



The MISSION of Holyoke Medical Center is to serve the health needs of the community in a high quality and efficient manner.



Holyoke Medical Center

A Member of Valley Health Systems

2014 – 2016 Implementation Strategy

for 2013 Community Health Needs Assessment

Introduction

This implementation strategy describes how Holyoke Medical Center plans to address significant community health needs in 2014 through 2016. These needs were identified in the 2013 Community Health Needs Assessment (CHNA) published and made widely available to the public on August 29, 2013.

The 2013 CHNA and this implementation strategy were undertaken to understand and address community health needs, and in accordance with proposed Internal Revenue Service (IRS) regulations pursuant to the Patient Protection and Affordable Care Act of 2010. Final guidance as to the content and format of these documents has not been issued by the IRS.

This implementation strategy outlines the significant community health needs described in the CHNA that Holyoke Medical Center plans to address in whole or in part. Holyoke Medical Center may amend this implementation strategy as circumstances warrant. For example, certain needs may become more pronounced and merit enhancements to the described strategic initiatives. Alternately, other organizations in the community may decide to address certain community health needs included here. This plan and its strategies may be refocused to account for such changes in the community landscape.

Holyoke Medical Center plays a critical role in providing healthcare services and community benefit throughout Holyoke, Chicopee, South Hadley, Granby, Easthampton, Southampton, West Springfield and Belchertown, serving an aggregate population of 180,000.

While the work described in the implementation strategy focuses on addressing significant health needs identified in the CHNA, other essential health programs also will continue. For more information on Holyoke Medical Center's additional programs and services, please visit www.holyokehealth.com.

About Holyoke Medical Center

The MISSION of Holyoke Medical Center is to serve the health needs of the community in a high quality and efficient manner.

What started as a 40-bed hospital in 1893 has grown to be a 198-bed facility with 1,200 employees. Each year Holyoke Medical Center admits more than 7,500 patients, while the Emergency Department currently experiences an annual volume of more than 45,000 visits.

Holyoke Medical Center is a member of Valley Health Systems, Inc. in Holyoke.

Holyoke Medical Center, in collaboration with the Coalition of Western Massachusetts Hospitals, conducted a community health needs assessment in the early part of 2013. The survey was conducted because the hospital wants to understand better community health needs and to develop an effective implementation strategy to address priority needs. Please click here to view the findings of the community health needs assessment.

<http://www.holyokehealth.com/uploadedFiles/Holyoke%20Medical%20Center%20CHNA%20%2022%2013%20Final.pdf>

2013 Community Health Needs Assessment Summary

Holyoke Medical Center is a member of the Coalition of Western Massachusetts Hospitals (Coalition) which also includes Baystate Medical Center, Mercy Medical Center, Baystate Franklin Medical Center, Baystate Mary Lane Hospital, Cooley Dickinson Hospital, and Wing Memorial Hospital. The Coalition hospitals collaborated in preparing their CHNAs.

Federal regulations require that tax-exempt hospitals provide and report community benefits to demonstrate that they merit exemption from taxation. As specified in the instructions to IRS Form 990, Schedule H, community benefits are programs or activities that provide treatment and/or promote health and healing as a response to identified community needs.

Community benefit activities or programs seek to achieve objectives, including:

- improving access to health services,
- enhancing public health,
- advancing increased general knowledge, and
- relief of a government burden to improve health.

The full 2013 Community Health Needs Assessment report conducted by Holyoke Medical Center is available at www.holyokehealth.com.

Definition of the Community Served

The HMC community, which contains 18 ZIP codes in 13 towns in Hampshire and Hampden counties, benchmarks favorably on a number of health indicators. However, health status and access problems are present. The community is aging and diversifying, driven by growth in elderly and in Asian, Black, and Hispanic (or Latino) populations. Holyoke has a comparatively large Hispanic (or Latino) population, while Chicopee, East Longmeadow, and South Hadley have higher percentages of residents aged 65+. Hampshire County is growing at a slightly faster rate than Hampden County.

Hampden County reports comparatively low graduation rates and comparatively high rates of disability, particularly among youth. These factors can contribute to poverty, health care access barriers, and poor health.

