



# Holyoke Medical Center

2023 - 2026 Community Benefit  
Strategic Implementation Plan

## Introduction

Holyoke Medical Center's (HMC) Community Health Needs Assessment was completed in 2022. The results were reviewed and approved by Holyoke Medical Center's leadership, Community Benefits Advisory Committee, and Patient and Family Advisory Committee. These groups also helped to define Holyoke Medical Center's 2023 Community Benefit Strategic Implementation Plan (SIP).

Holyoke Medical Center's Community Benefit Strategic Implementation Plan (SIP) was developed in response to the Community Health Needs Assessment (CHNA) findings, and completed in January of 2023. The SIP is the organization's multi-year guide of goals and strategies to address significant health needs identified in the CHNA, while also aligning with the Department of Public Health and Executive Office of Health & Human Services health priorities. The goal is to improve the health status of our community, particularly of those most at risk. HMC also looks to continue partnerships with a broad range of community non-profit organizations to support their efforts that align with CHNA needs identified, and unite us in achieving a common goal.

In addition, HMC reports all pertinent community benefit activities as required by the Massachusetts Office of the Attorney General.

**Holyoke Medical Center Mission Statement:** Our Mission at Holyoke Medical Center is to improve the health of all people in our community. We do that with honesty, respect and dignity for our patients, visitors and staff.

**Holyoke Medical Center Community Benefit Mission Statement:** Holyoke Medical Center will collaborate with community partners to assess and improve the health needs of our residents. We will do this by providing resources, education, and services to address the needs of our most vulnerable community members.

## About Holyoke Medical Center:

Holyoke Medical Center (HMC) is a 219-bed independent community hospital with over 1,300 employees serving individuals and families throughout the cities and towns of the Pioneer Valley. The medical staff includes more than 375 physicians and consulting staff. Holyoke Medical Center is a nationally-accredited hospital and is the first and only hospital in Western Massachusetts to obtain the prestigious accomplishment of becoming certified in the ISO 9001:2015 Quality Management System. HMC received the Top Hospital Award in 2020, 2016, and 2014 from the Leapfrog Group for excellence in quality of care and patient safety. This full-service hospital provides a complete line of inpatient and outpatient medical and surgical services, including an award-winning Stroke Service annually recognized nationally and in Massachusetts, receiving the 2022 Get With The Guidelines-Stroke Gold Plus with Target: Stroke Honor Roll Elite Plus and Target Type 2 Diabetes Honor Roll Award from the American Heart Association. Holyoke Medical Center is a member of Valley Health Systems in Holyoke which also includes the affiliates Holyoke Medical Group, Holyoke Visiting Nurse Association & Hospice Life Care, and River Valley Counseling Center. To learn more, visit [www.holyokehealth.com](http://www.holyokehealth.com).

# Community Health Needs 2022

Holyoke Medical Center (HMC) conducted their 2022 Community Health Needs Assessment (CHNA) over the last year. HMC worked with other area hospitals to coordinate questions asked in order to better understand the health needs from a regional perspective. In-person meetings were held with over 130 area residents and community stakeholders, four Boards of Health, as well as local and state representatives. Nearly 500 community members completed an extensive online survey, which was available in both English and Spanish. The results are below and will be used to create the hospital's 2023-2026 Strategic Implementation Plan.

## Mental Health All Ages:

- ✓ Long waiting lists and lack of providers
- ✓ Social isolation
- ✓ Anxiety
- ✓ Depression
- ✓ Suicide
- ✓ Social emotional support
- ✓ Gambling and gaming
- ✓ Gastroenterology issues caused by anxiety
- ✓ Levels of trauma during COVID-19
- ✓ Stigma
- ✓ How to access the right provider

## Housing/Homelessness:

- ✓ Hoarding as a mental health issue
- ✓ Homelessness
- ✓ Code issues from a chronic illness perspective

## Mental Health and Children:

- ✓ Anger
- ✓ Anxiety
- ✓ Depression
- ✓ Excessive gaming
- ✓ Tantrums showing anger more frequently
- ✓ Trauma
- ✓ Social isolation
- ✓ Education for parents around mental health, education for schools around mental health
- ✓ Emotional resources beyond the school day

