

Morton Hospital

A STEWARD FAMILY HOSPITAL



Morton Hospital Community Benefits Plan **2017**

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About Morton Hospital

Morton Hospital, founded in 1889, is now part of Steward Health Care System LLC, 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, diabetes management, orthopedics, rehabilitation services, imaging services, surgical care and wound healing. The centers include Day Surgery, Maternity, Sleep Disorders, Women's Imaging, and Speech, Hearing and Language. Other services include: lactation consulting, cardiac diagnostics, diabetes management, endoscopy, hyperbaric oxygen therapy, geriatric behavioral health, pain management, 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.



Mission Statement

Steward Health Care is committed to providing the highest quality care with compassion and respect.

We dedicate ourselves to:

- *Delivering affordable health care to all in the communities we serve*
- *Being responsible partners in the communities we serve*
- *Serving as advocates for the poor and underserved in the communities we serve*

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 Mission

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 all those 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 educate themselves 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 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.

Community Health Needs Assessment

Morton Hospital Community Health Needs Assessment

In 2015, Morton Hospital completed a comprehensive Community Health Needs Assessment (CHNA), which consisted of the following methods of data collection:

1. Extensive public data was collected and key findings were derived from the research of online data sources such as the U.S. Census, the Centers for Disease Control and Prevention, the Department of Public Health's MassCHIP report, and the Health Status Indicators Report for 2013. The hospital accessed additional data via the Department of Public Health Southeast Regional Health Office.
2. A Community Provider Survey was distributed to Morton Hospital physicians, as well as key community-based organizations including health and human services agencies, government agencies, boards of health and community centers.
3. A Community Survey was promoted via the hospital's Facebook social media page, encouraging community members to share their feedback regarding the community's health and wellness-related needs.
4. A mini focus group was conducted with Morton Hospital Community Benefits Advisory Council members to generate further discussion about key health issues and barriers to health resources.

From these sources, data on health behaviors, health conditions/outcomes, and access to and utilization of health services were examined for opportunities where the hospital and local community organizations could work individually or collaboratively to address the issues and improve the health of the community.

The priority concerns to be addressed were selected based on the following criteria:

- Disease or condition rates higher than state average
- Disease or condition rates increasing over time
- Identified as concerns by focus group participants and/or provider survey respondents
- Aligns with the strategic community benefits goals and objectives of Morton Hospital
- Availability of potential resources to address the issue/problem identified

Other Data Sources

***United Way of Greater Attleboro & Taunton “Project Community Build” Needs Assessment:
(Communities assessed: Attleboro, North Attleboro, Plainville, Rehoboth, Seekonk, Raynham, Berkley,
Mansfield, Dighton, Norton and Taunton)***

The United Way Needs Assessment identified several areas of concern: 1) loss of aging services and staff; 2) access to healthcare, with specific reference to dental care and mental health care; 3) drug use, domestic and youth violence; 4) obesity; 5) education, prevention, and intervention; 6) need for more doctors in the region’s small towns; and 7) women’s health education.

Community Benefits Plan & Programs

Based on the Morton Hospital Community Needs Assessment, the United Way Needs Assessment, information collected from various data sources such as MassCHIP, and feedback provided via community and hospital-based councils, Morton Hospital has identified the following priorities for its 2017 Community Benefits Plan:

- Chronic Disease (including cancers, cardiovascular disease and respiratory disease)
- Smoking/Tobacco Use
- Obesity & Diabetes
- Access to Primary & Preventative Care
- Behavioral Health

In determining these priority areas, the hospital also considered anticipated plans and focus areas of the Taunton area CHNA, which goes by the name of the “Prevention and Wellness Network” (PWN). In 2017, the PWN will continue to support the “Mass in Motion” Taunton program, which is currently developing walking paths, farmers markets and other healthy community programs to encourage healthy eating and increased physical activity - both of which play a role in reducing obesity and diabetes, as well as many other chronic diseases. Morton Hospital plans to fully support the PWN’s efforts and collaborate with the PWN and Mass in Motion program throughout the implementation of the grant. The hospital’s priority areas are specifically aligned with these focus areas and interventions as a means of complementing the community’s efforts to combat these health conditions.

Priority 1: Chronic Disease

As of 2010, cardiovascular diseases are the number one cause of death in the Morton Hospital primary service area (Taunton, Raynham, Lakeville, Middleboro, Dighton, and Berkley.) Lung cancer and breast cancer are respectively second and third. Heart disease is the primary cause of cardiovascular disease mortality. Dighton,

Berkley and Taunton are all above the cardiovascular mortality state average. Middleboro, Raynham, and Lakeville's cardiovascular mortality rate is slightly below the state average. Additionally, Taunton, Raynham and Lakeville have higher rates of lung cancer compared to the state average. Large spikes above the breast cancer state average are found in Middleboro, Lakeville and Berkley. The data demonstrates that a great deal of work needs to be done in the Morton Hospital service area to improve outcomes for cardiovascular disease, lung and breast cancers.