Additional observations of the 2013 CHNA:

Population (2012): 464,416

- High poverty rates

- Higher crime rates than the Commonwealth of Massachusetts
- Disparities for Black and Hispanic (or Latino) residents
- More likely to be living in poverty
- Higher stroke, heart disease, diabetes, and cancer mortality rates.

Significant Health Needs Identified

The 2013 CHNA identified a number of significant health needs in the community. Those needs are summarized below. A complete description of these health needs — including the community input taken into account, the data analyzed, and the prioritization methods used — can be found in the 2013 CHNA report available at <http://www.holyokehealth.com>.

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| Access to Care |
| • Lack of Affordable and Accessible Medical Care |
| • Need for Culturally Sensitive Care |
| • Need for Increased Integration and Coordination of Health and Human Services |
| Dental Health |
| • Lack of Access to Dental Care |
| Health Behaviors |
| • High Rates of Alcohol (Hampden County) and Drug Use |
| • High Rates of Unsafe Sex (Hampden County), Teen Pregnancy, and Chlamydia (Hampden County) |
| Maternal and Child Health |
| • Prevalent Infant Health Risk Factors (e.g., smoking during pregnancy, births to women age 40-54) |
| • Pediatric Disability (Hampden County) |
| Mental Health |
| • Lack of Access to Mental Health Services and Poor Mental Health Status |
| Morbidity and Mortality |
| • High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease) |
| • High Rates of Asthma |

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|---|
| <ul style="list-style-type: none"> • Racial and Ethnic Disparities in Disease Morbidity and Mortality (e.g., breast and prostate cancer, chronic liver disease, stroke) (Hampden County) |
| <p>Physical Environment</p> |
| <ul style="list-style-type: none"> • Poor Community Safety (e.g., homicide and other violent crimes) |
| <ul style="list-style-type: none"> • Poor Built Environment and Environmental Quality (e.g., air quality, presence of food deserts) |
| <p>Social and Economic Factors</p> |
| <ul style="list-style-type: none"> • Basic Needs Insecurity: Financial Hardship, Housing, and Food Access |
| <ul style="list-style-type: none"> • Low Educational Achievement |

Significant Health Needs the Hospital Will Address

Identified Need:

- **High Rates of Asthma**

Asthma Initiatives

Holyoke Medical Center (HMC) has identified that 689 children were seen in our Emergency Department in the last year for asthma related illnesses. According to our most recent Community Health Needs Assessment, 36% of the population in Holyoke is Latino, the majority of who are Puerto Rican. Compared to the White population, asthma prevalence is higher in children who are Puerto Rican. In general, this disadvantaged at-risk population experiences above average rates of Emergency Department visits. (Holyoke Medical Center Community Health Needs Assessment, May 2013).

According to the most recent estimates from the U.S. Census Bureau, 40.3% of Holyoke families with children under 18 years of age live below the Federal poverty level. For female-headed households with children under 5, this figure rises dramatically to 81.3%. Therefore, almost half of all Holyoke children live in poverty. Despite the higher rates of the disease, access to medical care for asthma is often lower among minority and disadvantaged populations.

There is a strong possibility that many days are missed from school by this population due to poorly controlled asthma. Missing school contributes to lower graduation rates and the ability for this population to break out of the cycle of poverty.

Holyoke Medical Center is proposing an intervention that will take place in our Emergency Department specifically with our pediatric asthma patients. During the initial encounter the patient/parent will be asked to answer the seven questions of the Childhood Asthma Control Test. The score will trigger interventions in the ED and referral to their primary care provider for disease specific follow up. This intervention model will trigger the pediatrician to institute an action plan for the child and parent that can be shared with community partners such as schools and afterschool programs. The Childhood Asthma Control Test is a widely used tool that helps the healthcare provider determine if the child's asthma symptoms are under control. The Asthma Control Test tool will help providers capture information such as days missed from school, ED visits for asthma exacerbations and identify triggers. The provider can then, with the parent, determine the best treatment. An educational program will be developed to target the parents of children with asthma that will include the importance of reducing triggers such as

cigarette smoke in the home. Educating parents and better controlling asthma will result in less ER visits and healthier lifestyles.