## Chronic Illness:

- ✓ Diabetes
- ✓ Heart
- ✓ Asthma
- ✓ Weight issues especially in children since the pandemic

## Substance Use Disorder:

- ✓ Drug use and other substances heightened during the pandemic
- ✓ Overdose
- ✓ Fentanyl misuse
- ✓ Increased alcohol use
- ✓ Stigma

## Food Security:

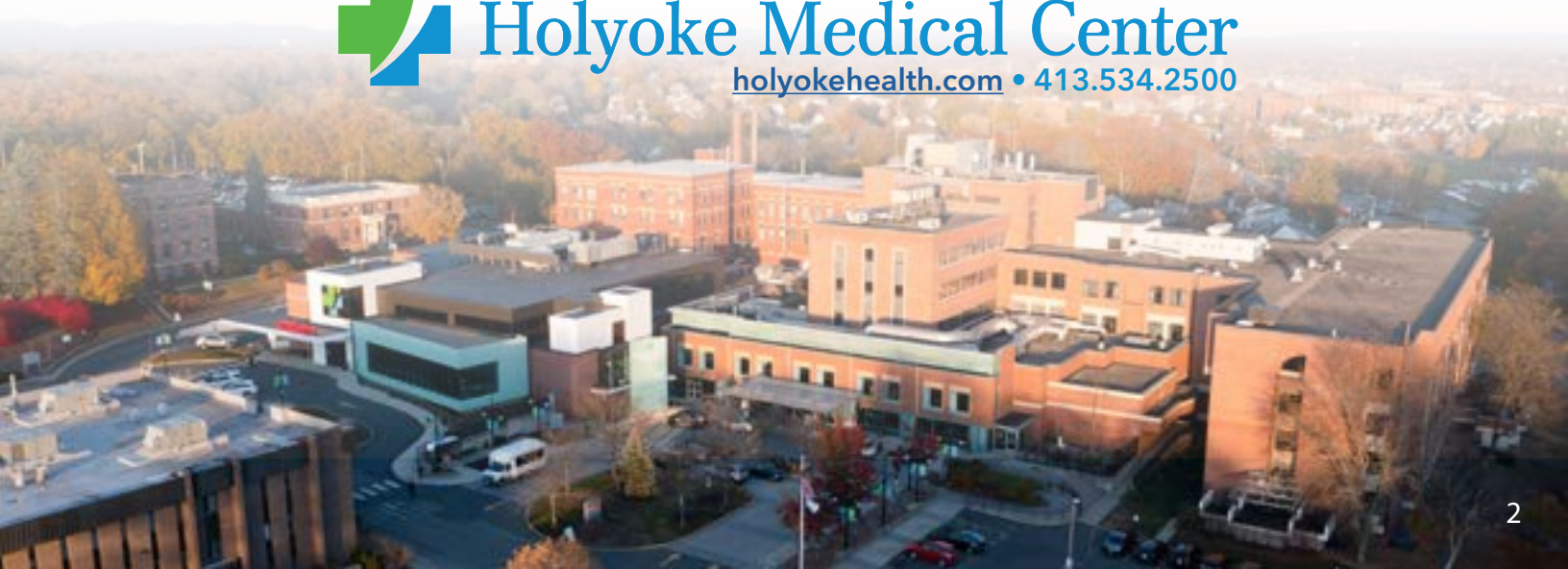
- ✓ Most communities have residents in need of food
- ✓ HIP/SNAP benefits underutilized
- ✓ Food shortages during COVID-19
- ✓ Poor diet
- ✓ Access to nutritious food

## Vulnerable populations to concentrate on in the next 3 years:

- ✓ Youth
- ✓ Seniors

The complete CHNA findings are available at [HolyokeHealth.com/chna](https://www.holyokehealth.com/chna).

For questions or comments, please contact HMC Community Benefits Director, Lisa Schechterle, at [Schechterle Wray Lisa@holyokehealth.com](mailto:Lisa@holyokehealth.com).



