

## **Community Benefits Report Standardized Summary**

### **Addison Gilbert Hospital Beverly Hospital Beverly Hospital at Danvers**

Northeast Hospital Corporation  
85 Herrick Street  
Beverly, MA 01915

Report for Fiscal Year 2009

### **Community Benefits Mission**

The Community Benefits Program at Northeast Hospital Corporation (NHC) incorporates the Community Health concepts of wellness, adaptation, self-care and health promotion. Strategies used in Community Benefits health activities include prevention, early detection, early intervention and long-term management. Health issues addressed encompass the realms of safety, chronic disease, infectious disease and substance abuse.

Also included with the Community Benefits Mission Statement is the Mission Statement NHC. The corporate Mission Statement is founded in the concepts of quality, caring and community.

### **Key Collaborations and Partnerships**

The Community Benefits program is organized by the Department of External Affairs of NHC with the responsibility for overall management centered with the Manager of Community Relations.

### **Community Health Needs Assessment**

In 2007, John Snow Inc. (JSI) was contracted by Beverly Hospital to conduct a comprehensive needs assessment that would identify the major concerns and priorities on the North Shore so that Beverly Hospital could develop community health programming and services that would more effectively meet the needs of the community. The assessment process is intended to inform Beverly Hospital's five-year strategic plan to ensure that its services and community health programs remain responsive to the communities they serve and that strong partnerships are built and renewed with the communities and other stakeholders in the area. The following is a summary of the process and methods used during the three phase assessment.

#### Phase I – Preliminary Needs Assessment

- Conduct a preliminary needs assessment that relies on publicly available data.
- Conduct a series of structured key informant interviews internally with select staff and board members.

#### Phase II – Targeted Community Engagement

- Conduct a series of structured key informant interviews externally with community leaders, health and social service providers and other key stakeholders in the community.
- Collect primary data directly from the community residents through a series of direct mail surveys.
- Develop a final Needs Assessment Report and conduct a strategic planning retreat.

#### Phase III – Strategic Plan Development and Reporting

- Consolidate all of the project findings and deliverables into a comprehensive Community Needs Assessment and Community Engagement Strategic Plan that will include:
  - A list of the community healthcare needs and priorities identified overall and by the community.
  - Supporting documentation and data.
  - Recommending priority health needs and a set of preliminary programmatic recommendations for review.
- Develop a reporting strategy; develop a series of presentations / materials; present to the community.

## **Community Benefits Plan**

As mentioned earlier, the results of the survey and the work with local community groups indicated four themes for healthy community intervention:

1. Lifestyle Behavior Modification
2. Mental Health
3. Chronic Disease Management
4. Access to Healthcare Services

To date, this organization continues to pursue programs that focus on those four themes in our community outreach and in Community Benefits programs (see Section(s) 5 and 8).

### **Short-term goals:**

- Screenings were developed in the following areas: skin cancer screenings, oral cancer screenings, pap smear clinics, depression seminars, diabetes screenings, bone density screenings, blood pressure clinics, flu clinics, CPR programs, cardiovascular risk assessment, osteoporosis risk assessment, diabetes risk assessment, body mass index and breast cancer risk assessment.
- A number of disease management initiatives have been instituted including cardiac rehabilitation, heart failure management, pulmonary rehabilitation, osteoporosis management, vascular health and women's health screenings. In 2003, Northeast Hospital Corporation (NHC) created the Lifestyle Management Institute (LMI). The LMI provides programs and education, and proactively identifies populations with, or at risk of, established medical conditions. The LMI offers a full range of services to the community, including risk assessment, prevention education, diagnostic testing, coordinated medical treatment and continuous monitoring. Effective disease management using appropriate medical protocols reduces the number of hospital admissions and emergency room visits, shortens the length of hospital stays and improves the overall health and quality of life for people with chronic illness.
- Within each of the chronic disease areas, an initiative was developed to identify and manage the treatment of each patient and family.
- A database has been developed by the LMI for patient maintenance and appropriate follow-up.

## **Key Accomplishments of Reporting Year**

By offering a variety of health and wellness programs, Addison Gilbert Hospital, Beverly Hospital and Beverly Hospital at Danvers provides patients, families and community members the opportunity to remain healthy and well. Many programs are provided for free or for a nominal fee during FY2009 and they included, but were not limited to: Community Health and Educational Fairs; Adult CPR & Baby/Child Saver CPR; Vascular (PVD) Screenings; Blood Pressure Clinics; Bone Density Screenings; Diabetes Screenings; Foot Screenings; Flu Clinic; Senior Adult Luncheon Lectures; Osteoporosis Prevention & Exercise; Prenatal Yoga; Skin Cancer Screenings; Hearing Screenings; Speech and Language Screenings for Children; and educational programs in correlation to healthy initiatives.

## **Plans for Next Reporting Year**

### **Anticipated Goals and Program Initiatives**

1. Work towards building programs that stem from the results of the community health needs assessment.
2. Continue to cultivate new community relationships, as well as maintain current relationships with community organizations, members and businesses.
3. Create additional community-based health outreach programs.
4. Partner with local communities on medication take back programs.
5. Continue with health and disease management programs through the LMI within specific identified areas.
6. Continue our established efforts of financial counseling in Gloucester and Beverly.
7. Maintain our primary prevention programs through health screenings, counseling, health fairs and lectures.
8. Maintain and further develop our disease specific support groups.
9. Continue to look for and participate in sponsorship opportunities.
10. Continue to build relationships with local non profit organizations such as; Beverly Boosters, The Open Door, North Shore United Way, North Shore Community Health Network, Danvers Cares and the Healthy Gloucester Collaborative.



[www.beverlyhospital.org](http://www.beverlyhospital.org)

Community Benefits Report: FY09

Addison Gilbert Hospital

Beverly Hospital

Beverly Hospital at Danvers

# User Guide

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Our hospitals are about people taking care of people, often at the most vulnerable times in their lives – this is a responsibility Northeast Hospital Corporation (NHC) takes very seriously. Day in and day out, the people of NHC are on the front lines caring for the sick, poor, uninsured and other patients in our communities. We are a vital part of the communities we serve and the services we provide extend well beyond the walls of our hospitals.

