



MelroseWakefield Healthcare



## A Lifetime of Support for the Community

2018 Community Benefits Report

October 2017–September 2018



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### **Community Benefits Mission**

MelroseWakefield Healthcare's community benefits program is committed to building and sustaining a strong, vibrant and healthy community. MelroseWakefield Healthcare dedicates its resources to supporting collaborations with community partners and utilizing community members' input toward improving health services. MelroseWakefield Healthcare employees act as resources and work with the community during emergencies and to improve access to care. The system identifies, monitors, and addresses the unique healthcare needs within its core communities and promotes healthier lifestyles for residents through health education and prevention activities. Much of the community work at MelroseWakefield Healthcare is performed through engaged, long-term partnerships in which we share resources and ideas to improve the health of our communities together in the most efficient and advantageous framework.

### **About MelroseWakefield Healthcare**

MelroseWakefield Healthcare is a coordinated system of hospitals, physician practices and community-based services providing care for communities throughout north suburban Boston. We are distinguished by the range of clinical care and services we provide locally for the continuum of care.

**For more information on community benefits activities, contact:**

*Barbara Kaufman, Manager, Community Benefits and Operations, at 781-338-7572 or email [bkaufman@melrosewakefield.org](mailto:bkaufman@melrosewakefield.org).*

### Building a Strong Foundation for a Healthy Community



During fiscal year 2018, MelroseWakefield Healthcare focused its efforts on strengthening our collaborations with key community-based organizations to further reduce health disparities, improve individual wellness and bring greater access to specialty services for the communities we serve. We believe these relationships are critical to fostering opportunities that enhance the impact of our services on local population health for years to come, including our community benefits programming.

To embrace this dynamic growth, we re-envisioned our brand and adopted a new name and visual identity. Our new name, MelroseWakefield Healthcare, reflects our ties to the greater north suburban Boston region that we serve, and our new, modern brand demonstrates our growing clinical partnership with Tufts Medical Center.

I am delighted and proud to share with you this summary of community benefits. This report features the activities, programs and partnerships our system of care utilizes to build a strong foundation for a healthy community. In addition to our excellent medical care, we support individuals and families in the community by providing access to basic needs such as food, clothing and household supplies as well as by providing financial assistance, health education, student mentoring, support groups and health screenings. We partner with local agencies to offer in-kind space and health expertise, as well as act as a referral bridge for housing, substance use services, and domestic violence prevention and advocacy. The report also highlights the community benefit programming offered, how we are addressing the Department of Public Health's Social Determinants of Health, and reflections and highlights from the past year. We are pleased and honored to be able to offer care and services to individuals from birth through elder years, allowing for a lifetime of support.

In the coming year, MelroseWakefield Healthcare will continue to maintain its oversight and responsibility for community benefit programs in collaboration with local agencies addressing local health needs and will look to strengthen its community services, as circumstances allow, to enhance, broaden, and deepen the scope of this important work.

Sincerely,

A handwritten signature in black ink that reads "Sue Sandberg". The signature is fluid and cursive, with the first letters of "Sue" and "Sandberg" being capitalized and prominent.