# Holyoke Medical Center 2022 Community Health Needs Assessment Process

Holyoke Medical Center (HMC) conducted their 2022 Community Health Needs Assessment (CHNA) from 2021 – 2022. HMC worked with other area hospitals to coordinate questions asked in order to better understand the health needs from a regional perspective. In-person meetings were conducted with over 130 area residents and community leaders and stakeholders, four local Boards of Health, as well as city and state representatives. Nearly 500 community members completed an extensive online survey, which was available in both English and Spanish. The results of the assessment informed the hospital's 2023-2026 Strategic Implementation Plan. The complete CHNA findings are available at [HolyokeHealth.com/chna](https://HolyokeHealth.com/chna).

## Top Concerns Identified:

- Mental Health: All Ages
- Mental Health & Youth
- Substance Use Disorder
- Housing/Homelessness
- Chronic Illness
- Food Security

## Vulnerable populations to concentrate on in the next 3 years:

- Youth
- Seniors

## Other Vulnerable Populations Noted:

- Low income residents who lack access to healthcare
- Residents that lack transportation
- People who struggle with drug addiction/ overdose challenges
- Older adults especially with language barriers
- Residents with chronic mental illness
- Children in our target area
- Individuals experiencing homelessness
- Veterans
- LGBTQ+
- Spanish speaking families
- People who are overweight or obese
- Youth at risk

## Four Focus Issues:

In addition to needs identified by the Community Health Needs Assessment, the following were identified by the Executive Office of Health and Human Services and the Department of Public Health as significant statewide issues. The Attorney General Guidelines encourage hospitals to consider these four issues, along with local needs identified, when creating their Strategic Implementation Plan.

1. Chronic Disease with a Focus on Cancer, Heart Disease and Diabetes
2. Housing Stability / Homelessness
3. Mental Illness and Mental Health
4. Substance Use Disorders

The Department of Public Health has also adopted six health priorities and the Attorney General's Office also encourages hospitals to consider these six priorities when planning community benefits initiatives:

1. Built Environment
2. Social Environment
3. Housing
4. Violence
5. Education
6. Employment

# Mental Health: All Ages

When interviewing residents and stakeholders for the Community Health Needs Assessment, mental health ranked as the top health concern. There were a number of concerns that were raised in the interviews that fall under mental health. For adults, concerns centered around long waiting lists and a lack of providers, social isolation, anxiety, depression, suicide, social emotional support, levels of trauma especially during Covid-19, gambling and gaming, stigma, and how to access the right provider.

In addition, Holyoke Medical Center recognizes that poverty is both a cause and a consequence of poor mental health. The cost of doctors' fees, prescriptions, and transportation to reach a mental health provider can be devastating for families living in poverty. These issues and financial stressors can then take a toll on mental health. Untreated mental illness can lead to struggles at home and work, and to substance abuse. According to [SAMSHA](#), [approximately 30% of homeless people have a mental illness](#), and about 50% have co-occurring substance use problems, either of which can make it more difficult to find stable housing.

Goal	Strategies	Measure / Impact	Internal / External Partnerships
<b>Connect HMC service area including individuals experiencing homelessness and underserved populations, to mental health services</b>	Offer free depression and anxiety screenings, education and SBIRT (Short Brief Intervention and Referral Treatment) screening at community events	Number of health education outreach events in the community	HMC Community Navigation, River Valley Counseling Center, Enlace de Familias, Alianza, Salvation Army and other community based organizations
	Provide care and response to serve individuals, students, and families identified as having an acute and elevated risk, and connect them to services	Connecting at—risk individuals to necessary services	Holyoke Hub Community Mobilization Initiative including Holyoke Police Dept.'s Care team, Holyoke Public Schools, Hampden County Sheriff's Office, HMC Community Navigation, and over 40 other local agencies
	Partner with area facilities for extended care	Extended care to those in need of services	Vibra, The Odyssey House, Center for Human Development
<b>Increase access to care</b>	Reduce transportation barriers and enhance awareness of available services provided by HMC	Ridership	HMC shuttle provided through Valet Park of America, Uber, Lyft
	Financial counseling services for those in need of insurance	Anyone needing financial assistance will be provided the opportunity	HMC's financial counseling department, Serving the Health Insurance Needs of Everyone (SHINE), and community based organizations

