

## FY 2016 NCH Community Health Implementation Plan Update

### 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**

- **Goal:** Address the issue of alcohol and substance use disorders in the Nantucket community, identify gaps in services for those in need, and support the efforts of the Nantucket Behavioral Health Task Force in these areas.

Strategy	FY16 Updates
Strengthen and support the ongoing work of the Nantucket Behavioral Task Force.	Recruited and hired of a psychiatric nurse practitioner who is now embedded in the island's primary care practices and community programs.
Create greater awareness of the opioid crisis on Nantucket as well as the resources available to community members.	Created a publicity and outreach campaign highlighting the services of the new psychiatric nurse practitioner that included speaking engagements and paid advertising. Participated in community forums regarding the opioid crisis
Continue to support Nantucket's NARCAN program in collaboration with first responders	Purchased and dispensed 90 Narcan kits to NFD and NPD at a cost of \$2,745.00. Also, donated glucose tubes, EPI-PENS, Aspirin, and Pedi Albuterol, totaling \$5,324.00, to NPD and NFD.

- **Affordable Housing**

- **Goal:** Play a proactive role in helping to address the island's affordable housing crisis, and use NCH's position as one of the largest private employers on the island to advocate for solutions.

Strategy	FY16 Updates
Maximize NCH's existing resources for housing for employees and support the work of the newly formed internal NCH Housing Task Force.	Facilitated housing opportunities for staff on the private market by advertising to landlords with rental units; created an internal database for employees to view housing opportunities available only to NCH staff members
Collaborate with island housing advocates and public/private agencies on potential solutions	Regularly attended the Nantucket Housing Stakeholders meetings, and facilitated the housing sector group of

	volunteers working to implement the Healthy Nantucket 2020 community health improvement plan objectives for housing.
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- **Mental Health Disorders**

- **Goal:** Continue to serve as acute safety net for island patients requiring psychiatric evaluation, stabilization, observation, and/or transfer off-island. Identify gaps in services and support the work of the Behavioral Health Task Force.

Strategy	FY16 Updates
Strengthen and support the ongoing work of the Nantucket Behavioral Health Task Force	Nantucket Cottage Hospital continued to attend 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.
Leverage affiliation with MGH Partners to increase available resources to Nantucket patients	No measurable progress was made in this strategy area.
Continue financial support of Nantucket mental health agencies and providing on-call clinicians for patients who present to NCH emergency dept. with behavioral health issues	Helped facilitate the opening of a new mental health provider in Gosnold on Nantucket; provided operational space to Fairwinds Nantucket's Counseling Center.

- **Cancer**

- **Goal:** Provide Cancer screenings and education to the Nantucket community while sustaining the growth in NCH's cancer care program to provide more on island services to cancer patients.

Strategy	FY16 Updates
Sustain and grow Mass General Hematology/Oncology program at NCH to allow island cancer patients to receive as much care as possible on Nantucket.	Recruited and hired a new oncology nurse practitioner to staff the oncology clinic full-time.

Support the island's cancer support services, including PASCON and the Marla Lamb Cancer Travel Fund.	Operational and meeting space was provided for these community groups
Expand and/or enhance opportunities for preventative screenings and education	Offered free annual mammography screenings for uninsured women aged 40 and up who are current residents of Nantucket

Other FY2016 Key Accomplishments

***Annual Health Fair***

Nantucket Cottage Hospital's Annual Health Fair is a comprehensive and distinctive community event that brings hundreds of people together for a morning dedicated to health and wellness. 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 or low cost, including dermatology, blood pressure, mammography, dental and vision, as well as flu shots. In October 2016, 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, the Providence Veterans Administration Hospital, and other medical specialty practices. Local businesses and organizations that played a key role in answering questions and providing information included: Palliative & Supportive Care of Nantucket (PASCON); Swim Across America; ACK Eye; Elder Services; Nantucket Acupuncture; Briarpatch Pediatrics; National Alliance on Mental Illness; Alliance for Substance Abuse Prevention; the Nantucket Behavioral Health Task Force; Island Chiropractic; the Nantucket Police Department; the Nantucket Fire Department; Dr. Paul Roberts, DDS; Visiting Nurses of Cape Cod; Minihan Nutrition; Nantucket Health Club; A Safe Place; and the Nantucket Yacht Club, which hosted the event. In FY16, 225 Nantucket residents attended the Health Fair.

