

2015 Community Benefits Report

Morton Hospital

A STEWARD FAMILY HOSPITAL



Morton Hospital – 2015 Community Benefits Report

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I. Overview



Morton Hospital, founded in 1889, is part of Steward Health Care System, New England's largest community hospital network. Steward is a comprehensive, fully integrated health care delivery network, providing community-based medicine and tertiary care in eastern Massachusetts, southern New Hampshire, and Rhode Island. Headquartered in Boston, Steward has approximately 18,000 employees, approximately 300,000 emergency department visits per year, and over one million annual physician visits.

Morton Hospital is a 120-bed acute care hospital providing comprehensive inpatient, outpatient, and 24/7 emergency services to Taunton and the communities of southeastern Massachusetts. The hospital is a Joint Commission-accredited healthcare facility, offering state-of-the-art technology and innovative procedures in a local community setting.

The hospital's strengths include cancer care, rehabilitation services, imaging services, respiratory care, orthopedics services, and wound healing. The centers include Day Surgery, Maternity, Sleep Disorders, Women's Imaging, and Speech, Hearing, and Language. Other services include: cardiac diagnostics, diabetes management, endoscopy, hyperbaric oxygen therapy, geriatric behavioral health, nutrition, sports medicine, and a 24/7 Hospitalist Program.

Through continuous assessment of unmet community health needs, participation on local action committees, and funding of community-based health and wellness initiatives, Morton Hospital is able to respond to low-income, under or uninsured populations, providing access to comprehensive care across Central Southeastern Massachusetts - primarily Taunton, East Taunton, Raynham, Berkley, Dighton, North Dighton, Middleboro, and Lakeville.

Key Annual Statistics – Calendar Year 2015

Licensed beds: 120

Physicians (employed & affiliated): 282

Employees (full & part time): 950

Discharges (Inpatients): 5,463

Emergency Department Visits: 51,316

Births: 288

II. Mission & Values

Mission Statement:

Steward Health Care is committed to serving the physical and spiritual needs of our community by delivering the highest quality care with compassion and respect.

Values:

Compassion:

Providing care with empathy in such a way that the person experiences acceptance, concern, hopefulness, and sensitivity

Accountability:

Accepting responsibility for continuous performance improvement, embracing change and seeking new opportunities to serve

Respect:

Honoring the dignity of each person

Excellence:

Exceeding expectations through teamwork and innovation

Stewardship:

Managing our financial and human resources responsibly in caring for those entrusted to us

Community Benefits Statement of Purpose:

Morton Hospital's community benefits mission and the guiding philosophy of our community initiatives is to establish a data-driven, evidence-based Community Benefits Program that improves the status of our community and provides access to comprehensive, high quality, compassionate, and efficient health services in the community setting. We accomplish this by:

- Assessing and addressing the unmet health needs of our community
- Participating on local action committees/task forces
- Providing accessible, high quality care and services to everyone in our community, regardless of their ability to pay
- Collaborating with staff, providers, and community representatives to deliver meaningful programs that address statewide health priorities and local health issues
- Encouraging the community to engage in healthy lifestyles, be active participants in their health care, and to learn of the risks associated with unhealthy behaviors and poor lifestyle choices

This community benefits philosophy expands upon the mission of Morton Hospital to identify and address community needs; particularly those that affect the health and wellness of residents throughout the greater

Taunton area. Morton Hospital aims to provide culturally-sensitive, linguistically-appropriate, accessible health care services to the communities it serves. The Hospital also works to address barriers to health care access, and maintains a school-based clinic in the community to provide primary health care services to under-insured or uninsured children.

The Hospital fosters an internal environment that encourages involvement in community benefit activities and includes in its mission and goals the development of organization-wide cultural diversity programming, addressing the cultural needs of our community.