## Strategic Implementation Plan Priorities

Goal	Strategies	Measure / Impact	Internal / External Partnerships
<b>Increase access to care (continued)</b>	Increase awareness of 413cares.org as well as new state and federal hotline numbers to HMC and HMG staff	Ability to connect patients with an urgent need to services	<a href="http://413cares.org">413cares.org</a> , MA Roadmap to Behavioral Health Reform - 988 hotline number, new MA network of community health centers including the Center for Human Development office, Gateway in Chicopee, Behavioral Health Network's BHN WellBeing clinics in Springfield and Westfield Gateway and BHN WellBeing clinics all have the same 24-hour phone number, 413-301-9355
<b>Provide support around gambling and gaming addiction</b>	Connect to RVCC clinicians certified in excessive gaming and provide community education	Referrals to those in need of services	HMC Community Navigation, River Valley Counseling Center
<b>Increase social connections for seniors</b>	Support of educational presentations and activities such as knitting and fitness classes at senior centers	Participation in program	Holyoke, Chicopee, South Hadley, Westfield, and West Springfield Senior Centers
<b>Promote understanding and application of the Adverse Childhood Experience (ACE) principals</b>	ACE Training to some HMC staff as well as Holyoke Police and Fire departments, ambulance services, and librarians	Number of staff trained internally and externally	River Valley Counseling Center, Holyoke Police Department, Cataldo Ambulance, Holyoke Fire Department, area libraries, area health departments
<b>Reduce stigma</b>	Work with community based organizations to provide support, and cosponsor events that center around reducing stigma	Number of events	Afiya peer run respite and other community based organizations
<b>Provide behavioral health treatment</b>	Provide support and develop programming to deal with anxiety, depression, PTSD, and other behavioral health issues	Participation in program	The Center for Behavioral Health at Holyoke Medical Center providing both inpatient and outpatient care, River Valley Counseling Center, HMC Community Navigation

# Mental Health: Children & Adolescents

Poor mental health in young people can be triggered by many factors, including poor physical health, a lack of family or social support, societal pressures, or a traumatic event. The results from the 2022 CHNA found the top mental health concerns seen in children by respondents included an increase in anxiety, anger, depression, excessive gaming, tantrums shown more frequently, trauma, and social isolation. In addition, respondents felt there needed to be more education and support for parents and schools around mental health, and emotional resources beyond the school day.

Along with Holyoke Medical Center, River Valley Counseling Center (RVCC) is an affiliate of Valley Health Systems. As of October of 2022, RVCC was providing school-based services to 1410 students in Hampden and Hampshire Counties. The top 4 categories of diagnoses being treated in school-based programs were:

- 35% Trauma & Stressor Related Disorders (includes PTSD, Adjustment Disorders, Other Specified Trauma, such as Complex Trauma, and Acute Stress Disorder)
- 20% Attention Deficit Hyperactivity Disorder. Of the clients with a primary diagnosis of ADHD, 34% have a secondary diagnosis in the category of Trauma (13%), Anxiety (13%), or Depression (8%).
- 19% Anxiety Disorders (includes Generalized Anxiety, Social Anxiety, Separation Anxiety)
- 15% Depressive Disorders (includes Major Depressive Disorder, Persistent Depressive Disorder, Unspecified Depressive Disorder)

Goal	Strategies	Measure / Impact	Internal / External Partnerships
<b>Increase access to care</b>	Support school based services provided through sister Valley Health Systems organization, River Valley Counseling Center including therapy, teen clinics, Adolescent Community Reinforcement Approach (A-CRA), Wellness Interventions Support and Education (W.I.S.E) Children’s Behavioral Health Initiative (CBHI) including in-home therapy, in-home behavioral services, and therapeutic mentoring services	Number of students accessing service	River Valley Counseling Center, Holyoke Public Schools, Holyoke Police Department, Cataldo Ambulance, Holyoke Fire Department, Holyoke Public Library, YMCA, Holyoke Boys & Girls Club
	Work with regional organizations on common goals in this area	Regional impact	Pioneer Valley Planning Commission (PVPC) Hampden County Health Improvement Plan (HCHIP), other area hospitals
	Social services available in the ED	Number of referrals to care	River Valley Counseling Center
<b>Promote understanding and application of the Adverse Childhood Experience (ACE) principals</b>	ACE training to some HMC staff as well as Holyoke Police and Fire departments, ambulance services, and librarians	Number of staff trained internally and externally	River Valley Counseling Center, Holyoke Police Department, Cataldo Ambulance, Holyoke Fire Department, Holyoke Public Library, area Boards of Health