Documentation of the Asthma Control Test distribution and usage will be done through the ED electronic medical record system. The primary care physician/pediatrician will be notified of any of their patients who fail the Asthma Control Test.

The stakeholders are Emergency Department physicians and staff, WMPA Pediatrics, Holyoke Health Center Pediatrics, and Holyoke Pediatrics will determine when and by whom the Asthma Control Test is administered and how to share the results of the test.

Since our population is an elevated English as a Second Language (ESL) population, all forms will be available in different languages or an interpreter will be provided at the bedside with the triage RN. This is a barrier for many health concerns with Holyoke's population and a translator is always available in-house or via telephone. Education of staff could be managed by a flexible/off shift education schedule and adding the education to our Annual Competency Education (ACE) Day.

Pediatric asthma is impacted by the primary environment where the child spends most of their time. Addressing triggers with parents/caregivers may reveal the smoking status of individuals at the child's home. At the same time, smoking cessation counseling will be provided.

Anticipated Impact: Reduction of Emergency Department Asthma visits

Plan to Evaluate Impact: Utilization of the Childhood Asthma Control Test as described above and Emergency Department data.

Resources Hospital Plans to Commit: One FTE per day in ER and electronic medical record system

Collaborations: Holyoke Health Center, WMPA, Holyoke Pediatrics

Identified Needs:

- **High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease)**
- **Racial and Ethnic Disparities in Disease Morbidity and Mortality**
- **Basic Needs Insecurity: Financial Hardship, Housing, and Food Access**

Secondarily:

- **Need for Culturally Sensitive Care**

Let's Move! Holyoke 5-2-1-0

The National League of Cities (NLC) recognized the City of Holyoke for recent completion of key health and wellness goals for *Let's Move! Cities, Towns and Counties* (LMCTC). This recognition is a major component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative, dedicated to solving the childhood obesity epidemic within a generation.

The City of Holyoke was recognized for having an active interagency collaboration in early care and education programs, increasing participation in the School Breakfast Program and undertaking initiatives to increase physical activity, a collaboration that Holyoke Medical Center has now/recently joined.

A major component of *Let's Move! Holyoke 5-2-1-0* is the development of individualized Healthy Living Plans (HLPs) which survey the current diet and physical activity of children and adults. That information is then used as an aid to develop healthy living goals to improve overall health. The program focuses on encouraging participants to share the same four healthy habits of **"5 2 1 0"** everyday:

- 5** – fruits and veggies
- 2** – hours or less of recreational screen time*
- 1** – hour or more of physical activity
- 0** – sugary drinks, more water and low-fat milk

* Keep TV/computer out of bedroom. No screen time under the age of 2

Holyoke Medical Center is also partnering with Western Mass Physician Associates (WMPA), its sister organization that provides primary and pediatric physician care, and others on childhood obesity prevention providing educational outreach, supporting materials and training on healthy eating and physical activity for physicians working with children and their families.

As part of the 5-2-1-0 program, Holyoke Medical Center's Birthing Center will continue its work to increase breastfeeding rates of new mothers, a program that has been in effect for over 15 years.

HMC will also be encouraging patients, visitors, and employees and their families in living healthy, active lives by removing from the cafeteria, coffee shop and vending machines sugary soda and fruit drinks as well as processed foods, chips and cookies.

(As of the Spring of 2014, HMC will be hosting a Farmers' Market on site anchored by Nuestra Raices. See below for more information on this initiative.)

Anticipated Impact: Increased awareness of healthy lifestyle and eating habits

Plan to Evaluate:

1. Track short term implementation of program strategies at partner agencies.
2. A method to monitor long term changes in awareness and behaviors will be developed
3. A method to track longer term health outcomes such as sustained healthy behaviors and weight status will be develop

Resources Hospital Plans to Commit: Educational outreach, supporting materials and training on healthy eating and physical activity for physicians working with children and their families. New vending machines will be installed in the hospital.