***Behavioral Health Task Force***

Three years ago, Nantucket Cottage Hospital's chief nursing officer 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 FY16, 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. This included the recruitment and hiring of a psychiatric nurse practitioner who is now

embedded in the island's primary care practices, as well as numerous community education and outreach programs related to addiction and treatment.

### ***Health and Wellness Screenings***

As the organizer of Nantucket's annual Health Fair and the Be Well Children's Health Fair, as well as a participant in the island's Elder Expo, hospital nursing and administrative staff directly offered or facilitated blood pressure readings, as well as dermatology, mammography, vision and hearing screenings free of charge, in addition to running evaluations, low-cost flu shots, and provided. In FY16, over 200 people attended the Health Fair in which 37 dermatology screenings were completed, along with 62 low-cost flu shots. Nantucket Cottage Hospital also offers free annual mammography screenings for uninsured women aged 40 and up who are current residents of Nantucket.

### ***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; 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, 59 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 five 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 per diem 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, which included numerous field trips to NCH and hospital staff members giving lectures to students. The hospital also hosted one college student from UMass Boston for their clinical hours in its Sports Medicine and Physical Therapy department. Continuing medical education (CME) and in-service courses were also offered to NCH physicians and nurses.

### ***Public Education and Health Care Awareness***

In FY16, 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. 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.

### ***Public Flu Clinic***

In October 2016, Nantucket Cottage Hospital hosted a public flu clinic for island residents in conjunction with its annual Health Fair. 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 physician or pharmacist.

### ***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. Nantucket Cottage Hospital Certified Application Counselors (CACs) provide information about the full range of insurance programs offered by EOHHS and the Health Connector. Our 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 FY16, NCH CACs recorded 6,416 contacts that included 2,286 hours providing direct services to island residents.

### ***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 FY16, the department assisted 277 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 FY16, Nantucket Cottage Hospital distributed \$41,700 in scholarships to 47 individuals.

### ***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 benefits the island. During FY16, that participation included activity with the following groups among others: A Safe Place • Autism Speaks Nantucket • American Red Cross • Avon 39 The Walk to End Breast Cancer • School councils and committees (School Committee, School Building Steering Committee, etc.) • Emergency Preparedness Committee • Nantucket Behavioral Health Task Force • Nantucket Healthy Community Collaborative • Nantucket Safe Harbor for Animals • The Rotary Club of Nantucket • Nantucket Chamber of Commerce • Nantucket Girl Scouts • Town of Nantucket Finance Committee • Nantucket High School • Nantucket High School Drama Club • Nantucket High School Council • Holidays for Heroes • Nantucket Community Television • The Nantucket Star (Sports & Therapeutic Accessible Recreation) Program • Palliative & Supportive Care of Nantucket • Nantucket Anglers Club • Friends of Nantucket Public Schools • Adam's Camp • Nantucket Lighthouse School • The Friends of Our Island Home (nursing home) • St. Mary's Church • Nantucket Congregational Church • Nantucket Small Friends • Nantucket Lighthouse School • Unitarian Universalist Church • Nantucket Atheneum ESL program • Nantucket Historical Association • and Swim Across America Nantucket. Approximately 40 Nantucket Cottage Hospital staff participated on more than a dozen such groups in FY16 and volunteered an estimated total of 2,600 hours.

### ***Urgent Care***

Nantucket Cottage Hospital continues to optimize patient access to primary, specialist and tertiary care. In FY16, the hospital expanded its "Walk-In Care" service with extended hours 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 FY16, there were 2,994 patient visits to the Walk-In Care service, which was open seven days per week.

### ***Community Health Improvement Plan***

Starting in FY16, Nantucket Cottage Hospital began the process of developing the Nantucket Community Health Improvement Plan in collaboration with the island's health and human services agencies, non-profit organizations, the Town of Nantucket's Department of Health, as well as year-round and seasonal residents of the island. Community stakeholders came together during a series of public forums and meetings to identify Nantucket's most pressing health needs, prioritize the top issues for the island, and develop goals and strategies to make meaningful change in these areas. During this collaborative and participatory process, dozens of community groups, organizations, and individuals contributed valuable insight and perspectives.

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

Alliance for Substance Abuse Prevention  
Boston Medflight  
Community Network for Children  
Council on Aging  
Council for Human Services  
Elder Services of the Cape and Islands  
Fairwinds Counseling Center  
MA Department of Public Health  
Partners HealthCare/Massachusetts General Hospital  
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