Focus group participants felt that smoking, obesity, diabetes, financial issues, poor nutrition, lack of preventative care and lack of health awareness are major issues within the community, and in turn, also major contributors to chronic disease outcomes in the area. Survey input expressed a need for greater efforts to educate the community about health and wellness. Education on nutrition, exercise and tobacco cessation was emphasized.

Target Populations: Those at risk for or diagnosed with chronic diseases like cancer and heart disease; smokers; adult men and women; seniors; low-income families

Regions Served: Greater Taunton

Sex: All

Age: All

Languages: English, Portuguese, Spanish

Partners: American Cancer Society; Old Colony YMCA Middleboro, Coyle Cassidy High School, United Way of Greater Attleboro & Taunton, Prevention & Wellness Network, Old Colony YMCA Taunton/Mass in Motion

Statewide Priority: Chronic Disease Management in Disadvantaged Populations; Reducing Health Disparity; Promoting Wellness in Vulnerable Populations

Short-Term Goals:

- Increase education to patients and community members regarding their risks for chronic disease
- Increase the number of women in Middleboro who receive annual screening mammograms

Long-Term Goals:

- Reduce the incidence of chronic diseases such as cancer and heart disease through education and prevention programs

2017 Tactics/Initiatives:

- Host at least one free cancer screenings at the hospital in 2017; screenings to directly correlate with the specific types of cancer that our community has a high incidence of
- Hold a promotional campaign in October to encourage mammogram screenings (particularly in Middleboro due to the higher rate of breast cancer-related deaths.)
- Increase the number of free blood pressure screenings at various community outreach events, including those targeting at-risk populations
- Partner with the PWN and Mass in Motion to help facilitate, support and promote healthy programs that will reduce the incidence of chronic disease.
- Host a community health fair in conjunction with the Taunton Area Chamber of Commerce, providing screenings, activities, health education, etc.
- Host quarterly "Ask the Expert" tables at the Middleboro and Taunton YMCAs, providing education on various health and wellness topics, as well as blood pressure screenings.
- Host quarterly "Senior Supper" program at Morton Hospital, providing healthy meals and health education on a variety of topics to seniors in the community.
- Increase partnership with Taunton YMCA, including educational talks and screenings

- Create promotional Facebook mini-videos with different experts highlighting different preventative health topics
- Host employee education programs at local businesses

Priority 2: Obesity & Diabetes

In 2013, the percentages of overweight and obese adults in CHNA 24/PWN and Bristol County were both significantly higher than Massachusetts state percentage. In 2010, Taunton (18.6%) and Raynham (18.5%) were both above the state adult overweight (BMI>25) average (17.1%). Taunton (21.1%), and Middleboro (20.4%) were also above the state adult obese (BMI>30) average (16.3%). Taunton (39.7%) and Middleboro (36.6%) exceeded the combined overweight and obese state average (33.4%). With regard to childhood overweight and obesity rates, in 2010, Taunton (18.6%) and Raynham (18.5%) were both above the state overweight (BMI>25) average (17.1%). Taunton (21.1%), and Middleboro (20.4%) were also above the state obese (BMI>30) average (16.3%). Taunton (39.7%) and Middleboro (36.6%) exceeded the combined overweight and obese state average (33.4%).

In the hospital's primary service area, Taunton maintains the highest number of diabetes-related deaths per year. While diabetes deaths in Taunton decreased from 2009 (12 deaths) to 2012 (9 deaths), diabetes deaths in Raynham increased (3 in 2009 to 6 in 2012).

Input from the focus group communicated obesity as a major concern and a community health issue, especially as a contributor to chronic disease. Community input expressed a need for increased educational programs, health fairs, farmers markets, and outdoor activities for families.

Target Populations: Adults and school-aged children at risk for becoming obese; low-income families; those at risk for developing or diagnosed with diabetes

Regions Served: Greater Taunton

Sex: All

Age: All

Languages: English, Portuguese, Spanish

Partners: Local Farmers Markets; Manet Community Health Center, Taunton Public Schools; Prevention & Wellness Network, Old Colony YMCA Taunton/Mass in Motion, Trucchi's Market

Statewide Priority: Chronic Disease Management in Disadvantaged Populations; Promoting Wellness in Vulnerable Populations

Short-Term Goals:

- Increase education to patients and community members about healthy eating
- Expand diabetes education and prevention programming into the community
- Enhance access to fresh, healthy fruits and vegetables through farmers market partnerships

Long-Term Goals:

- Lower the incidence rates of obesity and diabetes through ongoing education and intervention

2017 Tactics/Initiatives:

- Implement Steward Farmers Market Voucher Program; distribute farmers' market vouchers to diabetic patients and at-risk patients through Morton diabetes program and Manet Community Health Center.
- Promote healthy eating, obesity reduction during National Nutrition Month in March.