Community Benefits at NHC and its affiliates serve many communities, with needs as diverse as the individuals who live within them. By providing targeted health and education programs that respond to the unique needs of these communities, NHC strives to improve the health of North Shore residents. Our community outreach mission – to provide area residents the education and tools they need to remain healthy and well – is evidenced in the wide range of programs we offer. From children’s health to cardiac health to senior health, we are positively affecting the lives of those individuals and families who rely on us to receive the highest quality healthcare, services and education.

NHC consists of Addison Gilbert Hospital and Beverly Hospital, which are full service community hospitals providing quality, patient-centered care to North Shore residents. Services include maternity, pediatrics, surgical, cardiology, orthopedics, as well as other specialties. The hospitals boast a medical staff 641 physicians, 2,721 employees (full-time, part-time and per diem), and 352 volunteers. Beverly Hospital at Danvers, an ambulatory care center located in Danvers is also an integral part of NHC. Addison Gilbert Hospital, Beverly Hospital and Beverly Hospital at Danvers are members of NHC, which is an integrated healthcare system comprised of a network of hospitals, behavioral health, long-term care and human service affiliates offering North Shore residents general and specialized medical care.

NHC’s primary service area includes the North Shore communities of Beverly, Boxford, Danvers, Essex, Gloucester, Hamilton, Ipswich, Lynn, Manchester, Middleton, Peabody, Rockport, Salem, Swampscott, Topsfield and Wenham.

## Section 1

Mission Statement(s)

## **Community Benefits Mission Statement**

**(Approved by the Board of Trustees, June 6, 1997)**

The Community Benefits Program at Addison Gilbert Hospital and Beverly Hospital incorporates the Community Health concepts of wellness, adaptation, self-care and health promotion. Strategies used in Community Benefits health activities include prevention, early detection, early intervention and long-term management. Health issues addressed encompass the realms of safety, chronic disease, infectious disease and substance abuse.

Also included with the Community Benefits Mission Statement is the Mission Statement of NHC. The corporate Mission Statement is founded in the concepts of quality, caring and community.

## **Northeast Health System Mission Statement**

Northeast Health System is a network of people and care giving organizations joined together by a shared commitment to improve the health of the individuals and communities we serve. We provide efficient, high quality care through a uniquely comprehensive system of community-based hospitals, physician practices, human services, and senior care/referral organizations. We strive to:

- Access and take responsibility for community health needs;
- Forge healing partnerships with patients and communities;
- Care for even the most vulnerable among us;
- Provide care in the most appropriate setting as close to home as possible;
- Respect the dignity of those who work within our organization and those we serve.

*These goals are achieved through careful trusteeship of our charitable resources.*

## Section 2

### Internal Oversight

## **Internal Oversight - Management of Community Benefits Program**

The Community Benefits program is organized by the Department of External Affairs of Northeast Health System with the responsibility for overall management of the program centered with the Manager of Community Relations.

### **Community Health Needs Assessment**

#### **Information Source**

In 2007, John Snow Inc. (JSI) was contracted by NHC to conduct a comprehensive needs assessment that would identify the major concerns and priorities on the North Shore so that NHC could develop community health programming and services that would more effectively meet the needs of the community. The assessment process is intended to inform NHC's five-year strategic plan to ensure that its services and community health programs remain responsive to the communities they serve and that strong partnerships are built and renewed with the communities and other stakeholders in the area. The following is a summary of the process and methods used during the three phase assessment.

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#### Phase III – Strategic Plan Development and Reporting

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## Section 3

### Community Health Participation

## **Community Health Participation**

### **Community Health Network North (CHNN) – Part of CHNA**

Since the early 1990's, Northeast Hospital Corporation (NHC) has worked with more than 30 area agencies and the Massachusetts Department of Public Health (MDPH) to develop a Community Health Network (CHN) for nine cities and towns on the North Shore. In 2002, the CHN's were merged to form a larger consortium of providers and communities in Northeastern Massachusetts. NHC holds a seat on the North Shore Community Health Network's Steering Committee.

### **MassHealth Training Forum (MTF)**

MassHealth Training Forum (MTF) is a partnership between the Office of Medicaid and the Office of Community Programs. MTF provides accurate and timely information relating to MassHealth operations to staff of healthcare organizations and community agencies that serve MassHealth members, the uninsured and underinsured. NHC is an active member sending employees to MTF meetings.

### **Public Health Officials Meetings**

Each year, NHC organizes numerous meetings with the directors and staff of the local health departments in the 16 cities and towns considered part of NHC's service area. Members of the infection control staff of area hospitals have also been invited to attend selected programs of importance to the broader health provider community.

- An Annual Health Department Breakfast is held to discuss local disease incidence.
- Public Health Forums are held on infectious diseases of current interest to our community health agents.

NHC Community Liaisons are active in the community as well. Examples of our Patient Financial Services collaboration include without limitation:

### **Beverly Council on Aging - Beverly, MA**

SHINE Counseling on a weekly basis. NHC SHINE Counselors are certified on a yearly basis.

### **Beverly Bootstraps – Beverly, MA**

NHC Financial Liaisons receive referrals from their Community Outreach Program for individuals and families that need assistance with health insurance issues and / or Rx drug coverage / access.

### **River House Shelter, Inc – Beverly, MA**

NHC Financial Liaisons receive referrals from counselors at the shelter for those that may need assistance with MassHealth, etc. NHC Liaisons have assisted in getting them on the Virtual Gateway that will allow for the submission of applications for all state wide programs including Medicaid, food stamps, housing and veteran services.

## Section 4

### Community Benefits Plan

## **Community Benefits Plan**

As mentioned earlier, the results of our survey and the work with local community groups indicated four priorities for healthy community intervention:

1. Lifestyle Behavior Modification
2. Mental Health
3. Chronic Disease Management
4. Access to Healthcare Services

To date, we continue to stress those four priorities in our community outreach and Community Benefits programs (see Section(s) 5 and 8).