**Sue Sandberg, MBA, RN**

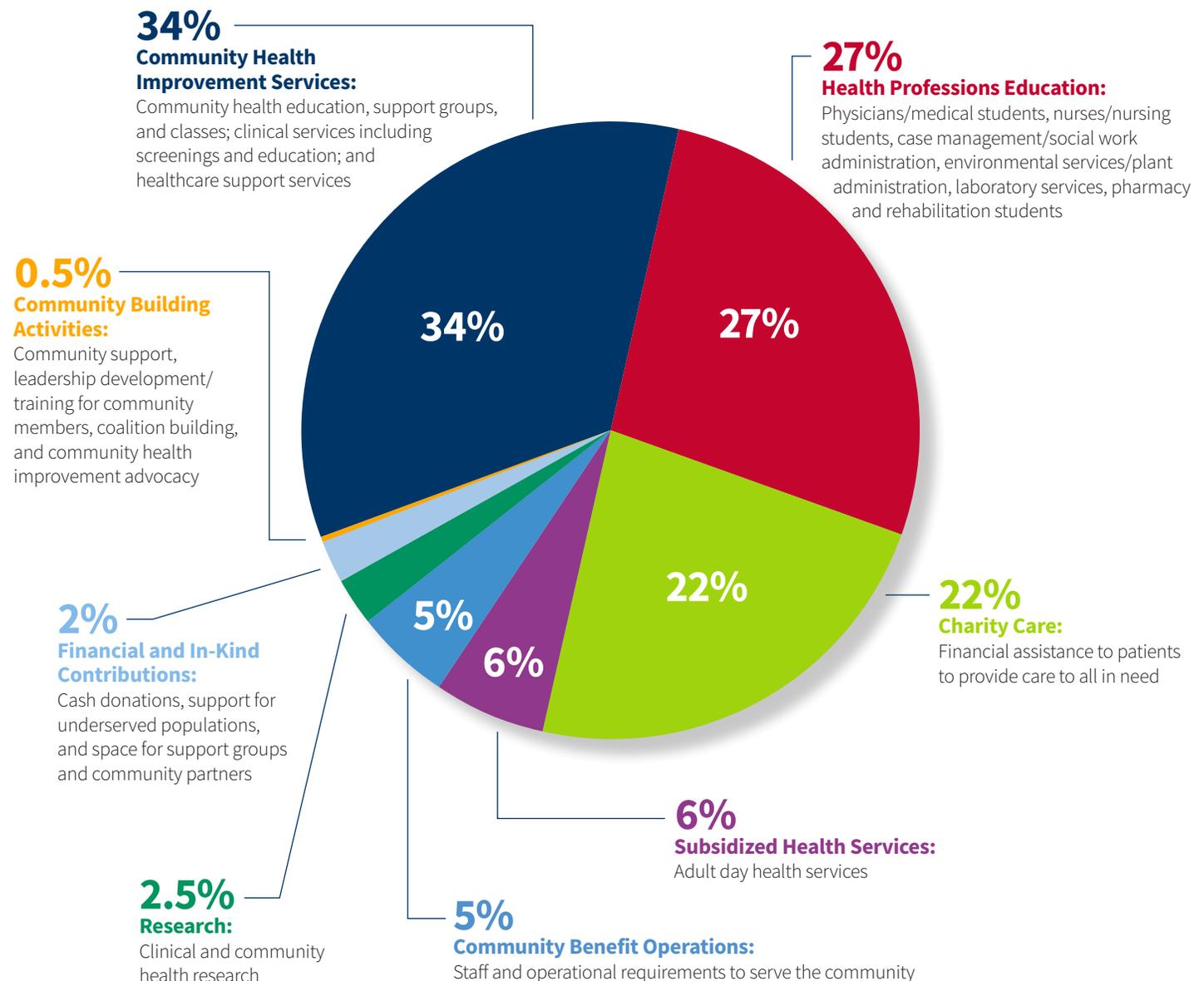
*Chief Executive Officer*

## We Work to Identify Individuals in the Community Who Are in Need

Our community benefits programs promote the health and well-being of our communities. We work to identify individuals in the community who are in need, including those with complex health needs or who are facing social, economic and environmental disadvantages. We partner with community service agencies to reach out to those in need with direct services and to attend community events to provide health education and free medical screenings.

Data is collected to understand and identify the needs of our communities. We report our findings and develop a formal community health needs assessment every three years. This assessment advises the development of our community health implementation plan (as required by state and federal law).

### 2018 Community Benefits



# 50,400

## Community Members Reached

*This year, MelroseWakefield Healthcare employees staffed and volunteered at more than 50 health events across nine local communities, reaching more than 50,400 community members. Our employees offered health screenings, hosted fun and educational activities, and connected local residents with health resources and services.*



# 25

## Increased Community Benefit Advisory Council Membership



*The MelroseWakefield Community Benefits Advisory Council added seven new members to meet current engagement standards set by the Massachusetts Department of Public Health and Attorney General's Office. New members represent Housing Families, Eliot Human Services, the City of Medford, Lowell Community Health Center, Action for Boston Community Development, the Metropolitan Area Planning Council and Doucet's Remodeling. The Council was comprised of 25 members at the end of 2018. The council ensures community benefits programming remains responsive and effective in addressing health issues.*

# 3,700

## Lifeline One Source Program Transfer

**In 2018, the Lifeline Program transitioned daily operations to Philips Lifeline and created a One Source Lifeline program. We are moving from long-term elder services to a short-term model of care and partnering with other trusted organizations to continue high-quality, valued long-term services for community members. All of the 3,700 participants in the program were successfully transferred.**

# 8

## North Suburban Child and Family Resource Network Adds Malden to Service Area

Under the Wakefield Public Schools, the North Suburban Child and Family Resource Network was awarded the Coordinated Family and Community Engagement Expansion grant to serve Malden, making it the eighth city the network serves.