- Partner with Morton Hospital’s diabetes educator, nutrition services team or School Based Health Nurse Practitioner to provide healthy eating programs in the community and at local schools.
 - Through our partnership with Chamberlain School, host nutrition and exercise themed education program or activity at the school or hospital.
- Support city efforts relating to obesity reduction (ex: adding bicycle lanes to roads in service area neighborhoods, banning smoking in all public spaces)
- Support Mass in Motion programs (creation of walking paths, “Walk with a Doc” programs, etc.)
- Continue to offer a free monthly Diabetes Support Group.
- Provide blood glucose screenings at least two community outreach events.
- Identify opportunities for new partnerships between Morton diabetes educator and community organizations for additional diabetes prevention programming in the community
- Create a partnership between Morton dietitians and Trucchi’s to create healthy and “cost friendly” recipes, as well as easily accessible healthy premade meals at local supermarkets
- Provide bilingual healthy meal recipe cards to Taunton Farmer’s Market.
- Introduce “Walking Club” for hospital employees in the spring, featuring hikes at local parks.

Priority 3: Smoking/Tobacco Use

In regard to the percentage of adults who have smoked at least 100 cigarettes in their lifetime, CHNA 24/PWN (45.9%) and Bristol County (50.4%) are both higher than the state average (43.9%). The Massachusetts Department of Public Health Tobacco Cessation and Prevention Program reports based on data from the 2009 Behavioral Risk Factor Surveillance System, an estimated 13,499 smokers live in Taunton (24.2% of adults, age 18+.) They also report that the adult smoking rate is 61% higher in Taunton than statewide (24.2% in Taunton compared to 15% statewide.) The rate of smoking during pregnancy in Taunton is 90% higher than statewide (13.3% in Taunton compared to 7% statewide.) Part of the high numbers may be the easy access to Taunton’s 75 tobacco retailers. The hospital service area maintains high incidence rates of smoking-related lung and respiratory diseases. Community input suggested more anti-smoking programs are needed.

Target Populations: Smokers; adult men and women

Regions Served: Greater Taunton

Sex: All

Age: All

Languages: English, Portuguese, Spanish

Partners: American Cancer Society

Statewide Priority: Chronic Disease Management in Disadvantaged Populations; Reducing Health Disparity; Promoting Wellness in Vulnerable Populations

Short-Term Goals:

- Increase patient referrals to community-based tobacco cessation and wellness programs

Long-Term Goals:

- Reduce the incidence of smoking in the community

2017 Tactics/Initiatives:

- Host free community smoking cessation programs at the hospital on a quarterly basis, featuring various times to target other populations.
- Provide smoking cessation resources at health fairs and other special events.

- Distribute educational brochures on smoking in department waiting rooms, high-traffic areas.
- Support community efforts to influence policy change in Taunton and neighboring communities.
- Discuss opportunities to partner with Morton Hospital primary care offices to enhance smoking cessation efforts in doctors' offices.
- Promote "Great American Smoke Out" (3rd Thursday in November) via social media; potential community event.
- Support community grants which promote a decrease in smoking.
- Target smoking prevention in teens through social media.

Priority 4: Access to Primary & Preventative Care

According to the 2013 Massachusetts Medical Society Patient Access to Care Study, Bristol County has significantly longer wait times for appointments with internal medicine specialists than the rest of the state. The county also maintains a higher than state percentage of adults in "fair to poor health" and adults who had 15+ days of poor physical health.

The US Census estimates that as of 2013, 4.6% of individuals in Lakeville are uninsured followed by 4.4% in Taunton (both above the state average of 4%).

A need for more primary care services and physicians was expressed by the focus group. The group also articulated that the primary care physicians' offices were difficult to get to and the long wait time for appointments made health access difficult. Provider survey responses also cited transportation, lack of primary care services, health insurance, and education as major obstacles.

