

Anchored in Our Community



UMass Memorial Health Care – committed to improving the environmental, financial and physical health of the people of Central Massachusetts.

June, 2019

◆ FROM THE DESK OF ERIC DICKSON, MD

President, UMass Memorial Health Care



In February 2017, UMass Memorial Health Care began a journey toward becoming an Anchor Mission Institution. While this terminology may be different, the premise behind it and work supporting it aren't new to us at all. For decades, staff members in our Community Benefits Department have been doing yeoman's work to improve our community's health beyond our hospitals' walls. They've identified barriers to health and connected community members to those services – all in an effort to make their lives a bit better.

So, are we relabeling this work as Anchor Mission? Good question. The answer is, no. Our community benefits work will continue, and our Anchor Mission work will develop over time. The concepts are similar, but under Anchor Mission, the scale of work is about to expand. As an Anchor Mission Institution, we'll use our economic power, combined with our human and intellectual resources, to leverage other opportunities and support sustained improvements in the social determinants of health needs in our communities.

The Anchor Mission is comprised of four pillars: **investing** – devoting 1% of our portfolio (\$4 million) to initiate local projects to improve the welfare of our community; **hiring** – identifying opportunities to ensure our employee profile is reflective of our community; **purchasing** – supporting local businesses by buying locally whenever we can; and **volunteering** – offering volunteer opportunities where our employees can get involved and contribute to the mission of our organization outside of their traditional roles.

Our subcommittees are making great strides in getting this work underway. This quarterly newsletter will serve to provide updates on where we are and where we're going. And to start, we're kicking it off with a snapshot of where we've been through our outstanding community benefits efforts.

I hope you'll join me in participating in this great work that will broaden and deepen the impact that UMass Memorial has in our communities. ◆

ANCHOR MISSION STEERING COMMITTEE

◆ CO-CHAIRS

Douglas Brown

President, UMass Memorial Community Hospitals and Chief Administrative Officer

Cheryl Lapriore

Senior Vice President, Chief of Staff, Chief Marketing Officer, and President of UMass Memorial Health Ventures

◆ COMMUNITY BENEFITS DEPARTMENT

Monica Lowell

Vice President, Office of Community Health Transformation/Community Benefits

QUESTIONS/COMMENTS

To provide feedback or request more information, email communications@umassmemorial.org.



UMassMemorial
Health Care

◆ EDUCATION IS POWER FOR MARLBOROUGH HOSPITAL COMMUNITY

“The sustainability and the future of this region is dependent on our community members having access to resources that improve their health,” explained Ellen Carlucci, vice president, Development and Marketing and Communications Department at UMass Memorial – Marlborough Hospital. “We’re talking about things many of us take for granted like jobs, housing, access to health care, and the ability to live actively and maintain our health as we age.”



Pictured left to right: Senator Jamie Eldridge with UMass Memorial – Marlborough Hospital employees Rachel Laflash, lead clinical lab associate, Laboratory Services; Paul Riggieri, associate vice president, Diagnostic Imaging Department; Annette Casco, associate vice president, Rehabilitation Services and Endoscopy Services; Monica Denny, coordinator, Marketing and Communications Department, and Ellen Carlucci, vice president, Development, Marketing and Communications Department.

For the past three years, Marlborough Hospital has been concentrating their community benefit efforts on areas such as mental health awareness, substance abuse, access to health care, overall health and wellness, and healthy aging – areas identified as top priorities following their last Community Needs Assessment.

One example of their efforts was their recent participation in the 37th Annual Senator Eldridge Senior Conference, held at Assabet Valley Regional Technical High School. This is a community education program that offers seniors from the region an opportunity to interact with members of the hospital staff who were on hand to offer free cholesterol and glucose screenings. Clinical staff also provided attendees with health information and materials pertinent to seniors, such as health care proxy forms, Files of Life, wallet-sized medication recorders, pill boxes to help keep medications organized, and information on stroke, cholesterol and healthy eating.

“Participation in programs of this kind allow us to connect with a subset of our population that may otherwise not

have the means to access our services,” said Ms. Carlucci. “Education is power, so we believe giving seniors the tools they need will put them on the path to better health.”