Collaborations: Holyoke Mayor's Office, Holyoke Board of Health, Holyoke Mass in Motion Program (Healthy Holyoke), Holyoke Public School District, Greater Holyoke YMCA, Holyoke Health Center, the Head Start of Holyoke, Chicopee & Springfield, Holyoke Food & Fitness Policy Council, and the Holyoke/Chicopee WIC (Women, Infants and Children) Program.

As mentioned previously in this plan, beginning in the Spring of 2014, HMC will be partnering with Nuestras Raices to hold a weekly farmers' market on the HMC Campus during the Spring, Summer and early Fall months.

Holyoke Medical Center is located in a food desert in the City of Holyoke. As such HMC has decided to provide a farmers' market on site to address the lack of fresh food in the area. This market will not only be available to the employees and visitors of HMC, but also widely advertised in the surrounding neighborhoods. It is also on a bus line that connects to other food deserts and associated neighborhoods.

Nuestras Raices is a grassroots non-profit organization in Holyoke and will be the anchor farm for the HMC farmers' market program. Nuestras Raices, which means "Our Roots," represents the strong agricultural ties and history that the Puerto Rican community has in Holyoke.

Nuestras Raices has a network of 10 community gardens with over 100 member families, an environmental program that addresses issues affecting the Holyoke community, a Youth Program for inner city youth that gives them the opportunity to organize about food and environmental related topics, and a 30 acre inner city farm that focuses on food systems, economic development and agriculture.

Nuestras Raices was a founding member of the Holyoke Food and Fitness Policy Council which HMC is now partnering with on the 5-2-1-0 program.

The HMC Farmers' Market will be held weekly beginning with Nuestras Raices and expanding during the summer to include other farms and their produce. The HMC cafeteria will be contracting with some of the farms for fresh produce for its own kitchen. It will also be working with Nuestras Raices on menus and recipes more familiar to the Hispanic Community it serves.

Anticipated Impact: Increase consumption of fruits and vegetables

Plan to Evaluate Impact: Monitoring amount of fresh fruits and vegetables sold and people shopping at the farmers' market

Resources Hospital Plans to Commit: Free use of outdoor space and publicity; cafeteria purchasing of fresh produce from the farmers for its own kitchen

Collaborations: Nuestras Raices, Local Farmers

Identified Needs:

- **Need for Culturally Sensitive Care**
- **Low Educational Achievement - Children**
- **High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease)**

Holyoke Medical Center (HMC) has seen that often the biggest changes can happen when you start with children. With that in mind HMC has decided to address these needs. It is hoped that working with children will not only change their attitudes and habits as well as provide education to them, but their changes will move through the family and change family attitudes and habits as well. The hospital will work with elementary age children at existing after school programs throughout the City of Holyoke and support of the school system Basic Needs Committee.

- *Basic Needs Committee* – HMC will work with the schools, along with social service agencies to address the “Basic Needs” of the children in Holyoke with programs such as:
 - Fill the Backpack Initiative
 - Coats, gloves and scarves for children in the system
 - Walk the children to the bus (no child should be alone)
 - Toys for Tots drive

- *Homework House* – Homework House provides free after-school tutoring and mentoring for children in Holyoke who are at-risk for academic failure and dropping out of school. They help elementary students improve their literacy skills so they can become productive members of the community. They work towards rekindling the children’s interests in learning and self-improvement. Services are provided to school-age children without regard to race, religion, ethnicity, or gender.

HMC will be providing tutors to help with homework, emphasizing basic skills and academic assistance. They are committed to giving at least 2 hours one day a week, Monday to Thursday, every week during the school year.

- *Boys & Girls Club* – The Boys & Girls Club of Greater Holyoke offers a School-Aged Childcare Program year-round at their main center as well as operating satellite units in several Holyoke Housing Authority communities: The Toepfert Apartments, Lyman Terrace, Beaudoin Village, and the Churchill Homes. These units enable the Club to serve children where they are ... in their neighborhoods.

The Boys & Girls Club serves youth who are between the ages of 6 and 13 and are in at least the first grade. The program operates every afternoon after school, and all day on school closing and vacation days.

The Boys & Girls Club staff have expressed that their greatest need is for gym, exercise and dance programs for the children because they do not have physical activity at home. HMC has staff members who were exercise/dance teachers and are pleased to be able to offer their services to the Boys & Girls Club.