# Substance Use Disorder

Substance Use Disorder (SUD) is a complex condition that affects a person’s brain and behavior, and sometimes leads to harmful consequences. Repeated substance use can cause changes in how the brain functions. Substance Use Disorder was the second most important health topic that the community felt should be focused on. Issues that were identified under SUD were drug use heightened during the pandemic, overdose, fentanyl misuse, increased alcohol use, and stigma. The Addiction Consult Services (ACS) program in the Comprehensive Care Center (CCC) at Holyoke Medical Center treats patients with dignity and respect whether they are struggling with addiction or in recovery. The ACS team focuses on harm reduction for those that are addicted. [According to the Massachusetts Department of Public Health](#), for the first nine months of 2022, there were 1,696 opioid-related overdose deaths in Massachusetts, and the presence of fentanyl continues to be a contributing factor in these deaths. In 2022, the Addiction Consult Services at HMC treated over 1200 patients, with 75% of those patients being seen through the Emergency Department (ED), and 9% due to overdose. That same year, nearly 300 doses of Take Home Naloxone were dispensed to overdose patients in the ED. Tactics such as dispensing Naloxone, along with safer injection syringes and strips that test for fentanyl in drugs, help to provide support for any associated negative consequences to using, which helps the ACS build trust in the community.

Goal	Strategies	Measure / Impact	Internal / External Partnerships
<b>Strengthen overdose prevention strategies within HMC</b>	Distribution of Take Home Naloxone in ED	# of Take Home Naloxone distributed through ED	Holyoke Medical Center Addiction Consult Services / Continuum of Care and Pharmacy, Recovery Coaches
	Overdose prevention training with Tapestry	Training participation	Tapestry Health
	Preventative education	Number of engagements	Area colleges, high schools and youth organizations, community based organizations, area law enforcement
<b>Reduce stigma</b>	Educational video at HMC nurse orientation to reduce stigma	100% of nurses will receive orientation	HMC's Center for Education department, and Addiction Consult Services / Continuum of Care
	Support for families dealing with addiction and recovery; increase visuals in ED for family members	Referrals for support	Wildflower Alliance, The Consortium, Hope for Holyoke, Learn to Cope, HMC volunteer chaplains and marketing department
	Education in community	Number of engagements	Area colleges, high schools, youth organizations, and community based organizations such as Enlace de Familias’ Rainbow and Nueva Esperanza’s Camino program
<b>Increase recovery coach support and presence in HMC ED and community</b>	Recovery coaches in ED; extend grant funding and add a daytime ED Coach	Number of patients who engage with recovery coach	Holyoke Police Department - grant funding for recovery coaches, Gandara Center’s Hope for Holyoke, Tapestry Health, HMC volunteer chaplains



## Strategic Implementation Plan Priorities

Goal	Strategies	Measure / Impact	Internal / External Partnerships
<b>Increase recovery coach support and presence in HMC ED and community (continued)</b>	Support Groups	Number of participants	The Center for Behavioral Health at Holyoke Medical Center providing both inpatient and outpatient care, HMC Community Navigation, Alcoholics Anonymous, Narcotics Anonymous
<b>Harm reduction - provide support for any associated negative consequences to use</b>	Naloxone distribution, fentanyl test strips, safe injection syringes		Department of Public Health, HMC Addiction Consult Services/ Continuum of Care, Tapestry Health
	Wound care - grant funding for materials	Community patients cared for that might not otherwise receive treatment	Tapestry Health mobile unit