Target Populations: Uninsured and underinsured community members; those without a designated primary care provider; seniors; individuals at risk for chronic disease; Limited English Proficiency residents

Regions Served: Greater Taunton

Sex: All

Age: All

Languages: English, Portuguese, Spanish

Partners: Friedman Middle School (School-Based Health Center and Dr. Elias Adult Clinic), Coyle Cassidy High School, Taunton Boys & Girls Club, Old Colony YMCA

Statewide Priority: Promoting Wellness in Vulnerable Populations; Reducing Health Disparity

Short-Term Goals:

- Connect community members with insurance coverage and primary care providers via the hospital's Community Health Advocates (CHAs)
- Increase education to residence residents about free services and primary and preventive care resources via participation at local health fairs and special events, and via partner organizations

Long-Term Goals:

- Reduce the number of area residents without a designated primary care physician
- Reduce the percentage of uninsured community members through the CHA program

2017 Tactics/Initiatives:

- Continue patient and community outreach via the hospital’s Community Health Advocate(s) and patient financial counselors, enrolling uninsured residents in health insurance and helping connect the newly insured with primary and preventive care services.
- Address long wait times for physician appointments by recruiting more primary care physicians (including female and bilingual practitioners.)
- Increase the amount of free preventative screenings throughout the community to those who have limited financial and physical access (via Food Pantry, Boys and Girls Club, YMCAs, and Councils on Aging).
- Distribute DoctorFinder collateral and Primary Care Directory to the community at outreach events and through social media and other marketing channels.
- Host “meet and greets” with new primary care providers at healthy fairs and other outreach events.
- Link unassigned patient to primary care providers through the Emergency Department, inpatient units, and Health Express.

Priority 5: Behavioral Health

In 2011 the Massachusetts Department of Public Health (DPH) reported a surge of admissions from local cities and towns to their funded substance treatment programs for injection drugs and non-injection drugs. Non-injection programs saw mostly residents from: Taunton (2330.1), Middleboro (1900.4), and Raynham (1556.4). Those cities and towns were higher than the admissions state average of 1532.4. DPH Injection programs saw mostly residents from: Taunton (915.7), Berkley (739.9), Middleboro (728.0) and Raynham (662.8). The state average was 621.2.

In 2014 and 2015, the Taunton community has faced an even more significant opioid addiction and overdose issue. In the years between 2010 and 2012, there has been a consistent increase in mental disorder hospitalizations in the Morton Hospital primary service area. The most significant increases regarding mental disorder hospitalizations from 2011 to 2012 are from Raynham and Taunton residents, with 17.8% and 12.9% surges, respectively.

Focus group and survey participants noted negligent prescription practices, ease of obtaining narcotic medication, need for more pain counseling, and the need for more substance abuse programs and services as the main contributors to the issue. More outreach and education was also recommended – in the community and at schools. The focus group also articulated a need for increase behavioral health resources, especially increased access to counseling services, more affordable services, and more inpatient psychiatric beds.

Target Populations: Individuals with or at-risk for behavioral health issues; residents in underserved areas; individuals at-risk for substance abuse; individuals with a history of substance abuse; adolescents

Regions Served: Greater Taunton

Sex: All

Age: All

Languages: English, Portuguese, Spanish

Partners: Taunton Opiate Task Force, Suicide Prevention Task Force, Community Counseling of Bristol County

Statewide Priority: Promoting Wellness in Vulnerable Populations, Reducing Health Disparity

Short-Term Goals:

- Increase education and training to providers serving target populations and populations at risk for mental health issues and substance abuse
- Increase referrals to community resources for those at risk for mental health issues or substance abuse

Long-Term Goals:

- Reduce the high incidence rate of substance abuse and drug overdoses
- Ensure all individuals presenting to the hospital with behavioral health issues are able to access needed services and treatment

2017 Tactics/Initiatives:

- Distribute resource directory for mental health and substance abuse services within the hospital and at community events.
- Enhance education and support for patients and families dealing with addiction by providing resource packets via Emergency Department staff, behavioral health navigators, and case managers.
- Support programming of the Taunton Opiate Task Force.
- Bring substance abuse and mental health education into schools (partner with the Taunton Opiate Task Force to provide wellness fairs at local high schools, focusing on substance abuse prevention and general health and wellness topics).
- Distribute a suicide prevention resource packet through the Emergency Department.
- Work with community organization, such as CCBC, to facilitate suicide prevention training for Morton Hospital staff.
- Work with Behavioral Health Navigators to determine potential bridge between Morton Hospital Emergency Department and Taunton Opiate Task Force home visiting program for patients with substance abuse issues.

Community Benefits Council Members

Julie Masci, *Marketing and Public Affairs Manager, Morton Hospital*

Anabela Spano, *Community Outreach Coordinator, Morton Hospital*

Veronica Jatoba, *Community Health Advocate, Morton Hospital*

Christina Cronin, *Behavioral Health Navigator, 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*

Sandra McGunigle, *Manet Community Health Center*

Cynthia Sierra, *Manet Community Health Center*

Christine Basile, *Manet Community Health Center*

Hank Sennott, *Taunton Boys & Girls Club*

Lauren Bartell, *Old Colony YMCA Stoughton*

Kathy Spear, *High Point*

Tom Lundin, *High Point*

Andy Dawley, *Community Counseling of Bristol County*

Elizabeth Moura, *Raynham Council on Aging*