Anticipated Impact: Increased educational levels of the student

Plan to Evaluate Impact: Measurement will include accomplishments, staying in school, and improvement in grades

Resources Hospital Plans to Commit: Staff time

Collaborations: Holyoke Public Schools, Homework House, Boys & Girls Club

• **Low Educational Achievement – Teens and Young Adults**

- Career and Job Shadowing and Internships
 - Junior Achievement wants students to shadow at HMC. J.A has been given the policy and instructions for shadowing. The target date for implementing a program with them is March 2014.
 - Holyoke High School is also interested in a shadowing program and work on arranging this program has begun.
 - HMC is developing an internship program with Holyoke Community College

- Encouraging, specifically low income, students to pursue health careers
 - HMC is developing opportunities for our staff to speak with students about career choices. This is being done at Holyoke High School and Peck Junior High with an male RN and a Hispanic Unit Secretary who will also discuss her past role as a medical interpreter. As these programs are refined other schools will be added.

- HMC will host an annual career day at the hospital to take advantage of being able to tour different parts of the hospital for a more hands-on understanding of various healthcare careers.

- Expanded Training for Nursing Students
 - Holyoke Community College where two HMC advanced degree nurses teach one 2 hour class per year for the Associate RN Degree program on managing conflict, teamwork and moving forward as a new graduate
 - American International College where two HMC advanced degree nurses teach one 2 hour class per year for the BSN Degree program on managing conflict, teamwork and moving forward as a new graduate

Anticipated Impact: Encourage teens and young adults to consider careers in healthcare

Plan to Evaluate Impact: Work with guidance counselors to create tracking mechanism for students furthering their education in healthcare professions

Resources Hospital Plans to Commit: Staff time

Collaborations: Junior Achievement, Holyoke Public Schools and area colleges

- **High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease)**
- **Other Identified Needs – Aging issues**

There is a large senior population in Holyoke and the surrounding communities. To help this age group continue to have healthy lives, HMC is implementing a new program called Gaining Health Improvements (GHI).

- A pilot program was conducted at the Holyoke Senior Center for the month of October with once a week health education classes: Cancer prevention and maintenance, COPD and respiratory ailments and Diabetes. At the end of the month there was an evaluation of the impact and success. The evaluation was based upon number of attendees, feedback, and question and answer interaction. The staff of the Senior Center was very impressed with the programs and asked that they be continued. It was determined to continue this program on an on-going monthly basis.

HMC agreed and has now formalized and formulized it. Three programs will be offered each month. One will be on Heart/Cardiac related issues, one on Diabetes related issues and one will be a rotating topic from month to month. A more formal evaluation tool is being developed for better on-going assessment of popular programs.

As this program is fine-tuned the hope and anticipation is to be able to re-create it at Senior Living communities, skilled nursing facilities and other locations.

Anticipated Impact: Increased awareness of senior health issues

Plan to Evaluate Impact: Formal evaluation tool is being developed for better assessment of programs

Resources Hospital Plans to Commit: Staff time

Collaborations: Holyoke Senior Center, Senior Living Communities, Skilled Nursing Facilities

Along with these four new Community Benefit initiatives, Holyoke Medical Center will address the following needs with on-going programs that have proved to be successful over the years.

1. Access to Care

- **Lack of Affordable and Accessible Medical Care**
- **Need for Culturally Sensitive Care**
- The Massachusetts Society for the Prevention of Cruelty to Children will no longer be providing Early Intervention services. While Criterion Child Enrichment in South Hadley and the May Center in West Springfield will continue Early Intervention services, the absence of a home-town agency will have an impact on our at-risk pediatric community.
 - Holyoke Medical Center’s Speech and Hearing Department is establishing a consistent presence at Holyoke Health Center to provide speech-language screenings, consult with staff, and provide education and training, as needed, to assure that children at risk for speech-language-learning delays are referred to Early Intervention programs, Holyoke Public School programs, or to Holyoke Medical Center Speech and Hearing when medically necessary. The target group is 18 months to five years old
 - The Holyoke Health Center has also asked us to work with their staff on education and training regarding hearing screening methods for young children. They have also asked for our staff to participate in parent education programs to teach speech-language development milestones, and ways to create language-rich environments necessary for developing literacy skills.
- Holyoke Medical Center hosts and provides training class for area speech therapists, teachers, and classroom aides who work with children with speech generative devices, manufacturer training on computer updating for vocabulary, syntax, expanded use of devices.

