FY 2015 NCH Community Health Implementation Plan

Nantucket Cottage Hospital

Reflecting a strong tradition of caring and sense of community, the Mission of Nantucket Cottage Hospital (NCH) is to be the island’s primary source of a full range of health and wellness services. NCH assumes the leadership role within the community by collaborating with other local organizations, to ensure availability of an integrated array of healthcare services and to respond to needs of the increasingly diverse and expanding Nantucket community.

Led by a proficient and dedicated cadre of physicians, management, staff, and volunteers, the NCH team provides services in a confident, compassionate, respectful and responsive manner; is fiscally responsible; and is prepared to respond to every healthcare need either directly, from within the community, or indirectly, through an extensive network of off-island healthcare partners.

NCH will promote wellness for people of all ages through prevention, education and readily accessible healthcare services in an effort to improve the general health, vitality and quality of life for all Nantucket residents and visitors.

2015 Community Health Needs Assessment

In 2015, we conducted a Community Health Assessment (CHA) survey and developed a plan that included an assessment of quantitative data and qualitative input from various segments of the community to provide the best possible strategic analysis of community needs.

Community Priorities & Strategies

Based on key findings in the 2015 needs assessment, NCH adopted the following four health needs as priorities:

1. Alcohol and Substance Abuse Disorders
2. Access to Housing
3. Mental Health Disorders
4. Cancer

NCH addresses these community priorities using the following strategies:

- **Alcohol and Substance Abuse Disorders**
  - In FY15, Nantucket Cottage Hospital purchased and dispensed 54 Narcan kits to NFD and NPD at a cost of $1,547.00 and provided the medical supervision for this community first responder program.

- **Access to Housing**
  - In FY15, Nantucket Cottage Hospital paid for advertising to focus attention on the island housing crisis, and reached out to private landlords to create housing opportunities for hospital employees on the private market by establishing an internal intranet site with housing listings. A Board of Trustees-level committee was also established to address the housing challenge.
• **Mental Health Disorders**
  - In FY15, Nantucket Cottage Hospital continued to host the meetings of the Behavioral Health Task Force, and worked collaboratively to utilize a $400,000 grant the Task Force obtained from the Tower Foundation to increase mental health services on Nantucket. With startup funding from the grant, the hospital hired a psychiatric nurse practitioner who will embed in the primary care practices to implement screening protocols and identify behavioral health patients before they reach a crisis point.

• **Cancer**
  - In FY15, over 100 people attended the Health Fair in which 110 skin cancer screenings were completed, 12 prostate cancer screenings, and 12 prostate cancer screenings. Nantucket Cottage Hospital also hosts free annual mammography screenings for uninsured women aged 40 and up who are current residents of Nantucket. In FY15, five women received mammograms through this program.

**FY 2015 Key Accomplishments**

**Annual Health Fair**
Nantucket Cottage Hospital’s Annual Health Fair is a comprehensive and distinctive community event that brings hundreds of people to the hospital. Designed to involve all segments of the community, the Health Fair endeavors to educate participants about wellness and the prevention of illness and disease. It provides health care access to those who are underinsured or uninsured, and to those who are interested in early detection and prevention of illness and disease. A variety of screenings and consultations are provided at no cost, including dermatology, hearing, glucose and glaucoma screenings.

In May of 2015, this collaborative community effort involved dozens of volunteers, community leaders and organizations, health care professionals, doctors, nurses, and hospital staff. Other participants included visitors from Massachusetts General Hospital and other medical specialty practices. Local businesses and organizations that played a key role in answering questions and providing information included: A Safe Place (domestic violence prevention and advocacy), the Alliance for Substance Abuse Prevention, Autism Speaks, Palliative & Supportive Care of Nantucket, the Visiting Nurses Association, Access Nantucket, Mentoring Youth Nantucket, Bright Focus, Swim Across America, Family Planning, the National Alliance on Mental Illness, Minihan Nutrition, and Nantucket Family and Children’s Services. In FY15 over 100 residents attended the Health Fair.

**Behavioral Health Task Force**
Two years ago, Nantucket Cottage Hospital’s chief nursing officer and VP of patient care services Bonnie Kester spearheaded the Behavioral Health Task Force, a group of mental health providers and other island organizations working to document the mental health services that are already in place on Nantucket, identify the services that are needed, determine how best to increase access to and awareness of what’s available to island residents, and find the appropriate mental health treatment model for a seasonal population on a remote island.