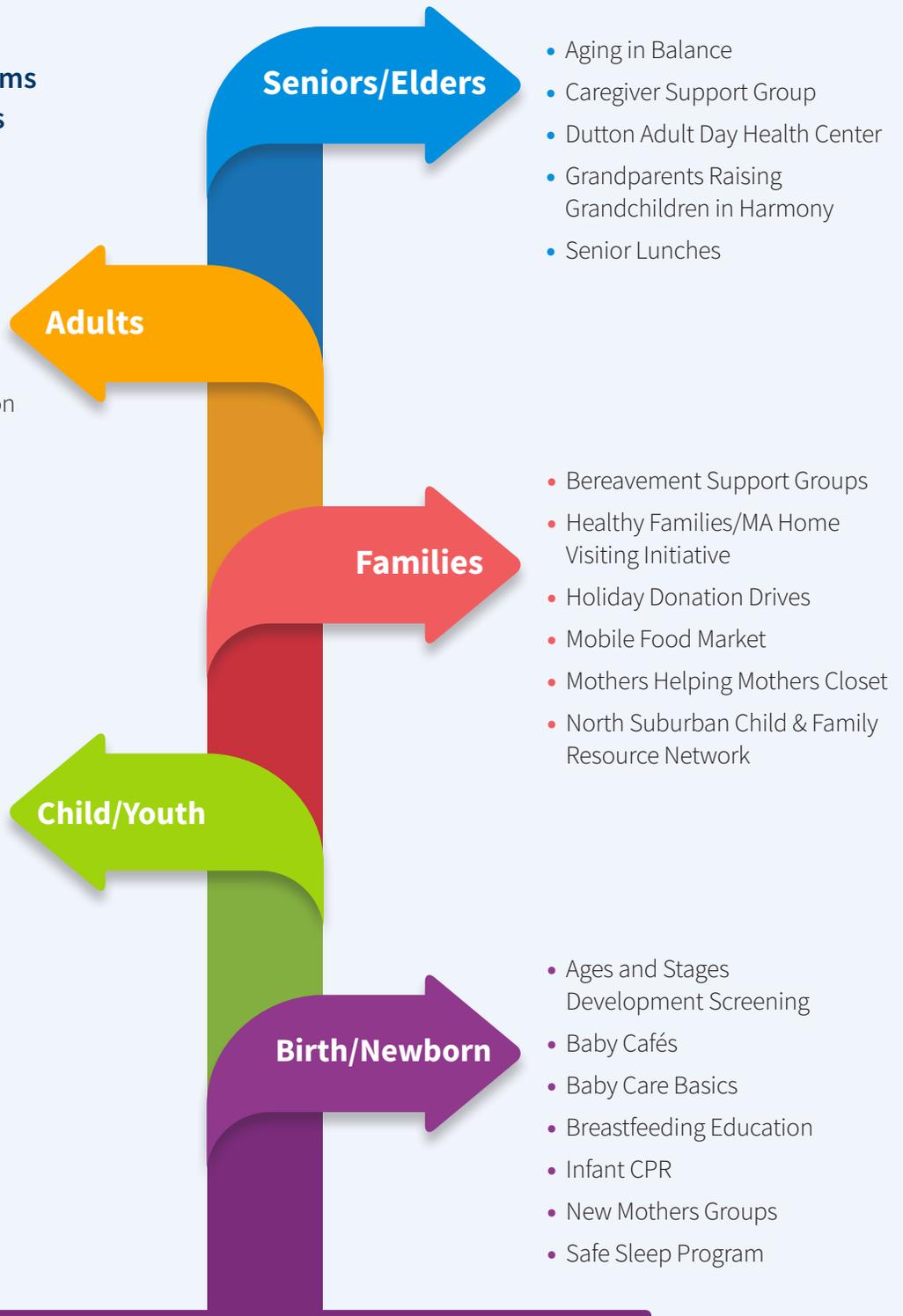
## A Lifetime of Support

Our community benefits programs support our community members throughout their lifetimes, from birth to senior, to help individuals and families live healthy lifestyles.