## Strategic Implementation Plan Priorities

# Chronic Disease

Chronic disease is another area of importance that makes an impact on people's well-being in HMC's target area. Diabetes, heart disease, cancer, and obesity were all areas of concern identified through the 2022 CHNA. These same issues were also identified by the Executive Office of Health and Human Services and the Department of Public Health as significant statewide issues. According to the Center for Disease Control's Behavior Risk Factors Surveillance System 2020, the following percentage of adults experience these chronic diseases in our area:

- Coronary Heart Disease: 6.9% of adults in Hampden County; 5.4% of adults in Hampshire County
- Cancer: 6.9% of adults in Hampden County; 6.6% of adults in Hampshire County
- Obesity: 30% of adults HMC's service area; 30% of adults in Hampden County; 23% of adults in Hampshire County
- Diabetes: 11% of adults in HMC's service area; 11% of adults in Hampden County; 8% of adults in Hampshire County

Some environmental factors and genetics may increase a resident's likelihood of developing diabetes. It can often go undiagnosed and may lead to serious complications such as amputations and blindness. Preventative healthcare checkups become important in diagnosis and prevention.

Obesity is a complex disease and is associated with several common causes of death, including diabetes, heart disease, stroke and some types of cancer. Some behavioral influences can help combat obesity such as dietary patterns, physical activity, and medication use.

To better understand these conditions and their associated health risks, HMC has made diabetes, obesity, and metabolism one of its top priorities and is seeking grant funding to support a Metabolic Health Clinic.

Disease to be Addressed	Strategies	Measure / Impact	Internal / External Partnerships
<b>Diabetes</b>	Proposed Metabolic Health Clinic	Reduce patient Hba1c	Blue Cross Blue Shield
	Community outreach including culturally relevant food preparation and sampling, and diabetes education	Number of engagements within the community	Holyoke Public Library, Holyoke Senior Center, Chicopee Senior Center, HMC Community Navigation, HMC Community Benefit Dinners, Western Area Massachusetts Dietetic Association (WAMDA), Holyoke Housing Authority, and other community based organizations
<b>Obesity</b>	Proposed Metabolic Health Clinic	Increase total body weight loss	Blue Cross Blue Shield
	Increase access to healthy food and exercise, use of farmers' market, and educate the importance of a diet with more fruits and vegetables	Number of consults with farmers market coach, and visits to market	Let's Move Hampden County 5210, Holyoke Health Center, Holyoke Farmers' Market through the Greater Holyoke Chamber, WAMDA, Holyoke YMCA, area senior centers, HMC Community Navigation Nutritionist, and other community based organizations

## Strategic Implementation Plan Priorities

Disease to be Addressed	Strategies	Measure / Impact	Internal / External Partnerships
<b>Obesity (continued)</b>	Education on nutrition as well as surgical and non-surgical weight loss programs	Improve medical conditions such as diabetes, asthma, sleep apnea, high cholesterol, heart conditions, joint problems, incontinence and reflux	Holyoke Medical Group (HMG) primary care providers and specialists, HMC Weight Management Program
	Community outreach including culturally relevant food preparation and sampling	Number of engagements within the community	Area senior centers, YMCA, Enlace de Familias, Holyoke Housing Authority, OneHolyoke CDC, and other community based organizations
<b>Heart Disease</b>	Provide education and screenings around prevention of heart disease and other related causes	Number of engagements within the community and educational opportunities	Community based organizations, HMC Cardiology, and Community Navigation
<b>Cancer</b>	Provide education and screening around prevention and related health issues that can cause cancer; early screening includes breast, colon, lung, and prostate	Number of educational engagements within the community	Community based organizations, HMC Oncology, and Community Navigation
	Support groups for cancer and smoking cessation	Group participation	HMC Oncology and Community Navigation

# Social Determinants of Health

Holyoke Medical Center understands that community wellness includes understanding and adopting programming to support challenges related to social determinants of health such as: employment and work conditions; education and literacy; childhood experiences; social support and coping skills; access to health services; gender, biology and genetics; healthy behaviors; social environment; physical environment; income and social status.