Multiple screenings, lectures, forums, health fairs, etc., were developed to adequately address the needs identified within the community.

### **Short-term goals:**

- Screenings were developed in the following areas, skin cancer screenings, oral cancer screenings, pap smear clinics, depression seminars, diabetes screenings, bone density screenings, blood pressure clinics, flu clinics, CPR programs, cardiovascular risk assessment, osteoporosis risk assessment, diabetes risk assessment, body mass index and breast cancer risk assessment.
- A number of disease management initiatives have been instituted including cardiac rehabilitation, heart failure management, pulmonary rehabilitation, osteoporosis management, vascular health and women's health screenings. In 2003, NHC created the Lifestyle Management Institute (LMI). The LMI provides programs and education, and proactively identifies populations with, or at risk of, established medical conditions. The LMI offers a full range of services to the community, including risk assessment, prevention education, diagnostic testing, coordinated medical treatment and continuous monitoring. Effective disease management using appropriate medical protocols reduces the number of hospital admissions and emergency room visits, shortens the length of hospital stays and improves the overall health and quality of life for people with chronic illness.
- Within each of the chronic disease areas, an initiative was developed to identify and manage the treatment of each patient and family.
- A database has been developed by the LMI for patient maintenance and appropriate follow-up.

### **Current Plan**

The importance of the community health needs assessment and our collective efforts to address the healthcare needs of the North Shore have never been greater. The economic downturn has had a tremendous impact on thousands of individuals and families throughout the region. NHC looks forward to continuing to work in partnership with the communities we serve and with health-related organizations throughout the North Shore to meet the area's healthcare needs and improve the overall health status of the community.

## Section 5

Progress Report: Activity During FY 2009

## **Health & Wellness Programs**

By offering a variety of health and wellness programs, NHC provides patients, families and community members the choice and opportunity to remain healthy and well. The many programs for free or for a nominal fee offered during FY 2009 included, without limitation: Community Health and Educational Fairs; Adult CPR & Baby/Child Saver CPR; Vascular (PVD) Screenings; Blood Pressure Clinics; Bone Density Screenings; Diabetes Screenings; Foot Screenings; Senior Adult Luncheon Lectures; Osteoporosis Prevention & Exercise; Prenatal Yoga; Skin Cancer Screenings; Hearing Screenings; Speech and Language Screenings for Children.

### **Rockport Council on Aging Health Fair**

In September, Addison Gilbert Hospital, Northeast Senior Health and the Rockport Council on Aging co-sponsored a health fair. The event took place at the Rockport Senior Center and featured numerous free screenings. They included blood pressure, balance, medication review and a hand screening. The health fair was from 12 – 3 p.m. and more than 65 people attended the event. This event will become an annual health fair starting in 2009.

### **Gloucester Health and Wellness Expo**

The 14th annual Gloucester Health and Wellness Expo was held at Gloucester High School on October 3, 2009. The event was co-sponsored by Addison Gilbert Hospital and the Gloucester Health Department. The event was free to the public.

In 2009, there were more than 63 exhibitors offering educational displays, activities and health screenings. Fourteen of the exhibits were provided by NHC. Approximately 650 visitors attended. Many of the guests received at least one of NHC's LMI screenings.

Addison Gilbert Hospital's share of the costs for the event was \$6,000.

### **YMCA Physical Fitness Challenge**

The purpose of the National Physical Fitness Month Project was to offer a comprehensive fitness challenge at four YMCA locations. The Sterling Center YMCA in Beverly, Cape Ann YMCA in Gloucester, Ipswich Family YMCA and Danvers Community YMCA served as the competition sites. Members registered from April 1-24 to compete in the month long fitness challenge that started on May 4, 2009.

Through the challenge, we were able to distribute material and publications that educated and also guided participants, as well as non-participants, about the services and resources at NHC. The key component of this project was to get as much information as possible about the LMI and Beverly Hospital at Danvers to the communities in our service area.

All products given out had logos featuring the hospital and YMCA branch where the competition took place. In addition, each participant was provided with literature about their respective area. For example, participants from the Beverly Challenge were given all Beverly Hospital related items, Danvers and Ipswich participants received Beverly Hospital at Danvers information and Cape Ann participants received Addison Gilbert Hospital related information. Each participant was awarded with a gym bag and gym towel.

The following literature was also provided in each bag:

- Lifestyle Management Institute Brochure
- Weight Management Brochure

- Beverly Hospital at Danvers Brochure
- Children's Hospital Partnership Band-Aid Magnet
- Annual Report
- Touchpoints newsletter
- Orthopedics Brochure
- Emergency Magnet
- Medication Card

Our second year was a great success. The following is a breakdown of participants:

- Beverly Sterling Center – 38
- Cape Ann – 112
- Ipswich – 12
- Danvers 72

### **U.V. Protection Program**

The purpose of the U.V. Melanoma Protection / Prevention Month, which was held in July 2009, was to address one of the health concerns in regard to overall skin care.

The program was for young children and their parents. We have a good number of coastal communities in our primary service area and many of them have more than one beach. Many families spend time on the beach during the summer elevating their risk for skin cancer. NHC provided a “fun in the sun” package that included:

- Sand Pail/Shovel
- Stick of Sunscreen
- Summer Safety Coloring Book
- Boomerang
- Information regarding UV Protection and Melanoma
- American Cancer Society's Slip, Slap and Slop brochure

These kits were given to Beverly YMCA, Cape Ann YMCA, Ipswich YMCA and Danvers YMCA. We distributed 550 kits.

### **Beverly Medication Disposal Program**

In an effort to help keep the residents of Beverly safe as well as protect our clean water supply, Beverly Hospital partnered with the Beverly Police Department, Beverly Senior Center, Beverly Health Department and the Department of Public Health and Drug Enforcement Agency to launch a community-wide Medication Disposal Program that was held on Saturday, April 25 at the Beverly Senior Center.