III. Internal Oversight and Management of Community Benefits Program

The Hospital's President, the Board of Directors of Morton Hospital, and the Hospital's senior leadership team have a vested interest in the activities of the Community Benefits Program, and as such have granted the Public Affairs Department oversight of the Community Benefits Program. Their interest is vested in the activities of the Community Benefits Program because there is a need to include the community benefits into the overall mission of the Hospital.

Responsibilities of the Department include:

- Identifying the health care needs in the community
- Collaborating with community representatives to improve health status
- Prioritizing unmet needs and determining those that can be most effectively addressed by Morton Hospital while making effective use of limited health care resources
- Recommending particular courses of action to the Hospital's senior leadership team to address specific unmet needs in a timely fashion

In overseeing and developing the Hospital's Community Benefits Program, the Public Affairs Department is supported and guided by:

- Community Benefits Advisory Council
- Senior Leadership
- The Board of Directors

Implementation and enhancement of the Community Benefits Program is the responsibility of both the Hospital's senior leadership team and the Public Affairs Department, with support from ancillary departments and staff. Preparation of the report is the responsibility of the Public Affairs Department and the Finance Department.

IV. Leadership

2015 Community Benefits Advisory Council Members:

Deborah Rogers, Case Management Director, Morton Hospital
Julie Masci, Director of Marketing, Public Affairs & Community Health, Morton Hospital
Anabela Spano, Community Outreach Coordinator, Morton Hospital
Veronica Jatoba, Community Health Advocate, Morton Hospital
Christina Cronin, Behavioral Health Navigator, Morton Hospital
Peggy Pochay, Registered Dietitian & Certified Diabetes Educator, Morton Hospital
Heather Rios, Old Colony YMCA Taunton & Mass in Motion
Julie Kennedy, Old Colony YMCA Middleboro
Matt Pilla, Old Colony YMCA Middleboro
Anne Bisson, Department of Human Services, Taunton Council on Aging
Diana Martell, Taunton WIC/Citizens for Citizens & CHNA/PWN member
Donna Salvias, Manet Community Health Center
Sandra McGunigle, Manet Community Health Center
Cynthia Sierra, Manet Community Health Center
Bernadette Bagni, Taunton Public Schools – Director of Nursing
Hank Sennott, Taunton Boys & Girls Club
Lauren Bartell, Old Colony YMCA Stoughton
Marion Joachim, High Point
Andy Dawley, Community Counseling of Bristol County
Elizabeth Moura, Raynham Council on Aging

Community Benefits Advisory Council Meetings:

September 25, 2015
December 18, 2015

V. Community Overview

Morton Hospital is located in Taunton, Mass., which is part of Bristol County. The hospital's primary service area includes: Taunton, Middleboro, Raynham, East Taunton, Lakeville, North Dighton, Dighton, Berkley, and Raynham Center. The secondary service area includes: Rehoboth, Norton, Bridgewater, East Freetown, Assonet, Carver, Mansfield, East Bridgewater, South Easton, and West Bridgewater.

Taunton is one of the oldest towns in the state, and is home to numerous businesses including restaurants, bars, convenience stores, auto body shops, banks, hair salons, real estate offices, law offices, and major employers like Reed and Barton and General Dynamics, among others.

Data from the U.S. Census reflect that in 2014, the estimated population in Taunton was 56,544. 2010 data showed that 87.2% of the population was Caucasian, 5.5% was Hispanic or Latino, 5% was African-American, 1% was Asian, and 0.3% was American Indian or Alaska Native. 19.2% spoke a language other than English at home.

VI. Community Needs Assessment

In 2013, Steward Health Care and Morton Hospital completed a comprehensive Community Health Needs Assessment (CHNA), which consisted of the following methods of data collection:

1. Extensive public data were collected and key findings were derived from the research of online data sources such as Census, MassCHIP, and the Federal Reserve Bank. Online research of Administrative policies and legal ordinances was done to identify and analyze policies and regulations that affect the population health status.
2. A Community Provider Survey was distributed to the Morton Community Benefits Advisory Council and other key community-based organizations. Local health and human service organizations, government agencies, boards of health, community centers, churches, schools, and YMCA/YWCAs were among the organizations that were surveyed.
3. A focus group was conducted to capture community data on perceived health issues and barriers to health resources.
4. From these sources, data on health behaviors, health conditions, access to and utilization of health services and health care costs were examined for opportunities where the hospital, in partnership with local community service providers, could make a difference in lowering per capita health care costs, improving quality, and improving the health of populations.