There are some health problems that can contribute to homelessness, such as major mental illness, disabling conditions that cause a person to become unemployed, or any major illness that results in massive health care expenses. Homelessness can increase the risk of developing health problems and can also turn a relatively minor health problem into a serious illness. Homelessness also complicates the treatment of many illnesses.

Low income and financial challenges were identified by 53.4% of CHNA respondents as an important issue to address. Affordable housing was also a concern identified by 46.9% of the respondents surveyed.

Some of the CHNA findings and additional recent data around Social Determinants of Health (SDOH) include:

- Hampden County ranked the lowest in the state of MA at 14 out of 14 counties for Health Outcomes, representing how healthy a county’s residents’ physical and mental well-being is, and 14 for Health Factors, which represent indicators such as physical environment factors, and social and economic factors, that if modified could improve residents’ quality of life; Hampshire County ranked 5th for Health Outcomes out of 14 counties, and 3rd for Health Factors in the [2022 MA county health rankings](#)
- 11% of homes in HMC’s primary service area do not have a vehicle; 21% of homes in Holyoke do not have a vehicle
- 22% of households in HMC’s service area receive benefits from the Supplemental Nutrition Assistance Program (SNAP)
- 33% of CHNA respondents that use SNAP are not familiar with HIP (MA Healthy Incentives Program)
- 16.9% of CHNA respondents said in the last 12 months it was sometimes true that the food they bought didn’t last and they did not have money to buy more; 6.3% said it was often true
- 5,575 people in HMC’s service area do not have health insurance coverage
- 26% of the population in Holyoke lives in poverty compared to 14% of HMC’s primary service area and 10% of the state of Massachusetts
- 7.2% of the Holyoke population and 5.4% of the state of Massachusetts is unemployed
- 13% of CHNA respondents said they are worried about losing their housing
- [In a 2019 point in time count](#), there were 2,443 individuals experiencing homelessness in Hampden County; 2070 were families with children and 373 were individuals
- 17.9% of adults in Hampden County smoke cigarettes while 14.2% of Hampshire County, and 12.2% of MA residents smoke cigarettes
- 14% of HMC’s primary service area and 22% of Holyoke’s population have not graduated from high school

Socioeconomic Needs Identified	Goal	Strategy	Internal / External Partnership
Employment	Provide youth with opportunity to gain work experience and training while creating a pathway to employment	Co-Ops, Internships	HMC nursing and other participating departments to provide job experience, MassHire Holyoke, area public schools and colleges

## Strategic Implementation Plan Priorities

Socioeconomic Needs Identified	Goal	Strategy	Internal / External Partnership
<b>Employment (continued)</b>	Help youth earn money and prepare youth for future meaningful, unsubsidized employment	Co-Ops, Internships	HMC nursing and other participating departments to provide job experience, MassHire Holyoke, area public schools and colleges
<b>Education</b>	Providing youth with education around career exploration and encourage future in healthcare	HMC staff speaking engagements, job shadowing	Area public schools and community colleges
	Provide safe walking routes to school for children; reduce absenteeism	Safe Routes to School / Walking School Bus	HMC Community Navigation, Mass in Motion Holyoke
	Expand knowledge of career opportunities for all	Career sharing at Holyoke Safe Neighborhood Initiative (HSNI) basketball games - members of HMC staff share their educational path and career with at-risk youth	VHS employees, Holyoke Safe Neighborhood Initiative, US Department of Justice
	Provide children with the necessary tools to succeed in school	Support HSNI to provide backpacks with school supplies to children in need at local schools	Holyoke Safe Neighborhood Initiative
<b>Food Security</b>	Increase access to healthy food, use of farmers' markets, education of SNAP/HIP benefits, promote a diet with more fruits and vegetables and use of community gardens	Bi-weekly community dinners held in partnership with non-profit organizations	Let's Move Hampden County 5210, Hampden County CHIP / PVPC, Lorraine's Soup Kitchen & Pantry, Holyoke Boys & Girls Club, The Salvation Army, OneHolyoke CDC, Holyoke Housing Authority, Enlace de Familias, Providence Ministries for the Needy, Holyoke Council on Aging, Head Start Holyoke/ Chicopee, Mass in Motion Holyoke, Holyoke Public Schools, Valley Opportunity Council, CISA, HMC Community Navigation, Tapestry Health /Women Infant & Children (WIC), Western MA Dietician Association, HMG Primary Care, Community Involved in Sustaining Agriculture (CISA)
		Screenings for food security and direct referrals	Thrive survey, HMG and extending to HMC