The City of Beverly Medication Disposal Program was a community-wide collaboration of health professionals including pharmacists, law and drug enforcement officials and community leaders working together to address the need for the proper disposal of prescription medications in our community. Rather than unused medication remaining accessible in medication cabinets for possible abuse or being flushed away to potentially contaminate the soil and water supply, the Medication Disposal Program allows citizens the ability to drop off unused medications at a drive through disposal program managed by the Beverly Police Department. All unused medication received in the drop box is destroyed safely and appropriately.

In addition to the Beverly Medication Disposal Program, NHC is still involved in the Gloucester and Danvers Disposal Programs. Through a Department of Public Health Grant, sharps disposal kiosks are located at both Addison and Beverly hospitals for 24/7 drop off access.

*All programs were offered free of charge.*

### **Kindergarten Outreach Program**

In 2009 NHC added to its kindergarten outreach program. NHC had 52 schools participate in the program. There were roughly 2,200 children who received packets. Packets included:

- Band Aid Kit
- Children's Hospital Partnership
- Reflector Clip
- Print Material
- Magnets
- Bike Safety Tips

### **\*Support Groups\***

The following support groups were sponsored by Northeast Hospital Corporation. In addition, space was provided within NHC to outside organizations for Widow Support Groups, Grief Workshops, Neuropathy Support, and Stroke Support, among others.

### **Smoking Cessation Program**

This program was specially designed for all people who want to stop smoking permanently. Progressive relaxation helps you to stop smoking without stress, weight gain or irritability.

This program takes place at the LMI located at the Beverly Hospital at Danvers, 480 Maple Street Danvers.

### **Prostate Cancer Support Group**

The Beverly Hospital Prostate Cancer Support Group meets on the third Thursday of each month at 7:30 p.m. at the Ledgewood Rehabilitation and Skilled Nursing Center, located on the campus of Beverly Hospital. The free meeting convenes in the Terrace Dining Room, located on the first floor.

### **General Cancer Support Group at Beverly Hospital & Addison Gilbert Hospital**

The General Cancer Support Group meets at Beverly Hospital on the first Wednesday of the month from 11 a.m. – 12:30 p.m. in the Garden Conference Room, located on the first floor of Beverly Hospital, across from the Gift Shop. The Addison Gilbert Hospital group meets on the fourth Tuesday of each month from 4:30 – 6:00 p.m.

### **Connecting Young Moms Support Group Education/Support Group at Beverly Hospital**

Beverly Hospital provides an educational/support group for teen and young mothers and their children. A discussion and support group is held at the Women's Health and Medical Arts Building located on the Beverly Hospital campus. The Tuesday or Thursday morning group is held from 12:30 – 2:30 p.m.

### **Mother Time Support Group at the North Shore Birth Center**

The North Shore Birth Center conducts a free Mother Time support group that meets on Wednesdays from 10:00 a.m. – 12:00 p.m. The support group meets at the North Shore Birth Center, which is part of NHC and is located on the campus of Beverly Hospital.

### **Post Partum Depression Support Group at Beverly Hospital**

The Post Partum Depression Support Group is held on the first Friday of the month at Beverly Hospital from 1:30 – 3:00 p.m. in the Post Partum Lounge located on the fourth floor of the Alt Building.

### **Infant Loss Support Group**

Parents who have lost an infant at anytime during pregnancy through early infancy are invited to attend the Loss Support Group. The support group is held at Beverly Hospital. The group meets on the fourth Tuesday of each month from 7:00 - 9:00 p.m. in the Kauders Conference Room at Beverly Hospital.

### **Alzheimer's Caregivers Support Group at Northeast Senior Health's Spectrum Center Adult Day Health Program**

A Caregiver Support Group meeting is held at the Spectrum Center on the first and third Wednesday of every month from 2:30 – 4 p.m. The Spectrum Center Adult Day Health program is located at 600 Cummings Center, Suite 176X in Beverly. This support group is available to caregivers who are caring for someone with Alzheimer's disease.

### **Early Stage Alzheimer's Disease/Dementia Support Group Support Group**

Early Stage Alzheimer's Disease/Dementia Support Group is for people with Alzheimer's Disease/Dementia and their care partners. The support group that meets on the second and fourth Thursday of each month from 3 - 4 p.m. at the Center for Healthy Aging, located at the Beverly Hospital Hunt Center.

### **Caregiver Support Group for those caring for those with Alzheimer's Disease or related disorders**

A support group is held to assist those caring for individuals with Alzheimer's Disease or related disorders. A free support group is held at the Spectrum Center, located at 600 Cummings Center, Suite 176 X in Beverly. Respite can be provided.

### **Breast Cancer Support Group – Beverly Hospital**

Support group on the campus of Beverly Hospital on the third Thursday at 6:30 p.m. at The Herrick House, Beverly. This program is facilitated by Renee Burke, RN, Beverly Hospital Oncology Clinic.

### **Breast Cancer Support Group – Addison Gilbert Hospital**

Support group held on the campus of Addison Gilbert Hospital on the third Tuesday of each month from 6:30 – 8:00 p.m. in the Longan Room (inside Washington Street entrance) of the Hospital. This program is facilitated by Lisa Zellenka, RN, from the Addison Gilbert Hospital Oncology Clinic.

## **Cape Ann Cancer Support Group**

Support group on the fourth Tuesday of each month at Addison Gilbert Hospital from 4:30 – 6:00 p.m. in the Longan Room. This program is facilitated by Lisa Zellenka, RN, Addison Gilbert Hospital Oncology Clinic.

*These support groups events are held free of charge and pre-registration is not required.*

## **Behavioral Health**

### **Lifestyle Management Institute Behavioral Health Counseling**

It is our attitudes and responses to the events and issues of life that determine our life story. Research has shown that our life can be enriched through behavioral health counseling whether one is at risk for, or coping with, mental illness. Recovery will occur faster, and will be sustained longer, if patients receive supportive psychological services in addition to the appropriate medical care.

The LMI offers a fully integrated medical and behavioral approach to treating patients and their health disorder. Trained behavioral health specialists from our Health & Education Services, Inc. division work with patients and families. They share coping tools and techniques that have helped others who have had similar experiences.