Anticipated Impact: Better identification of children with hearing problems

Plan to Evaluate Impact: Track the number of children screened; number requiring referral to Early Intervention; to public school; to Holyoke Medical Center, and/or to other medical specialties.

Resources Hospital Plans to Commit: Staff time

Collaborations: Holyoke Health Center. Once we have a sense of how this plan works at the Health Center, we will consider approaching Holyoke Pediatrics, Chicopee Medical Center, Fairview Pediatrics and Western Mass Pediatrics regarding a similar community benefit service.

- Holyoke Medical Center’s Oncology Department has begun offering a Spanish language cancer support group. Other support groups are now being identified for providing a Spanish language option.

Anticipated Impact: Increased participation of Spanish-speaking patients

Plan to Evaluate Impact: Tracking attendance levels

Resources Hospital Plans to Commit: Meeting space and Spanish speaking staff

Collaborations: Holyoke Health Center

- Creating extended operational hours:
 - The Women’s Center is extending its hours and opening up slots for mammograms on Saturday mornings, and Wednesdays from 4:00 p.m. to 5:30 p.m.
 - Expand operating hours for Pulmonary Function Tests weekdays after 4:00 p.m. and Saturday mornings
 - Expand operating hours for Pulmonary Rehabilitation on weekdays after 4:00 p.m. and Saturday mornings

Anticipated Impact: Increased detection of Breast Cancer; more availability of appointments for Pulmonary Function Tests and Pulmonary Rehabilitation

Plan to Evaluate Impact: Amount of appointments

Resources Hospital Plans to Commit: Staff and indirect costs

Collaborations: No collaboration at this point

2. Mental Health

• Lack of Access to Mental Health Services and Poor Mental Health Status

For many years the Holyoke Medical Center’s Behavioral Health Staff have been responding to the Mental Health needs of Holyoke and the surrounding communities in many ways.

Three of the most comprehensive and successful programs have been the following:

- Uncompensated legal proceedings to commit patients to inpatient psychiatric treatment when they are assessed to be a danger to themselves or members of the community based on psychiatric symptoms (over 120 were processed in two years between January of 2010 and December of 2012, averaging 5 per month). These can include reviewing intake information and files, telephone calls with paralegals, drafting the commitment papers, petitions and/or motions, letters to court, court appearances by HMC staff, finalizing the petitions and filing, reviewing, signing, etc

- Provide free van transportation to members of the community who do not have their own transportation and are in need of Partial Hospitalization or Intensive Outpatient levels of care for mental health treatment. Transportation is provided to and from the program five days a week.
- Holyoke Medical Center staff performs liaison work with agencies in the mental health community in order to improve the provision of behavioral health/psychiatric services for community members.
- Holyoke Medical Center continues to subsidize both the inpatient and outpatient Behavioral Health Services.

Anticipated Impact: Increased identification of patients with mental and behavioral health conditions and increased access to mental health services

Plan to Evaluate Impact: Number of legal proceedings, van usage and meetings with community agencies

Resources Hospital Plans to Commit: Staff time and transportation costs

Collaborations: River Valley Counseling Center and other area mental health agencies

3. Morbidity and Mortality

- **High Rates of Diet and Exercise-Related Diseases and Mortality (e.g., obesity, diabetes, heart disease)**

Stroke Services – Holyoke Medical Center is known for its excellent Stroke program. The Stroke Collaborative Reaching for Excellence (SCORE), a voluntary statewide quality improvement collaborative administered by the Massachusetts Department of Public Health (DPH) that supports Primary Stroke Service hospitals, recently ranked Holyoke Medical Center #1 for stroke care out of 58 hospitals in the Commonwealth of Massachusetts, including large teaching facilities.