Earlier this year, the hospital once again collaborated with the MetroWest Health Foundation, Community Health Coalition of MetroWest (CHNA-7), Framingham Board of Health, Hudson Board of Health and MetroWest Medical Center to conduct their next Community Needs Assessment. The results will be shared with regional stakeholders in the fall of 2019. ◆

◆ INTERNSHIPS SUPPORT FUTURE WORK AND WELLNESS

The sight of a familiar face in the hallways of UMass Memorial HealthAlliance–Clinton Hospital always brings joy to Rosa Fernandez-Penalzo, director, Community Health and Volunteer Services. It’s especially gratifying when a former participant in the hospital’s Youth Development Health Training Internship Program greets her sporting their UMass Memorial employee badge. This is proof positive that the career development program is achieving its goal.

“It’s so rewarding to see this outcome,” said Fernandez-Penalzo. “We are making investments in people now to have a healthier community over the long run.”

The summer internship program exposes local high school seniors who are graduating and enrolled in an undergraduate program, as well as enrolled undergraduates, to potential careers in health care and fostering workforce development.



“Research shows that if students succeed in school, and gain job opportunities and economic advancement, they have better health outcomes as adults,” Fernandez-Penalzo explained.

Students work alongside health care professionals in roles from patient care to engineering to finance and legal

services. According to Fernandez-Penaloza, “Students start out saying they want to be doctors or nurses, then they become intrigued by all the departments that, together, provide care.”

Pam MacDonald, senior organizational development specialist in Human Resources plays a role in ensuring career interests and organizational needs are matched.

“We discuss all that we can involve the interns in, such as leadership meetings, rounding and continuous process improvement,” MacDonald explained. Interns also help staff the golf tournament that funds the program, so they see firsthand the connection between philanthropy and health care.

“At the end of program, a wrap-up session involves not only celebration but reflection on the past 10 weeks,” said MacDonald, setting the stage for the next 29 interns, on their way to the hospital’s hallways. ♦

◆ HOUSING DEVELOPER PARTNERS WITH UMASS MEMORIAL TO CREATE HEALTHY ENVIRONMENT FOR RESIDENTS

In 2018, Worcester ranked 11th highest in the country for estimated asthma prevalence, and asthma-related emergency department (ED) visits and fatalities, per the Asthma and Allergy Foundation of America. In an effort to address this long-existing issue, UMass Memorial Medical Center developed a Pediatric Asthma Home Visiting Intervention in 2013, with the goals of reducing asthma-related ED use and hospitalizations, and improving school absenteeism.

“Through our Pediatric Asthma Home Visiting Intervention, community health workers visit the homes of program participants to assess and address asthma triggers, and provide education to improve medication adherence,” said Monica Lowell, vice president of the Office of Community Health Transformation/Community Benefits at UMass Memorial Health Care. Referrals also are made to our Medical-Legal Partnership to resolve home triggers requiring landlord responsibilities.

She shared, “Since the program was expanded citywide in 2014, more than 1,240 total home visits have been completed. And a study of 86 asthmatic children enrolled in two hospital-run programs addressing asthma challenges, showed a significant reduction in ED visits and hospital admissions between 2012 and 2015.”

Upon learning about the success of the intervention program, Cambridge, MA-based affordable housing

developer, Homeowners Rehab Inc. (HRI), sought the partnership of the Medical Center as a means of incorporating asthma-friendly interventions into a new renovation project in Worcester. Joe Deignan, HRI director of community engagement, explained why. “We recently acquired our first development outside of Cambridge in Matheson Communities in Worcester. When HRI first came to Worcester we were surprised by how many residents at the property reported having asthma and other respiratory issues.

“While HRI is focusing on physical renovation of the building, we also wanted to reach out to the residents of Matheson Communities directly with relevant information and assistance to address air quality and increase the overall health of residents. We looked for local partners to help us with interventions, and we were lucky enough to find the UMass Memorial program.” ♦

◆ A ‘GUARANTEE’ FOR HOUSING AND HEALTH

It may seem unusual for a health care system to invest in new housing construction, but UMass Memorial caregivers see firsthand the impacts on a patient’s health when they are homeless or living in unstable housing.