### **CAB Health & Recovery Services, Inc.**

Across its communities, CAB Health & Recovery Services, an affiliate of Northeast Health System, provides a range of quality inpatient, outpatient, outreach, prevention and educational programs to serve families, men, women, and teens struggling with addiction. As clients' treatment needs change, they can be referred within the agency or Northeast Health System, thereby ensuring consistency and high-quality care.

### **Family Information Group**

The agency provides a no-cost family information group at its Danvers Treatment Center. The group allows families and friends of those struggling with addiction to get answers and to meet and share with other families.

### **Teen Outreach and Treatment**

In response to the increase in adolescent drug use, CAB provides an outpatient program specifically designed for adolescents' unique treatment needs. The intensive program meets after school and includes family involvement and Saturday-morning hours. Schools, family, youth and community groups are invited to learn more.

### **DUI Program for Women**

Research shows that substance-abusing women often struggle with separate and distinct issues from those of men. Therefore, women benefit from gender-specific treatment. CAB now provides an outpatient, women-only group for those who are receiving treatment related to driving offenses.

### **Intensive Outpatient Services**

Some adults struggling with alcohol and drug-use need a very intensive, 21-day program which allows them to maintain their jobs and family commitments. The Intensive Outpatient Program, based in Lynn and Salem, offers morning and evening hours. It targets addictive behaviors and gives the tools, strategies and case-management for long-term sobriety.

## **Health & Education Services (HES)**

A non-profit community behavioral health organization, serving the greater North Shore and lower Merrimack Valley areas, Health & Education Services (HES) provides mental health services to underserved and un-served populations. As part of Northeast Health System, HES is one of the largest regional providers of behavioral health services in the Commonwealth of Massachusetts, and its full continuum of care is unparalleled in the state. Programs include emergency and crisis services; adult, child and adolescent residential services; partial hospitalization programs; extensive and wide-ranging outpatient mental health and substance abuse services; rehabilitative programs; private schools; and a complex array of community prevention services.

Embedded within this continuum is a host of services designed to meet the needs of un-served and underserved populations. These specialty programs are targeted to reach the following communities: cross cultural and linguistic minorities; elderly; gay and lesbian; trauma victims; dual diagnosis; the chronically and persistently mentally ill; and those persons living with HIV/AIDS and eating disorders.

## Section 6

Lifestyle Management Institute (LMI)

The Lifestyle Management Institute (LMI) provides coordinated, comprehensive programs for the care of individuals with, or at risk for, chronic health problems such as heart disease, diabetes or osteoporosis. Services encompass prevention, detection, treatment and disease management programs for patients, families and the community. The LMI also offers complementary therapies and health education programs. Our approach is to provide tools and to educate patients so they can achieve their goals for living a healthy life.

A patient's personal needs and lifestyle are considered so that the LMI can develop a program tailored to the patient. LMI's interdisciplinary team of health and disease management specialists includes: nurses, clinical exercise physiologists, clinical dietitians, certified diabetes educators, behavioral health specialists, pharmacists, and complementary medicine practitioners. This team works in collaboration with a patient and their healthcare providers to reduce their health risks and enhance their quality of life.

The Health and Disease Management services, screenings, educational programs, support groups, as well as complementary services for overall well-being are available to assist patients in identifying and modifying those risk factors that increase the likelihood of disease and/or disease progression. All services have individual and group approaches to care offered onsite at the LMI and in other community settings.

In FY 2009, the LMI was involved with 122 community screening events. LMI offered screenings for blood sugar, blood pressure, blood lipids, body mass index, and bone density. There were 1608 participants in these screening events. LMI also participated in 44 lectures and workshops to community groups and local organizations in the 17 towns and cities that comprise NHC's primary service area. These events included 1,058 participants. The cost to the LMI for providing these 166 events was \$89,133.

**Screenings:**

**Blood Sugar: 509 participants**

462 Normal Results

47 Higher than Normal Results

**Blood Pressure: 383 participants**

136 Normal

139 Prehypertension

91 Stage 1 Hypertension

17 Stage 2 Hypertension

**Blood Lipids: 236 participants**

Total Cholesterol:

142 Normal

75 Borderline High

19 High

**Body Mass Index: 289 participants**

97 Normal

110 Overweight

51 Obese Level 1

13 Obese Level 2

18 Obese Level 3

**Bone Density: 194 participants**

61 Normal

115 Osteopenia

18 Osteoporosis

**Lectures and Workshops:**

44 events on the follow topics:

Healthy Eating

Recipe Modification

Stress Management

Smoking Cessation

Diabetes

Weight Management

Exercise

Heart Disease

Foot Care

Chronic Disease Management

Reiki Therapy

Childhood Obesity

Supermarket Nutrition Tours

**Expenses:**

**Staffing:**

Nurses:	\$29952
Dieticians:	\$ 5408
Certified Diabetes Educators:	\$10400
Pharmacists:	\$ 9360
Clinical Exercise Physiologists:	\$ 4368
Administrative Assistance:	\$19760
<b>Sub Total</b>	<b>\$79,248</b>

**Supplies:**

Point of Care Testing:	\$4840
Bone Density:	\$1940
Educational Materials and Handouts:	\$2655
Women & Heart Disease Wear Red Pins:	\$ 450
<b>Sub Total</b>	<b>\$9885</b>

**Total**                    **\$89,133**

## Section 7

### Access to Healthcare Services

### **Addison Gilbert Hospital Healthcare Access Counseling**

Addison Gilbert Hospital provides counseling and assistance for people to access group health insurance. The coordinator is fluent in Italian and Sicilian, the two most common non-English languages spoken in Gloucester. This program was initiated several years ago as the result of major changes in the fishing industry, which resulted in widespread unemployment among men and women employed in all aspects of that industry. However, the access coordinator has extended the reach of this program to serve other populations within the Cape Ann area. One goal of this program has been to ensure that all area children have insurance coverage so aggressive outreach through the public schools is conducted during each school year. More than 500 children a year have been enrolled in health insurance.