In FY15, Nantucket Cottage Hospital continued to host the meetings of the Task Force, and worked collaboratively to utilize a $400,000 grant the Task Force obtained from the Tower Foundation to
increase mental health services on Nantucket. The grant funding supported the Task Force’s Nantucket Behavior Health Symposium that brought stand-Up comic and mental health activist Kevin Breel to the island, along with Dr. Amy Yule, a staff child and adolescent psychiatrist in the Addiction Recovery Management Service at Massachusetts General Hospital. The Task Force is also using the grant as seeding funding to hire a psychiatric nurse practitioner assigned to the hospital’s primary care offices for mental health screening.

**Health and Wellness Screenings**
As the organizer of Nantucket’s annual Health Fair and a participant in the island’s Elder Expo, hospital nursing and administrative staff directly offered or facilitated blood pressure readings, blood glucose screenings (early diabetes indicator), as well as dermatology, glaucoma, postural and hearing screenings free of charge, and provided information about physical therapy services and preventing the misuse and complications of prescription medicines. In FY15, over 100 people attended the Health Fair in which 110 skin cancer screenings were completed, along with 40-plus blood glucose screenings, 12 glaucoma screenings and 12 prostate cancer screenings. Nantucket Cottage Hospital also hosts free annual mammography screenings for uninsured women aged 40 and up who are current residents of Nantucket. In FY15, five women received mammograms through this program.

**Safe Needle Disposal Program**
In partnership with the Town of Nantucket, Nantucket Fire Department and Nantucket Public Health Department, the hospital continued to participate in the community’s safe needle disposal program. The hospital provided transportable sharps containers at no cost to island health professionals and organizations, and through social media helped to promote a prescription drug take back event conducted by the Nantucket Police Department and the Nantucket Alliance for Substance Abuse. In FY15, the hospital dispensed at no charge 17 cases of needle containers to the community at a cost of $897.58.

**Use of Hospital Conference Rooms for Community Meetings**
Numerous local non-profit groups, social service agencies and support groups related to health care were given access to meeting rooms on the hospital campus at no charge. Those included: Hepatitis C Support Group; Alcoholics Anonymous; Narcotics Anonymous; Diabetes Support Group; weight loss support; pre-natal and new mother classes; Palliative and Supportive Care of Nantucket (PASCON); the Behavioral Health Task Force; National Alliance on Mental Illness (NAMI); Family and Children’s Services of Nantucket; the Hospital Thrift Shop; Swim Across America Nantucket; the Council on Disability; Access Nantucket; the Nantucket Safe Harbor for Animals, among others.

**Nurses’ Training Program and Community Outreach**
Through courses at Massachusetts General Hospital and on our hospital campus, 60 Nantucket Cottage Hospital nurses continued their professional education in general and specialty nursing skills. The hospital also participated in a “School-to-Career” program with Nantucket High School, offering 7 students interested in careers in medical fields the opportunity to “shadow” professionals in various NCH departments including nursing, imaging, laboratory and sports medicine. In addition, Nantucket Cottage Hospital maternity nurse Jessica Douglas began teaching a new Nursing & Allied Health class at Nantucket High School this year, introducing island students to the health care fields. The hospital also hosted one college student from Simmons College for their
clinical hours in its Sports Medicine and Physical Therapy department. Continuing medical education (CME) courses were also offered to NCH physicians.

Public Education and Health Care Awareness
In FY15, through the Nantucket Cottage Hospital Foundation office and its communications staff, the hospital released public service announcements, social media posts, and placed paid advertising weekly with local media to increase awareness of cardiac care, women’s health, cancer, and other health issues. Our Patient and Family Advisory Council (PFAC) continued its major education and prevention campaign for “medication reconciliation” to inform patients and consumers about potential problems in the misuse or wrong combination of prescription drugs with over-the-counter or home remedies.

The Foundation office and other hospital staff conducted tours of the hospital’s facilities to familiarize adults and students from local public and private schools with hospital activities and to ease their potential discomfort with possible visits as a patient. The hospital’s annual “Native Reunion” honored those born at Nantucket Cottage Hospital in the previous five years with a morning of games, food and entertainment to help familiarize young children and their families with the hospital setting. The Native Reunion also featured a child health and wellness education component for young parents.

Public Flu Clinic
In November 2015, Nantucket Cottage Hospital hosted a public flu clinic for island residents. The clinic was promoted and advertised throughout Nantucket, and was intended for patients 18 and older who had not yet received the influenza vaccine from their primary care doctor. More than 80 island residents attended the clinic and received flu shots on Saturday, Nov. 7th.