The results of the Needs Assessment indicated that the major health issues facing residents within Morton Hospital's primary service area are: chronic disease, access to health care, behavioral health, obesity, and substance abuse.

Morton Hospital completed its 2015-2016 Community Health Needs Assessment in Q1, 2016, and programming based on this needs assessment will commence in 2016.

Chronic Disease

Circulatory disease, cancer, and respiratory disease are the top three causes of death within the hospital service area. Most of the Primary Service Area (PSA) chronic disease rates are above the state average. Community input suggested prevention interventions such as education on health maintenance and life style choices to address these issues.

Obesity

Rates of obesity are high for school-aged children in the service area. Overweight and obese rates for children in Grades 1, 4, 7, and 10 for Taunton (36.9%) and Norton (34.6%) school districts surpassed the state average (32.3%). Additionally, adult obesity rates were high (Taunton 29.7%, Middleboro 25.8%, Raynham 25.1%) compared to the state average (24.5%). Community input expressed a call for increased education and interventions to address the behavioral patterns leading to obesity. Additionally, lack of access to healthy foods was another contributor cited.

Access to Health Care

Though the population has relatively high rates of insured, there is a need for better health outreach, access to preventative health resources, and better coordination of care. Major obstacles to health access cited by the community included lack of a community health center, health referral sources, health insurance process navigation, and transportation.

Behavioral Health

Behavioral health all-related hospitalization age-adjusted rates for Taunton (5409.57), Raynham (5018.61), and Middleboro (4918.66) are high relative to state benchmark (3949.16), with Taunton at the highest level. Additionally, mental health stigma was identified as one of the major obstacles to accessing behavioral health resources.

Substance Abuse

Substance abuse rates are high for the Morton PSA. Taunton, which makes up over 60% of hospital admissions, has high alcohol (479.68) and opioid (478.88) admissions compared to the state (alcohol 330.99, opioid 305.18). Data from 2007 to 2009 indicate that these rates are steadily rising. Taunton and Raynham are especially troubling because they have a sustained increase of substance abuse and behavioral health rates.

Other Data Sources

MassCHIP & Healthy People 2010-Chronic Disease Objectives Report for Taunton (and surrounding communities):

The Healthy People 2010 – Chronic Disease Objectives Report for Taunton reveals the following areas where improvement is needed: 1)incidence of cancer-related deaths (including lung cancer, breast cancer, colorectal cancer, and prostate cancer); 2)number of women ages 18 and older receiving annual exams; 3)number of women ages 40 and older receiving annual mammograms; 4)rate of diabetes diagnoses and diabetes-related deaths; 5)incidence of coronary heart disease and stroke-related deaths; 6)rate of adults receiving regular cholesterol screenings; 7)obesity in adults; 8)incidence of asthma-related hospitalizations and deaths in adults and adolescents; and 9)cigarette smoking among adults ages 18 and older.

According to the Massachusetts Department of Health, the Hospital's service area health indicators report shows higher than state averages for: cancer-related deaths (including lung, breast, prostate, and colorectal cancer deaths), heart disease, obesity, diabetes, and the number of adults ages 18 and older who smoke

cigarettes.

VII. Community Benefits Programs

After comprehensive review of the data found in the community needs assessments and state and local data, as well as review of initiatives being implemented by community organizations and partners, the following priorities were identified for the 2015 Community Benefits Plan: reducing the incidence of chronic disease in our communities, reducing the incidence of diabetes and obesity, enhancing access to health care, reducing the incidence of tobacco use.