### **Outreach To Our Senior Population**

NHC's outreach counselor is certified through the Department of Elder Affairs to specialize in Medicaid and Medicare options and prescriptions for our growing population on Cape Ann. The goal is to help Cape Ann residents with healthcare access in finding lowest cost or no cost health insurance, leaving no child without healthcare. NHC currently employs two SHINE counselors (Serving Health Insurance Needs of Elders), who work a half day at a local senior center to assist seniors with any billing or insurance issues that they may have.

### **Beverly Hospital Community Liaison/Financial Counseling**

Through consistent outreach, education, enrollment and retainment, the Beverly Hospital community liaison/financial counselor provides access to health insurance for those who are uninsured or underinsured. The community liaison has established a relationship with the Beverly School Department as well as the Department of Public Health. The community liaison also participates in hospital-sponsored health fairs, which have proven to be valuable tools in reaching families that need health insurance coverage. Regular visits to area homeless shelters and community-based food pantries have also been established with much success. Beverly Hospital's annual participation in the Covering Kids and Families Campaign continues to be a big success. This is a national initiative funded by the Robert Wood Johnson Foundation to connect uninsured and underinsured children and families with health insurance.

### **Connecting Young Moms**

Connecting Young Moms (CYM) is a comprehensive pre- and post-natal program staffed by a multidisciplinary team. CYM provides a continuum of services and referrals, which address the needs of infants and children as well as the needs of their young mothers. It is the mission of the CYM team to bring health and parenting education, community resources, and life skills to young mothers in order to help them develop healthy and positive parenting skills. CYM is also deeply committed to encouraging these mothers to continue their education in order to provide a higher quality of life for themselves and their children.

### **Healthlink Information Resource Center**

The Healthlink Information Resource Center was established at Addison Gilbert Hospital to provide free, confidential information, using proven reliable Internet sites and medical print literature. The Resource Center was created in response to the Addison Gilbert Hospital's patient-centered care initiatives and data from the 2005 Gloucester Mayor's Health Needs Committee's community surveys. The Healthlink Information Resource Center has as its goals:

- To provide information about diseases and lifestyle outcomes,
- To empower consumers to participate in managing their health and well being, and
- To foster communications between healthcare providers and consumers.

Healthlink services are offered to everyone – the general public, medical, nursing and ancillary personnel.

### **Information and Referral Line**

As a free service to the community, Northeast Hospitals offers a toll free information and referral line (1-888-253-0800) that links callers to health and human services both within and outside our system. The general public may call to ask for help locating a support group or provider, or seeking answers to health-related questions.

### **Northeast Hospital Corporation's Web Site**

The NHC's Web Site continues to provide up-to-date information on health education, services and programs, on-line risk assessments, and affiliated physicians. The Web Site, [www.beverlyhospital.org](http://www.beverlyhospital.org) receives thousands of hits each month, and contains relevant health information.

### **Monthly Community Calendar**

The monthly community calendar is a document that highlights all of the monthly programming offered by Northeast Hospital Corporation. The calendar is sent out in both print and electronic versions. It is currently distributed to local agencies, council(s) on aging, libraries and civic organizations. Food Services at Beverly Hospital distributes 500 calendars on patient trays during the first week of each month. In addition to the patient trays 1,500 are distributed in the cafeterias and patient waiting areas at Addison Gilbert and Beverly hospitals as well as Beverly Hospital at Danvers.

## Section 8

### Community Outreach Programs

## **Senior Outreach Programs**

Programs and services offered include:

- ***Living Right Along***, a monthly health and information newsletter that is distributed to more than 19,000 seniors. A team of volunteers is responsible for preparing it for mailing each month.
- **Luncheon Lecture Series:** a monthly event providing information to elders on topics pertaining to their health and well being. A hearty lunch is served for a nominal fee.
- **Senior Network Breakfasts:** a networking breakfast for professionals working in the field of geriatrics held five times a year. Each breakfast features a speaker covering a topic of interest to these professionals as well as ample time to meet with peers.
- **Phone Friends:** provides homebound seniors with a friendly phone call once a week from Senior Outreach Program volunteers.
- **Prescription “Brown Bag” Sessions:** monthly opportunity to meet with a pharmacist at the Center for Healthy Aging at the Beverly Hospital Hunt Center.
- **Senior Supper Club:** program held six times a year featuring speakers on topics to enrich the body as well as the mind, held in the Beverly Hospital cafeteria.

## **LIFELINE Personal Emergency Response System**

LIFELINE is a monitoring system that provides security and peace of mind; during FY 2009 NHC served a total of 2,782 subscribers in the community. This vital program is staffed by 14 paid employees and four trained volunteer installers. Monitored by LIFELINE Systems in Framingham, MA, the LIFELINE program provides a local team of support for isolated and frail individuals.

## **Interpreter Services**

The provision of culturally competent and linguistically appropriate services is a key component of quality and safety in providing healthcare at NHC. Accommodating the primary language needs of patients and families is the first step toward effective communication.

Since July of 2001, the Massachusetts interpreter law has required the provision of qualified and competent interpreters at hospital emergency rooms. While it was not a new need or practice to provide interpreters in this setting, the law did prompt a renewed focus on how effectively these services were provided in our hospitals.

Additionally, even before the law, there has always been the expectation to provide an interpreter for non-English speaking patients or those with limited English proficiency (LEP). Adherence to the Americans with Disabilities Act, the Civil Rights Act and review of "best practice" recommendations are always factors in facilitating effective communication and accommodating cultural diversity.

NHC assesses the changing demographics within its community service area annually. This determines if there are changing language needs among the populations that are likely to seek treatment at our hospitals, and to anticipate accommodations to meet their healthcare needs.

Another important aspect in providing culturally competent interpreter services is for providers to know how to effectively work with an interpreter, and to understand the interpreter's role to also educate or recognize specific cultural factors as they may impact the session or care planning.

At Beverly Hospital, given its close proximity to specific residential settings for a segment of the deaf community, there have been ongoing "performance improvement" initiatives to improve and adapt the accommodations made to provide for these individuals. The availability of qualified American Sign Language Interpreters is routinely a challenge; however, scheduling in advance as well as collaboration with the Massachusetts Commission for the Deaf and Hard of Hearing has improved NHC's ability to meet the demands.