Health Insurance Education and Enrollment
The Nantucket Cottage Hospital Social Services Department assisted island residents with understanding their options and enrolling for health insurance under the Affordable Care Act and the Massachusetts Health Connector. The department offered free, confidential, one-on-one appointments for people with questions about health insurance and the Affordable Care Act. Our Certified Application Counselors (CACs) help individuals complete an application or renewal; work with the individual to provide required documentation; submit applications and renewals for the Insurance Programs; interact with EOHHS and the Health Connector on the status of such applications and renewals; and help facilitate enrollment of applicants or beneficiaries in insurance programs. In FY15, there were two Nantucket Cottage Hospital CACs that had 4,587 contacts with individuals in the Nantucket community and dedicated 1,686 hours to this work.

Medicare Part D program enrollment
Nantucket Cottage Hospital’s Social Services Department advises and counsels qualified Medicare recipients in the annual drug coverage open enrollment and change period, all for no charge. In FY15, the department assisted 249 Medicare patients with this process.

Scholarships
A special endowed fund, created by the late Nantucket businessman and civic leader Walter Beinecke, Jr., is intended to further the education and training of island residents in medical and health care fields by helping to finance their studies. The scholarship fund is open to graduates of Nantucket High School, employees of Nantucket Cottage Hospital and any other island resident who can satisfy the guidelines and requirements. The Beinecke Scholarship Fund focuses on six areas of health care study and training. Nursing is the fund’s first priority, followed by radiology and imaging services, laboratory services, pharmaceutical fields, physician and physician assistant studies, as well as physical therapy training. In FY15, Nantucket Cottage Hospital distributed $35,300 in scholarships to 45 individuals.

Support of NARCAN Program and Island First Responders
In 2014, Nantucket Cottage Hospital entered into a memorandum of agreement with the Nantucket police and fire departments to implement a program for the use of Narcan and automated external defibrillators under the medical control supervision of NCH’s medical director. The hospital’s medical director assumed responsibility for all medical control aspects of the program, reviews all uses of AEDs and Narcan by first responders for quality assurance, and approved training programs for the use of Narcan.

In FY15, Nantucket Cottage Hospital purchased and dispensed 54 Narcan kits to NFD and NPD at a cost of $1,547.00. Nantucket Cottage Hospital also donated glucose tubes, EPI-PENS, Aspirin, and Pedi Albuterol, totaling $4,070.52, to NPD and NFD.

Community Participation and Staff Volunteerism
The hospital encourages its staff members to serve with other community organizations that advocate for children and families, the elderly, the impoverished, veterans, mental health patients, minorities and others in need, as well as any group or non-profit that benefit the island. Approximately 75 Nantucket Cottage Hospital staff participated on more than a dozen such groups in FY15 and volunteered an estimated total of 2,800 hours.

Urgent Care
Nantucket Cottage Hospital continues to optimize patient access to primary, specialist and tertiary care. In FY15, the hospital expanded its “Walk-In Care” service with extended hours and for a longer period of the high season on Nantucket. The Walk-In Care service provided treatment of non-life-threatening conditions with no appointment necessary, and gave patients a convenient and more affordable alternative to the Emergency Department. The hospital also continued to provide its “MD ACKcess” phone line to match patients with primary care physicians and specialists. In FY15, there were 2,017 patient visits to the Walk-In Care service, which was open seven days per week.

More information on all NCH Community Health programs and activities can be found in our annual report submitted to the Office of the Massachusetts Attorney General. The report can be accessed on the following link: http://nantuckethospital.org/about-us/about-nantucket-cottage-hospital/community-outreach/
Our Partners

Access Nantucket
Alliance for Substance Abuse Prevention
Community Network for Children
Council on Aging
Council for Human Services
Elder Services of the Cape and Islands
Family and Children’s Services of Nantucket
Massachusetts Department of Public Health
Partners HealthCare/Massachusetts General Hospital
Nantucket Behavioral Health Services
Nantucket Healthy Community Collaborative
Nantucket Interfaith Council
Nantucket Suicide Prevention Coalition
Palliative and Supportive Care of Nantucket Foundation
Rotary Club of Nantucket
Saltmarsh Senior Center
US Coast Guard
Town of Nantucket
Nantucket Public Schools
Nantucket Fire and Police Departments
Nantucket Health Department
Physicians, both on- and off-island
Multiple Cape Cod and Martha’s Vineyard social service agencies dealing with issues related to health care