Throughout 2015, Morton Hospital maintained collaborative partnerships with several community organizations including the Prevention & Wellness Network (CHNA 24). Morton Hospital also joined the Taunton Opiate Task Force, joining the effort to reduce drug use and overdoses in the community. New partnerships, with organizations such as the Old Colony YMCA in Taunton, the Old Colony YMCA in Middleboro and the Boys & Girls Club of Taunton, were also established in 2015. Through these partnerships, the hospital expanded its capacity to educate the community - particularly families and youth - about various health and wellness topics. Community screening programs also increased through these partnerships.

Throughout the year, the Old Colony YMCA of Taunton, through its Mass in Motion grant, worked on initiatives to establish walking paths in Taunton to promote and encourage physical activity. Morton Hospital was actively involved in this initiative, partnering with the Mass in Motion coordinator and other individuals to identify and assess potential walking routes - including one centered around the hospital.

Another significant highlight in 2015 was the opening of Morton Hospital's new Emergency Department, which included a larger, more comfortable space, with additional specialized behavioral health treatment rooms. Prior to the opening of the department, the hospital hosted a large-scale community health and wellness fair, partnering with community organizations to provide screenings, activities, and health and wellness education.

Additional accomplishments in 2015 included:

- Hiring a Community Outreach Coordinator to enhance community benefits programming and increase community service initiatives
- Hosting new programs, such as an "Eat Healthy, Be Active" series



focused on nutrition and diabetes prevention

- Participating in the Steward Farmers Market Voucher Program, providing veggie vouchers to diabetic patients to use at local farmers markets to incorporate fresh, healthy fruits and vegetables into their diets
- Continuing to provide financial counseling and health care insurance enrollment services through financial counselors and community health advocates
- Partnering with Taunton High School and its "Bridge to Employment" Program to provide education and career guidance services to high school students from disadvantaged communities
- Increasing the number of free community screenings, including blood pressure and blood glucose screenings

Some highlights from our 2015 programs included:

Diabetes & Obesity Prevention Program

The hospital's diabetes management and prevention program enlists the efforts of the hospital's nutrition department, diabetes educator, Food Services staff and marketing staff to provide education on healthy eating and healthy lifestyles in an effort to reduce the incidence of diabetes and obesity in the hospital's internal and external audiences.

An "Eat Healthy, Be Active" series was hosted, focusing on nutrition and diabetes prevention, and the hospital also increased the number of community blood glucose screenings offered at organizations and special events.

The Diabetes & Obesity Prevention Program also included the *Steward Farmers Market Voucher Program*. For the third consecutive year, Morton Hospital partnered with the Federation of Massachusetts Farmers Markets to provide vouchers that allowed diabetic patients, and patients at risk for developing diabetes, to purchase fresh produce at local farmers markets at no cost. The vouchers are designed to help individuals struggling with diabetes to incorporate fresh fruits and vegetables into their meals throughout the week.

Vouchers were distributed to patients via the hospital's Certified Diabetes Educator. A total of 610 vouchers were distributed (valued at \$2.50 each) to a total of 50 patients with diabetes or at risk for developing diabetes. Each patient received \$30 worth of vouchers, as well as healthy recipes featuring produce commonly found at farmers markets.

Insurance Enrollment Programs

Morton Hospital is one of eight hospitals in the Steward Health Care system state-designated as Disproportionate Share Hospitals (DSH), with 63% or more of their gross patient service revenue attributable to government payers, including Commonwealth Care and the Health Safety Net. Consequently, large percentages of our patients are enrolled in subsidized health care coverage or present in our Emergency Departments (ED) without insurance coverage and without being enrolled with a Primary Care Provider (PCP).

Through the hospital's Community Health Advocate program, which originated through grant funding from the EOHHS Health Care Infrastructure and Capacity Building Grant (ICB), Morton Hospital has engaged

historically underserved patient populations with the goal of enrolling eligible patients in health insurance coverage and educating them about the importance of being enrolled with a PCP and the availability of health and wellness programs.