Northeast Hospital Corporation also collaborates with Health & Education Services for the coordination of Interpreter Services.

Available Interpreters speak languages that include Khmer, Italian, French, Vietnamese, Greek, Polish, Cantonese, Arabic, Portuguese, Spanish, Russian, Albanian, Bosnian, Korean, Creole, and Bengali.

### **Speakers' Bureau**

Addison Gilbert Hospital, Beverly Hospital and Beverly Hospital at Danvers maintain a free speakers' bureau that meets requests for speakers on health related topics from community agencies, organizations, libraries, educational institutions and businesses. In FY09, there were more than 620 speaking engagements provided by clinicians, including doctors and nurses, executives and other hospital personnel on various topics.

### **Ambassador Program**

Several years ago the Workforce Development Committee was formed to broaden employee and community awareness about the breadth and scope of services offered by our Northeast Health System. In March 2009 more than 80 employees signed up to be Ambassadors. Ambassadors are active within their communities and have volunteered to extend our messaging by promoting Northeast Health System at local community events. For the purposes of this program, community is defined as our primary service areas consisting of the following towns: Beverly, Danvers, Topsfield, Manchester, Hamilton, S. Hamilton, Peabody, Boxford, Essex, Ipswich, Middleton, Wenham, Gloucester, and Rockport.

The Ambassadors have received training in many areas including but not limited to: Patient Relations, Overview of NHS, Community Health Needs Assessment and Physician Services. We are now at the point where we would like to recruit new Ambassadors from our workforce to further promote all that our system has to offer especially in light of the new competitive landscape.

### **Community Sponsorships**

From October 2008 to September 2009, NHS donated \$132,424 to sponsor local agencies' and organizations' programs and events. This usually includes donations to organizations resulting in NHC ads in the organizations' sponsorship booklets and recognition in their event publicity. In total there were 162 sponsorships given.

## **Groundhog Job Shadow Day**

NHC participated in Groundhog Job Shadow Day, a nationwide effort to give more than one million high school students an up-close look at the working world. Sponsored by Monster.com and News Corporation, the program allows students to explore various careers through worksite-shadowing experiences.

Groundhog Job Shadow Day, hosted by Human Resources, is an effort to enrich the interests and lives of students by acquainting them with the world of work through on-the-job experiences and a carefully crafted school curriculum that ties academics to the workplace. For NHC, the program is also an initiative to help promote healthcare careers. For 2009, thirty-three students from seven area high schools participated.

## **Grand Friends 2009**

Northeast Hospital's Volunteer Services Department connects students to our healthcare facility and helps recognize it as a community resource by supporting community service-learning projects through collaborative efforts with local schools. We refer to this collaboration affectionately as the "Grand Friends" program.

During the school year, Grand Friends coordinates projects which fulfill one or more of the program's goals, including promoting healthy lifestyle choices, promoting childhood safety, fostering intergenerational friendships and promoting literacy. These goals are essential to the public health of our community's youth. In 2009, Grand Friends' school year projects included: an intergenerational walking club comprised of twenty two 3<sup>rd</sup> graders and seven NHC volunteers, holiday tent cards made by Beverly school children for our in-patient meal trays recognizing our patients on several holidays through the year, and a middle school hand washing campaign involving 100 students and two teachers. This year, we hosted the Gordon College Children's choir on two occasions as well as the Pingree School's choral group performing in our lobby for the benefit of our patients, visitors and staff. Grand Friends 2009 had five schools, six teachers and 175 students participating.

During the summer, the Grand Friends program takes on community service-learning for a group of our high school student volunteers, allowing us to place many additional student volunteers. Traditionally Grand Friends offers four different programs the students can choose to participate in.

1. Students partnered with the Herrick House residents to make 25 lunches weekly for the city of Beverly parks program sponsored by Beverly Bootstraps. The students also did activities and visits with the patients at Ledgewood Nursing and Rehabilitation Center.
2. Students partnered with the Beverly Hospital Child Development Center to provide creative activities with the children based on the theme of the week throughout the summer.
3. Students collaborated with the staff on the "Green Team" to start a non-confidential paper recycling program for the hospital. The students also made energy saving reminders, designed a "going green" logo, wrote a newsletter for the staff and decorated recycle bins for use in the departments.
4. Students participated in a healthcare exploration program and spent the summer shadowing a different staff person each week. During their lunch an additional staff person shared information on their career choice.

## **Volunteer Services 2009**

Topsfield Work-A-Day program is a collaboration with the elementary school in Topsfield. This year, four students, one parent and one teacher came for the morning to tour three hospital departments, receive some education on hospital careers and be exposed to the healthcare field.

Good Works Day Camp is a weeklong camp for twelve campers between the ages of nine and eleven. The campers are supervised by four of our high school volunteers as counselors and get the opportunity to explore

many areas of the hospital as well as participate in many camp activities. This early exposure allows students to begin to think about careers in the healthcare field.

Section 9

Cancer Committee

### Purpose of Cancer Committee

The Cancer Committee is a standing committee designed to provide direction of the cancer program activities and provide accountability of all cancer services at the Northeast Hospital Corporation. The Cancer Committee coordinates related activity at Addison Gilbert Hospital, Beverly Hospital, and Beverly Hospital at Danvers to ensure quality of patient care. The Cancer Committee meets at least quarterly.

### Composition of the Cancer Committee

The Cancer Committee is under the leadership of the chairman, who is a member of the medical staff, appointed by the President of the Medical Staff. Composition of the Cancer Committee follows the guidelines of the Commission of Cancer, of the American College of Surgeons. Required members of the medical staff include representatives from general surgery, pathology, diagnostic radiology, and medical oncology. The cancer liaison must be a member of the Cancer Committee. The liaison and chairman may fulfill a required position of membership of the medical staff. Required members of the non-medical staff include administration, nursing, social work, certified tumor registry and quality improvement. A pain control/palliative care physician or specialist is a required member of the Cancer Committee. Other members are included at the discretion of the Cancer Committee.

### Events and Programs

A major component of the Committee is to help organize free community events and programs that focus on cancer. Events include but are not limited to Speakers Bureau presentations, free skin cancer clinics, presentations in conjunction with the Melanoma Foundation, American Cancer Society, support groups and individual counseling.