## Strategic Implementation Plan Priorities

Socioeconomic Needs Identified	Goal	Strategy	Internal / External Partnership
<b>Food Security (continued)</b>	Increase access to healthy food, use of farmers markets, use of SNAP/HIP benefits, promote a diet to include more fruits and vegetables	Participation in and support for Holyoke farmers' market	Holyoke Health Center, Greater Holyoke Chamber, Mass in Motion Holyoke, CISA, HMC Community Navigation
<b>Housing / Homelessness</b>	Support local non-profit organizations in their efforts to care for individuals at risk of, or experiencing homelessness	Purchase necessities for pop up warming shelter in Holyoke	Holyoke Public Schools McKinney Vento, Chicopee Public Schools McKinney Vento, Holyoke Housing Authority, City of Holyoke, Providence Ministries for the Needy, Mass in Motion Holyoke, Tapestry Health, OneHolyoke CDC, Massachusetts Association of Community Development Corporations (MACDC) Housing Quality and Health Task Force
	Support local families in need for the holidays	Adopt a Family during holidays to provide gifts to families in need, some of which are experiencing homelessness or are housing insecure. Gifts provided by HMC employees and include toys, books, winter accessories for each child, and a gift card for the family to purchase groceries	VHS employees, Holyoke Boys & Girls Club, Community Navigation
	Outreach to individuals experiencing homelessness and suffering with alcohol or substance use disorders, with general health needs, wound care, and connect them with needed transportation, education, and healthcare services	Community patients cared for that might not otherwise receive treatment	HMC Addiction Consult Services and Continuum of Care Center, Holyoke Hub, Tapestry Health mobile unit
	Connect patients at risk of, or are experiencing homelessness with housing	Referrals for emergency or permanent housing	HMC Community Navigation, Wayfinders, Center for Human Development (CHD) new low threshold housing on Dwight and Pine St. in Holyoke (2023)

## Strategic Implementation Plan Priorities

Socioeconomic Needs Identified	Goal	Strategy	Internal / External Partnership
<b>Violence</b>			
<i>Victims of domestic assault</i>	Provide victims of domestic assault with connections to needed services	Social services and resources available in the ED	Alianza, YWCA hotline for domestic violence victims and support, as well as their teen shelter near Peck School in Holyoke
<b>Access to Care</b>			
<i>Transportation</i>	Reduce transportation barriers and enhance awareness of available services provided by HMC	Ridership	HMC shuttle provided through Valet Park of America, Uber, Lyft
<i>Financial Counseling</i>	Financial counseling services for those in need of insurance	Anyone needing financial / insurance help will be provided with assistance	Holyoke Medical Center's Financial Counseling department, SHINE, community based organizations
<i>Interpretive Services</i>	Provide patients care in their primary language	Interpreter Services available seven days a week, and translation of care procedures into primary language	HMC Community Outreach
<i>Health Equity</i>	Improve access to quality and equity of care with a focus on initiatives addressing health-related social needs and specific improvement areas relating to health quality and equity including health care for justice involved individuals	Health Equity committee, Health Equity yearly plan, Health Equity score framework	HMC Inpatient, Outpatient, and ED
		Increase the collection and use of race, ethnicity, and language (REaL) data as well as Sexual Origin Gender Identity (SOGI) data	HMC Inpatient, Outpatient, and ED
		Increase the collection of social determinants of health data (currently using Thrive)	HMC and HMG staff
		Increase community engagement	Community based organizations
	Improve access to care for all with testing and maintaining plan for good health	Anticoagulation telehealth services, in-home blood draws	HMC lab and anticoagulation services, Holyoke Visiting Nurse Association



# Holyoke Medical Center

575 Beech Street • Holyoke, MA 01040

Phone: (844) 8000-HMC

[HolyokeHealth.com](http://HolyokeHealth.com)