In 2015, Morton Hospital's CHA program was successful in enrolling 1,500 patients in health insurance coverage. In addition, hospital-employed Patient Financial Counselors played an instrumental role in helping additional previously uninsured patients obtain insurance coverage.

“Bridge to Employment” Partnership

In partnership with Taunton High School and Johnson & Johnson's “Bridge to Employment” (BTE) program, Morton Hospital provided education and career mentoring services to 8 high school students from diverse backgrounds through a one-week summer camp and various hospital tours.



The goal of the BTE program is to inspire young people to stay in school, excel academically, and elevate their career aspirations. The program specifically introduces students to health care and STEM (science, technology, engineering and mathematics) careers.

Additional Programs:

- Infectious Disease HIV Program
- TB Clinic
- School Based Health Clinic
- Behavioral Health Navigator Program
- Rebound Sports Medicine Program
- Breastfeeding Support Group
- Diabetes Support Group
- American Cancer Society Look Good, Feel Better Programs
- Smoking Cessation Programs
- Cancer Screenings
- Cancer Education & Prevention Programs
- Hearing Screenings
- Education via Local Health Fairs
- Various Community Education Programs

VIII. Community Participation

A Partnership with the Community

Morton Hospital is actively involved in the efforts of its region’s CHNA, with general members and one representative serving on the CHNA’s Steering Committee as the Chair of the CHNA. Through its involvement with the CHNA, Morton Hospital has strengthened its relationships with several local health and human service organizations and community advocates.

The hospital is also connected to many community partners through committee membership, task force representation, and other formal structures, including:

- Morton Hospital’s Patient & Family Advisory Council
- Greater Taunton Pandemic Committee
- Prevention & Wellness Network (CHNA #24) Steering Committee and General Membership
- Morton Hospital Cancer Committee
- Morton Hospital Community Benefits Advisory Council
- Taunton Opiate Task Force
- Old Colony YMCA
- United Way of Greater Attleboro & Taunton

IX. Community Benefits Expenditures for CY 2015

Community Benefits Programs

Direct Expenses:.....	\$1,532,510
Associated Expenses:.....	\$0
Determination of Need Expenditures:.....	\$0
Employee Volunteerism:.....	\$9,176
Other Leveraged Resources:.....	\$1,046,612
Corporate Sponsorships:.....	\$11,467

Net Charity Care

Total Net Charity Care.....	\$1,065,547
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Total Expenditures:	\$3,665,312
Total Patient Care-Related Expenses:	\$35,261,192
Total Revenue:	\$113,525,184

Additional Considerations:

For calendar year 2015, Morton Hospital also had \$735,302 in Unreimbursed Medicaid Services. Morton Hospital is one of eight hospitals in the Steward Health Care system that is state-designated as Disproportionate Share Hospitals (DSH), with 63% or more of their gross patient service revenue attributable to government payers, including Commonwealth Care and the Health Safety Net. Consequently, large percentages of our patients are enrolled in subsidized health care coverage or present in our Emergency Departments (ED) without insurance coverage and without being enrolled with a Primary Care Provider (PCP). Over the past two years, the EOHHS Health Care Infrastructure and Capacity Building Grant (ICB) has provided grant funding that has allowed Steward to create and implement our immensely successful Community Health Advocate (CHA) program. The CHA program is focused on engaging historically underserved patient populations with the goal of enrolling eligible patients in health insurance coverage and educating them about the importance of being enrolled with a PCP and the availability of health and wellness programs. In 2015, our CHA program was successful in enrolling 1,500 patients in health insurance coverage. Hospital-employed Patient Financial Counselors have also played an instrumental role in helping previously uninsured patients obtain insurance coverage. These efforts have resulted in a significant reduction in our net charity care total, as more patients have had their medical care covered by their health insurance plans.

X. Contact Information

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