Section 10

Friends of Beverly Hospital

## **Friends of Beverly Hospital**

Since 1910, The Friends of Beverly Hospital (formerly known as Beverly Hospital Aid Association) have had a rich history on our North Shore. The goal of The Friends is an unshakable dedication to create and support programs and activities that enrich Beverly Hospital. From the day it began, through today, 100 percent of what The Friends of Beverly Hospital raise goes directly to the programs and initiatives it supports.

### **Accomplishments During FY 2009**

**Beverly Hospital Golf Classic:** On Monday August 10, 2009, Beverly Hospital held the Beverly Hospital Golf Classic at Salem Country Club. The event was a huge success hosting a sold-out field of players. Proceeds from the tournament help support Physician Programs and Services at Beverly Hospital. The Friends of Beverly Hospital was proud to participate in the Sponsor a Nurse program within the tournament. Their gift of \$1,000 secured a player spot for a nurse at the tournament. It was a wonderful opportunity to pay tribute to the nurses who deliver the best local care everyday in our community.

**The Friends of Beverly Hospital “Nordstrom Gala”:** The grand opening “Nordstrom Gala”, held April 15, 2009 to celebrate the opening of Nordstrom at the Northshore Mall, was a huge success. The event, for which The Friends of Beverly Hospital was the lead organizer, sold more than 1,300 tickets and raised more than \$98,000 for three local charities. Nordstrom covered the full cost of the gala and donated 100 percent of the ticket sales to the three chosen local charities, which included the Friends of Beverly Hospital. The Friends of Beverly Hospital, who received more than \$32,000, have pledged its share of the proceeds to benefit our Breast Health Navigator Program, which helps breast cancer patients navigate their way through the complexities of handling a breast cancer diagnosis.

**Connecting Young Moms Program:** In November 1996 The Friends of Beverly Hospital were introduced to a new “Parenting and Pregnant Teen Program”, now called “Connecting Young Moms” (CYM), initiated by Beverly Hospital’s Parent Education Department. The initial goals of the program were to help teenage girls through their pregnancy, delivery and post-partum periods. The merits of the program interested the Friend’s Board to the extent that members immediately voted to give the program a \$500 grant.

In 1998, the Friends, now feeling a strong commitment to the CYM Program added “Community Outreach” to its Legislative Committee, funded the committee with a \$5000 pledge and then chose the CYM Program as its Community Outreach Program to support that year. The Friends also began to apply for additional grant funding outside the hospital for the program.

Each year since 1998, The Friends have provided funding for the program through our pledge mechanism and from outside grants and donations. In addition to those things already noted; The Friends provide infant and toddler car seats, an annual Mother’s Day Luncheon for the moms, speakers for the group meetings and enrichment programs, projects and outings for the mom’s and children. The Friends provided First Aid and Winter Survival Kits, Nursing Pillows and the program and families have benefited from baby and child care equipment, furniture and clothing donated by Friends members. One of the most rewarding and important offerings are educational “scholarships” that the Friends have been able to provide too many of these mom’s. The opportunity for these mothers to be able to, not only become skilled as a parent but to also achieve the skills that will enable them to support themselves and their family is a challenge that the Friends are proud to be a part of. In May 1998 we awarded our first CYM scholarship. As of today a total of \$34,313.67 in scholarship aid has been given to CYM mom’s seeking a career path to a more stable future.

**The Friends of Beverly Hospital; 51 Year History of Awarding Scholarships:** In 1958, the Beverly Hospital Aid Association (now The Friends of Beverly Hospital) gave a \$500 scholarship to a needy student enrolled in the Beverly Hospital School of Nursing. This began a 51-year history of scholarships awarded annually by The Friends.

The first recipients were students in the hospital's schools of nursing, but when these two schools closed, the focus of the awards shifted to college scholarships for eligible hospital student volunteers planning a career in human health care. In these 51 years, the scholarship fund, known since 1964 as the Elizabeth Torrey Johnson Memorial Scholarship, has awarded \$240,085 in scholarships.

Section 11

River House Shelter

In an ongoing effort to help and support local agencies, Beverly Hospital has been instrumental in helping River House; a homeless shelter for men in Beverly with their dinner program. Every Tuesday night, catering services at Beverly Hospital purchases, prepares and delivers dinner to the shelter. The menu and quantity of food stays the same each week.

- 3 pans of hot food
- 2 loaves of bread
- 2 sleeves of butter
- 30 plates, forks, knives, spoons and napkins
- 1 can of pudding

## Section 12

### Financial Information

**The Following Information is for FY09**

\$ **3,200,000** in total bad debt

\$ - **4,041,000** in unreimbursed Mass Health Services

\$ **305,400** in unreimbursed Health Safety Net Services

\$ **470,000** Costs associated with the Hospitals Financial Counseling Unit

\$ **2,622,000** total payment made to fund the Health Safety

\$ **206,512** payment to cover your hospital's portion of the operational assessment of the Division of Health Care Finance and Policy

Section 13

Next Reporting Year ~ 2010

## **Next Reporting Year – 2010**

Projected expenditure will follow that of the current year.

### **Anticipated Goals and Program Initiatives**

11. Work towards building programs that stem from the results of the community health needs assessment.
12. Continue to cultivate new community relationships, as well as maintain current relationships with community organizations, members and businesses.
13. Create additional community-based health outreach programs.
14. Partner with local communities on medication take back programs.
15. Continue with health and disease management programs through the LMI within specific identified areas.
16. Continue our established efforts of financial counseling in Gloucester and Beverly.
17. Maintain our primary prevention programs through health screenings, counseling, health fairs and lectures.
18. Maintain and further develop our disease specific support groups.
19. Continue to look for and participate in sponsorship opportunities.
20. Continue to build relationships with local non profit organizations such as: Beverly Boosters, The Open Door, North Shore United Way, North Shore Community Health Network, Danvers Cares and the Healthy Gloucester Collaborative.

## Section 14

### Contact Information

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## Appendices