### Our Community Programs Are Available to All Ages

- Allied Health Professional Student Education Training
- Chronic Disease/Pain Self-Management Programs
- Community Health Education
- Diabetes Self-Management Program
- Financial Counseling
- Mental Health Education
- Transportation Assistance

- High School CPR Training
- Kids in Grief Support
- Lifeline Buddy Volunteerism
- Play and Learn Groups
- SafeSitter Program
- Mentoring Programs
- WIC Nutrition Program



Maternal Health Services



*“My husband and I were expecting our first baby and wanted to find a trusted resource in the community that could help us ‘beef up’ our understanding of what to expect as new parents. The Baby Care Basics class was perfect! I would highly recommend these educational classes to all parents expecting a new addition to their family.”*

**Kathryn Brodowski, MD, MPH**  
*Former Senior Director of Public Health and Research at the Greater Boston Food Bank and new mother to Zoe*

As part of our lifetime of support for our communities, our programs for families with children align seamlessly with our inpatient and outpatient health services and are open to all families in the communities served, based on program eligibility.

MelroseWakefield Hospital is a Baby-Friendly designated hospital that offers top-notch maternal care, including breastfeeding support; care for high-risk pregnancies; family-centered cesarean births; Level 2A special care nursery; newly renovated private labor, delivery and recovery rooms; and nurse visits to patients’ homes.

MelroseWakefield Healthcare offers the following maternal and child community benefits and community services programs:

- **Baby Care Basics class**
- **Breastfeeding classes** (in person and online)
- **CPR and first aid classes**
- **Baby Bundle app** – Appointment tracking, educational information, personal journal, weight monitoring and weekly milestones
- **Baby Cafés** – Breastfeeding support and assistance to pregnant and breastfeeding mothers in Malden, Everett and Melrose
- **Safe Sleep program** – Parents of newborns are trained in safe sleep practices and given a Sleep Sack® at discharge with the option for a free portable crib
- **Creative Coping: New Mothers Group** – A free series for first-time moms and moms-to-be to learn about parenting topics from community experts
- **North Suburban Child & Family Resource Network** – Provides parent education workshops, playgroups, support groups, family activities, and information on parenting and community resources
- **Grandparents Raising Grandchildren in Harmony** – A support group specifically for grandparents
- **WIC Nutrition program** – Supplemental nutritious food packages, nutrition education and counseling, screening, referrals, resources, and support
- **Mobile Food Market** – Offers free nutritious food on the second Saturday each month
- **Mothers helping mothers closet** – Provides free clothing (infant, child and maternity), equipment, books, and resource and referral information
- **Family support** – Intensive resource and referral is provided through this program in alignment with the closet
- **Healthy Families/MA Home Visiting Initiative** – Home visits, connection to community resources and activities, information on child development, prenatal and parenting coaching, support groups and activities, support of goal development for the future

### Financial Assistance



MelroseWakefield Healthcare Financial Counselors

*“Counseling people in healthcare financial matters has many unexpected rewards, chief of which is the knowledge that our efforts can be the beginning of a cascade of beneficial changes for our patients. It gives us the chance to really listen to the needs of patients on multiple levels. It’s an opportunity to establish a rapport that is mutually satisfying and in many ways embodies a plaque I have in my office: Enter as strangers, leave as friends.”*

**Aminda Monteagudo**

Lead Financial Counselor at Lawrence Memorial Hospital of Medford

We offer financial counseling to all residents in the community without charge to help families find or re-enroll in health insurance or locate needed social services benefits.

The vast majority of financial counseling meetings are performed in-person, one-on-one, to provide privacy to discuss personal health and financial concerns with greater ease. Our financial counselors advocate for patients with other providers, help patients understand medical bills, explain their health insurance benefits including payment and payout options, assist with our financial assistance applications when other methods of assistance have been exhausted, find medical providers within our network when requested, make patients aware of and help them obtain community benefits, and provide estimates on the price estimator line.

The scope and variety of counseling has undergone a radical change, and counselors are fielding an increased number of billing questions. It is a great way for counselors to gauge the needs of the community in terms of the ability to pay outstanding medical bills and to offer alternative options of which patients may not have been aware.

