium to the Winchester School System to be used for psychological counseling to students as needed. This event continues to be the best way to reach a large proportion of the teachers on a health related topic.

Recreational Event

The event this year was held as a luncheon talk with a box lunch provided. The speaker was Marie Dacy EdD, a town resident who teaches at the Mass College of Pharmacy. Her talk was "Feeling Good in a Chaotic World". Those in attendance felt that the event was well planned, the speaker inspirational and the food good but attendance was low.

Group Exercise Classes

The yoga and strength training classes continue to be well subscribed. Three yoga classes were held at the Ambrose School with a total of 68 participants and four strength training classes were held at the Town Hall with a total of 59 participants.

Massage Therapy

Seated massage was offered at a number of sites – DPW, Teacher Appreciation Program, and McCall School. This year special effort was directed at involving Lynch School and the high school in planning events at their schools where two massage therapists would provide seated massage for three hours at a convenient time. As always, the seated massage was well received with close to 100 employees participating.

Blood Pressure Screening

Blood pressure screening was offered at two sites, the DPW and the Police Station. Participants were counseled as needed.

MedGem Caloric Needs Assessment

The DPW utilized this assessment in combination with the overall health program requested by Jay Gill for his employees. Jay noted that his employees were at a point that they were very receptive to health information based on the weight loss of a couple of his employees.

Personal Training Programs

Thirty minute personal training sessions were offered. Again the DPW utilized this service well. There is also a positive follow-up to last year's activity where a master's nursing student wrote two grants under the supervision of Chief Nash. The town received both grants totaling over \$500,000. Part of this money will be spent on upgrading the fitness equipment in the firehouse and providing personalized fitness training to the firemen.

Nutrition – Healthy Eating on the Run

A dietician presented this program to the DPW at a lunch hour meeting. Food models were shown to demonstrate the amount of fat in common fast foods and numerous pertinent handouts were provided. Healthy box lunches were provided to all participants. Although attendance was required at this meeting, all participants seemed to enjoy the hour and had many questions for the dietitian at the end of her talk.

Osteoporosis Screening

This service now is able to screen men as well as women. The Police Department was very receptive to this screening.

(8.) Mt. Vernon House Grant

We have provided 543 treatments to 97 Winchester residents (WR). This is an increase of 20 residents from last year. The following health issues are being treated: edema of lower

extremities, muscular skeletal pain (arthritis, elbow, back and neck), digestive issues, reflex, anxiety, stress, depression, osteoarthritis, sciatica, cancer treatment symptoms and Parkinson's disease symptoms. The co-payment for acupuncture and massage is \$20.00 per visit.

Some of the community residents comments received from evaluations include:

- "You can't improve it was excellent."
- "Everything was great."
- "You revived my practice of meditation"
- "Acupuncture treatments relived my symptoms"
- "The practitioner has been excellent and always on time."
- "The therapist was delightful and very caring."
- "The service and care is excellent just as it is."
- "I was pleased with my care and service."
- "I greatly appreciate the care I receive from my therapist."

VII. Next Reporting Year

A. Approved budget/projected expenditures

All of the previously noted programs have had their budget approved for the coming year.

Anticipated goals and program initiatives

All of the previously noted programs will continue on as designated.

B. Projected outcomes

(1.) The Osteoporosis Early Detection and Prevention Program

The outcomes of this program will be based on the:

- Number of participants screened which will be broken down into male and female
- Results of the screening

(2.) The Pediatric Asthma Program

The outcomes of this program will be based on two major components:

- Decreased ED visits
- Decreased hospital admissions

(3.) The Outpatient Heart Failure Program

The outcomes of this program will be based on the following objectives:

- Reduce or prevent the 31 day readmission rate for the population receiving intervention

In addition to all of the services that Winchester Hospital provides to the community, it also provided:

- a. \$6,183,149 in unreimbursed Medicare Services
- b. \$2,050,060 in unreimbursed MassHealth Services
- c. \$2,324,790 in total bad debt

Thus, the total amount of unreimbursed services plus the Community Benefit and Community Service expenditures totaled \$11,998,202.

VIII. Contact Information

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