The HMC also received awards for being the highest performer on the National Institute of Health (NIH) Stroke Scale, and the American Stroke Association's "Get With the Guidelines" Gold, Gold Plus, and Target Stroke Honor Roll awards for consistently exceeding quality care benchmarks for stroke and administering the clot-busting drug t-PA within 60 minutes of hospital arrival.

However, the Holyoke Stroke program does not stay within the hospital walls. The staff of the Stroke Center takes great pride in the programs they offer out in the community such as attending health fairs and providing information to the public regarding prevention of stroke,

recognition of stroke symptoms, and/or treatment of stroke. At least once a quarter they present Community Education Classes and Lectures to the general public or specific professions, such as EMTs, addressing prevention of stroke, recognition of stroke symptoms, and/or treatment of stroke.

The Stroke Center also teams up with the Speech and Hearing Center to conduct two hour meetings every month for persons whose speech has been impacted by their stroke. These meetings consist of one hour of structured communication skills/language activity for the group, along with strategies for communicating at home with family and daily living community situations, and one hour of social activities to help stroke patients become more at ease in social situations by developing new skills to supplement those lost by their stroke.

These programs will continue to be supported by HMC.

Anticipated Impact: Better stroke outcomes

Plan to Evaluate Impact: Monitoring hospital admissions for stroke

Resources Hospital Plans to Commit: Staff time

Collaborations: MA Department of Public Health, American Stroke Association and appropriate area organizations

Diabetes Classes - HMC has been offering Diabetes Education classes for many years and will continue to do so. As noted earlier in this Plan these classes are also being expanded as part of the Gaining Health Improvements program.

Anticipated Impact: Better disease management for Diabetic patients

Plan to Evaluate Impact: Lower rates of Diabetes-related conditions

Resources Hospital Plans to Commit: Staff time

Collaborations: Holyoke Senior Center, Senior Living Communities and Skilled Nursing Facilities

4. **Other Identified Needs:**

- **Aging Issues**

Holyoke Medical Center provides hearing services to Loomis Communities and other Senior Living Communities including:

- Various events throughout year to support families and patients using speech generating computer devices, as well as providing training for professionals working with patients/devices
- One hour presentations with question and answer sessions regarding common causes of hearing loss, hearing aid benefits and limitations, coping and communication strategies.
- Annual health fairs; table to educate on hearing loss, hearing aids, medical conditions, wax, speech and swallowing issues in the elderly
- Provides hearing screenings and education to residents
- Provides hearing aid services such as cleaning and repairs

Anticipated Impact: Increased acceptance and awareness of hearing issues in the senior population

Plan to Evaluate Impact: Surveying the Senior Living staff on hearing aid acceptance and usage by residence

Resources Hospital Plans to Commit: Staff time

Collaborations: Loomis Communities and other Senior Living Communities

Needs Not Being Addressed

| Health Care Need Category | Identified Unmet Health Care Needs of the Residents of the HMC Service Area | Reason Need Not Being Addressed |
|---------------------------|---|--|
| Dental Health | Lack of Access to Dental Care | This service is being provided by the Holyoke Health Center |
| Health Behaviors | High Rates of Alcohol, Tobacco, and Drug Use High Rates of Unsafe Sex, Teen Pregnancy, and Chlamydia | These needs are being met via HMC's sister organization River Valley Counseling Center |
| Maternal & Child Health | Prevalent Infant Health Risk Factors (e.g., smoking during pregnancy, lack of prenatal care) | Have not discovered an avenue at this time to capture pre-natal patients |
| | Pediatric Disability | Do not have Pediatric services in-house |
| Physical Environment | Poor Community Safety (e.g., homicide and other violent crimes) Poor Built Environment and Environmental Quality (e.g., air quality, presence of food deserts) | Holyoke Safe Neighborhoods Initiative already addresses a number of these issues. |
| Social & Economic Factors | Basic Needs Insecurity: Financial Hardship, Housing and Food Access | The South Holyoke Safe Neighborhood Initiative already addresses a number of these issues. |

Implementation Strategy Adoption

This implementation strategy was adopted by the Holyoke Medical Center Board of Trustees on January 30, 2014.