As part of its Anchor Mission objective to address social determinants of health, including deficient housing, UMass Memorial is investing in a city of Worcester initiative to build 103 housing units for homeless individuals and families. UMass Memorial is providing \$500,000 to the Fund’s guarantee pool to minimize risk for the banking institutions financing the program.

“This is a targeted investment in our local efforts to improve housing for low-income residents,” said Robert Feldmann, vice president of finance and corporate controller at UMass Memorial and co-chair of its Anchor Mission Investment Committee. “It’s just one effort of a \$4 million fund UMass Memorial has established to support various organizations dedicated to improving health in economically challenged areas throughout Central Massachusetts.”

Learn more about this Anchor Mission project in a future newsletter. ♦

◆ COMMUNITY SNAPSHOTS

SAFE SUMMER FUN DAY CELEBRATES 21 YEARS –

Saturday, June 1 marked the 21st Annual Safe Summer Fun Day (SSFD) at UMass Memorial – Marlborough Hospital. This long-running event attracts between 1,500 and 2,000 community members to Marlborough Hospital each year and offers parents a fun and engaging way to start conversations around safety with their children – covering topics like bicycle and sun safety and everything in between!



Pictured, Kavita Babu, MD, emergency medicine physician and toxicologist, talks with visitors about how to identify dangerous chemicals in the home.

GROWING STRONGER – UMass Memorial HealthAlliance-Clinton Hospital partners with Growing Places to provide a place for patients, visitors and caregivers to visit and enjoy growing fresh vegetables on the hospital's **Fitchburg Campus**. The goal of the program is to get free produce into the hands of those community



Pictured left to right, Ayn Yeagle, executive director at Growing Places; and HealthAlliance-Clinton Hospital team members, Vicki Heinz, BSMT (ASCP), senior director, Clinical Support Services; and Jayne Kruszkowski, RACR, talent acquisition partner, Human Resources Department.

members who may not have the ability or access to purchase healthy food for their families. In addition, the team hopes to provide delicious vegetables from the gardens to the hospital's cancer patients in the future.



CARE MOBILE IS ON A ROLL – Established in 2000, the UMass Memorial Ronald McDonald Care Mobile provides medical and preventive dental services in 10 low-income neighborhoods and 20 inner-city elementary schools in Worcester, regardless of insurance status. Staff of the Care Mobile also assist patients with enrollment into a medical and dental home and connection to social support services. The program plays a critical role in addressing the high level of tooth decay due to a lack of fluoride in the City's water supply. Delta Dental of Massachusetts recently visited Abby Kelley Foster Charter Public School to present a \$15,000 donation toward the operation of the Care Mobile to the unit's staff and members of the Community Relations Department.

FESTIVAL FUN – In May, UMass Memorial HealthAlliance-Clinton Hospital held their annual Health, Wellness and Safety Festival where they saw more than 300 attendees! Co-hosted with Clinton Parks and Recreation this spring, each year the event rotates between the hospital's three campuses in Clinton, Leominster and Fitchburg. During the event, families are taught about everything from nutrition, cancer and radiology to Stop the Bleed tourniquet education, and more!

Pictured, Courtney Larginho, Melissa DiLorenzo and Sandy Saball, from PT Plus, prepare to educate attendees about creative ways to stay active, such as swinging their arms (over hand, under hand); reaching; and problem solving during physical activity.



◆ UMASS MEMORIAL HEALTH CARE

UMass Memorial Health Care is the largest not-for-profit health care system in Central Massachusetts with more than 13,000 employees and 1,700 physicians, many of whom are members of UMass Memorial Medical Group. Our member hospitals and entities include UMass Memorial HealthAlliance-Clinton Hospital, UMass Memorial – Marlborough Hospital, UMass Memorial Medical Center and UMass Memorial – Community Healthlink, our behavioral health agency. With our teaching and research partner, the University of Massachusetts Medical School, our extensive primary care network and our cancer, diabetes, heart and vascular, orthopedic and surgery programs, UMass Memorial delivers safe, high-quality and compassionate care. Visit www.umassmemorialhealthcare.org.

To find a physician in your community, call 855-UMASS-MD (855-862-7763). ◆