#### FY 2018 Financial Assistance Highlights

- In FY18 financial counselors recorded a total of 9,648 encounters, a 71% increase from FY17. This number reflects a mix of encounters for completing applications and counseling that encompasses the broad categories of patient advocacy, billing issues, accessing medical care and procuring other services.
- The health system’s financial assistance policy was updated, translated and distributed widely to meet the federal guidelines of the 501(r). The financial assistance policy, financial assistance application form, and the plain language summary are available in 12 top-spoken languages on our website and at each of our hospital and clinic locations.
- During the year, the financial assistance policy plain language summary was distributed at multiple events and to over 50 community organizations that partner with the health system and serve low-income, diverse residents and residents most likely to require financial assistance, such as those with behavioral health issues.

**Food Security**

# Our health system continues to address food access concerns in the community.

In 2016, a study conducted by Children’s HealthWatch and sponsored by the Greater Boston Food Bank found that hunger and food insecurity in Massachusetts increased health-related expenditures by an estimated \$2.4 billion in 2016 alone. Addressing issues around hunger and food insecurity reflect new thinking in terms of population health management and support a growing belief in the value of “food as medicine.” Access to free healthy foods allows older adults to better manage chronic diseases and younger adults and children to focus limited resources on other needs. Research shows that meeting basic needs such as food, shelter and clothing, combined with increased access to preventive services, leads to healthier communities with reduced costs.

**Food Security Task Force Member**

MelroseWakefield Healthcare is also a driving member of the Greater Boston Food Security Task Force and Medford Food Security Task Force. Both aim to increase food accessibility and improve community health. In our service area, based on 2016 data, food insecurity is highest in Everett, Malden and Medford.

The Mobile Food Market and Food Security task forces seek to address an all too common set of circumstances faced by many in need of assistance who may not be eligible for either SNAP benefits or WIC services. A family of four must earn \$46,435 a year or less to qualify for the WIC program, and often only a few extra dollars of income each month can push them over the limit. Although ineligible for benefits, these families still



**Malden Mayor Gary Christenson and youth volunteering at the Mobile Food Market**

have significant food access needs. Research by us and the Greater Boston Food Bank indicates approximately 37% of individuals choose between food, medicine and medical care on a regular basis.

**Mobile Food Market**

The North Suburban WIC program partners with the Greater Boston Food Bank to offer families a mobile food pantry that provides nutritious foods to any family in need of assistance, free of charge. In FY18, more than 400 families were served each month, marking the fifth year of operation. Also, MelroseWakefield Healthcare distributes valuable health information, services and screening information to participants at the Mobile Food Market, including flu shots, referrals to financial counseling, health education and access to screenings.

**Tri-City Hunger Network Member**

Bread of Life in Malden convenes the Tri-City Hunger Network monthly to bring together organizations fighting food insecurity in Malden, Medford and Everett. Participants include representatives of the Greater Boston Food Bank, Project Bread, ABCD, Cambridge Health Alliance, MelroseWakefield Healthcare, Tufts Health Plan, WIC, Mass Senior Action Council, YWCA Malden, YMCA Malden and local food pantries. MelroseWakefield Healthcare has been a member of this network for more than 10 years.

## Summary of FY 2018

### Primary health priorities

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#### Behavioral health

Behavioral health community phone line  
Mental health community education  
Bereavement and caregiver support groups

#### Substance use disorders

Local substance abuse prevention coalitions  
Regional coalitions – Mystic Valley Public Health Coalition  
Medford Hub Meetings

#### Cancer treatment/detection/prevention

Cancer screenings and education

#### Cardiovascular disease

Healthy nutrition education  
Blood pressure screenings and education  
CPR training in area high schools

#### Diabetes

Chronic Disease Self-Management Program  
Diabetes screenings and education  
Diabetes support groups and events  
Diabetes Self-Management Program

#### Infectious disease

*Health Minute* video series  
Support to local flu clinics

#### Access to care

Financial counseling/patient access services  
Nursing student training  
Pharmacist residency and student training  
Allied health professional student training  
Social work student training  
Transportation assistance programs

#### Vulnerable populations

North Suburban WIC Nutrition Program  
WIC/Maternal Child Health Baby Cafés  
WIC Family Support Program  
Mobile Food Market  
Mothers Helping Mothers Closet  
Healthy Families and MA Home Visiting Program  
North Suburban Child and Family Resource Network  
Dutton Adult Day Health Center  
Aging in Balance: Senior Outreach Program  
New mothers programs

### Secondary health priorities

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#### Preventable injuries and poisonings

Bone density screenings and risk assessments  
Osteoporosis screenings and education  
Bone and joint camp  
Concussion screening program  
High school athletic training program  
Safe Sitter® babysitting training program

#### Respiratory disease

Regional tuberculosis clinic  
Promote vaccines as a prevention strategy

#### Disaster readiness and emergency preparation

Training for local first responders  
Act as a resource during emergencies or acts of terror  
Community blood drives

#### Obesity

Integrated breastfeeding services  
Weight-management support groups  
Healthy eating habits and cooking lectures  
Support to area Mass in Motion programs

#### Violence and sexual assault prevention

Sexual assault and domestic violence prevention  
Support local domestic violence prevention coalitions  
Intimate partner violence support groups

#### Community at large

Malden's Promise coalition  
Community Health Education programs  
Civic engagement and support  
Tri-City Homelessness Task Force  
Community health days  
*Health Minute* video series

## KEY PARTNERS

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Action for Boston Community Development (ABCD)	Housing Families Inc.	Melrose Substance Abuse Prevention Coalition
American Cancer Society	Immigrant Learning Center of Malden	Metropolitan Area Planning Council
American Diabetes Association	Institute for Community Health (ICH)	Middlesex County District Attorney
American Heart Association	Jewish Family and Children's Service	Mystic Valley Elder Services
American Lung Association	Joint Committee for Children's Health Care in Everett (JCCHCE)	Mystic Valley Public Health Coalition
American Red Cross	Joslin Diabetes Center	Mystic Valley Tobacco and Alcohol Program (MVTAP)
Asian American Civic Association	Local arts councils	Northeastern University
Baby Café USA	Local boards of health	North Shore Elder Services
Baby Friendly America	Local chambers of commerce	Oak Grove Improvement Organization
Boys and Girls Clubs of Middlesex County	Local civic groups (Rotary, Kiwanis)	Philips Lifeline
Bread of Life	Local councils on aging	Portal to Hope
Burbank YMCA of Reading	Local early intervention (EI) programs	Reading Coalition Against Substance Abuse (RCASA)
Cambridge Health Alliance	Local faith-based organizations	Reading Response
Catholic Charities	Lowell Community Health Center	Regional EMS providers
Children's Trust of Massachusetts	MA Executive Office of Elder Affairs	Regis College
Chinese Culture Connection	MA Health Policy Commission	RESPOND Inc.
Community Family Human Services Inc.	Malden Early Learning Center (CFCE)	The Salvation Army
Community Health Network Area 15 & 16	Malden Homelessness Task Force	The Sharewood Project
Community Servings Inc.	Malden's Promise Coalition	Somerville Cambridge Elder Services
Criterion Early Intervention	Malden YMCA	South Bay Mental Health Center
Cross Cultural Communications Inc.	Massachusetts Departments of:	Stoneham Alliance Against Violence
Customized Communication Inc.	Children and Families (DCF)	Substance Abuse Prevention Collaborative (SAPC)
Doucet's Remodeling	Conservation and Recreation (DCR)	Tailored for Success
East Boston Neighborhood Health Center	Early Education and Care (EEC)	Tri-City Homelessness Task Force
Elder Services of Merrimack Valley	Public Health (DPH)	Tri-City Hunger Network
Elder Services of the North Shore	Transitional Assistance (DTA)	Tufts Medical Center
Eliot Community Human Services	Massachusetts Hospital Association	Tufts Medical Center Community Care
EMARC	Massachusetts Opioid Abuse Prevention Collaborative (MOAPC)	Tufts University
Everett CFCE Grant Program	Mass in Motion (Everett, Malden, Medford, Melrose/Wakefield)	Wakefield Alliance Against Violence
Families First	Medford Family Network (CFCE)	WAKE-UP: Wakefield Unified Prevention
Friends of Middlesex Fells Reservation	Medford Health Matters	West Medford Community Center
Friends of Oak Grove	Medford Substance Abuse Task Force	Winchester Hospital/Lahey Health
The Greater Boston Food Bank	Melrose Alliance Against Violence	YouthHarbors @ JRI
Greater Boston Stage Company (Stoneham Theatre)	Melrose Birth to Five	YWCA of Malden
Greater Lynn Senior Services	Melrose Community Coalition	Zonta Clubs of Malden and Medford
Hallmark Health VNA and Hospice	Melrose Family YMCA	Zoo New England – Stone Zoo
Health Care for All	Melrose Human Rights Commission	
Health Care Without Harm		

**For more information on community benefits activities, contact:**

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**MIW** Melrose Wakefield  
Healthcare

Proudly *wellforce* 

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