Opening Doors to Healthier Communities

2013 Community Benefit Report
Opening Doors to Healthier Communities

Hartford HealthCare hospitals share a legacy of compassionate service that goes back more than a century. Together, they seek to support the health and healing of their communities as well as the civic, social and cultural lives of the towns and cities they serve.

This year, for the first time, we are reporting in a single publication the community benefit activities of all of our hospitals. Like the communities we serve, the people and organizations of Hartford HealthCare are stronger together. As a unified health system, we are best able to sustain and expand the community benefit programs conducted by our hospitals.

In fiscal year 2013, Hartford HealthCare hospitals provided $206,034,343 in community benefit to residents across the state. They provided the poorest and most vulnerable with quality health care; went into local neighborhoods to engage, educate and screen residents; contributed to community-building activities; partnered with community organizations; educated tomorrow’s caregivers and more.

You’ll read about just a few of these initiatives in this report. While such community benefit activities take many forms, all are specially designed to respond to the unique needs of each local community.

I commend all the Hartford HealthCare hospitals for their longstanding dedication to community service. It is a tradition we pledge to uphold.

Elliot Joseph
President and Chief Executive Officer
Hartford HealthCare
What is Community Benefit?

Community benefit is comprised of programs or activities that provide treatment or promote health and healing as a response to identified community needs in such a way as to improve residents’ access to healthcare services, enhance the health of the community, advance medical or health knowledge, or relieve/reduce the burden on government or other community efforts. Hartford HealthCare’s community benefit includes education, charity care, subsidized health services, community health improvement activities and more. The community benefit figures for FY 2013 are being reported in accordance with the IRS Form 990 Schedule H requirement.
Providing healthcare when and where it’s needed most — this is population health management at its core, and it’s a promise on which The William W. Backus Hospital continues to deliver. From the new Backus CareVan and strategic outreach to MyHealth Direct and the Community Health Improvement Plan, Backus is firmly committed to developing a healthcare system to improve the quality of life for those living in eastern Connecticut.

Out of the dozens of community health programs it presented this year, the Backus “Healthy Community” pilot program is particularly innovative. It integrates community benefits and services, hot-spotting, community health education, and sustainability efforts.

By identifying high-need geographical areas in its primary service area, Backus learned that residents in Baltic, a village in the town of Sprague, have a high percentage of repeat visits to the Emergency Department for issues that are not necessarily emergencies. With a long-term commitment to Sprague, this initiative is aimed at improving overall health in the community by offering an ongoing comprehensive schedule of health screenings, educational programs, primary care, support services, and more.

Without the efforts of one very special community servant, Backus and its community health partners would not be able to touch the residents of Sprague in such a tremendous way. At Backus Hospital’s Annual Meeting of Corporators on Nov. 20, Sprague Community Center outreach coordinator Brenda Keefe was honored as the recipient of the Backus 2013 President’s Award. Ms. Keefe received the award for her role in the “Healthy Community” program. In her honor, a $10K donation is being made to the Sprague Community Center, which serves as the base for key community programs.

Since it was launched in May, the Baltic “Healthy Community” program has touched nearly 700 individuals, provided 188 blood pressure screenings and made primary care referrals for individuals with high readings. The program has also offered a summer health education series with topics including asthma management, home safety, and healthy eating on a budget. Nearly 100 individuals have received nutritional counseling by a community health education registered dietician through the program, and three people have quit smoking through a grant-funded smoking cessation program and partnership with the Uncas Health District.

Thames Valley Council for Community Action Community Dietitian Jennifer Fetterley presented a “Healthy Eating on a Budget” program at the Sprague Community Center.

Pat Orfitelli, RRT, talked to youngsters about the dangers of smoking at the annual National Night Out event, organized by the Norwich Police Department.
Hartford Hospital has been at the forefront of a national movement that began in the northeast in cities like Philadelphia and Boston and right here in Hartford. This movement has influenced the transformation of other major cities across the country including Cleveland, Minneapolis, and Cincinnati. It is based on a model where not-for-profit hospitals serve as anchor institutions in the transformation of distressed neighborhoods and serve as leading economic engines in their communities. The link between the well-being of the hospitals’ surrounding neighborhoods and the institution’s financial strength has proven to be a powerful incentive in how we address community benefit.

Hartford Hospital has implemented this strategy through its relationship with the Southside Institutions Neighborhood Alliance (SINA), a partnership between Connecticut Children’s Medical Center, Hartford Hospital, and Trinity College. SINA’s mission is to work cooperatively with community stakeholders to restore economic vitality and improve the quality of life for the benefit of the people who live, work, visit, study, and play in the neighborhoods of South Central Hartford.

Created more than 35 years ago, SINA was a pioneering partnership between the institutions in the South End. As a founding member, Hartford Hospital’s support has allowed SINA to invest in job creation, housing, health and other services, to support and strengthen schools and to promote economic development. Hartford Hospital, has invested more than $5 million in SINA over the last 20 years to support economic development in the South End. Our investment provides a much-needed injection of targeted dollars to lift up Hartford’s communities.
Our signature project, The Learning Corridor, a 16-acre campus that houses four magnet schools as well as a gallery, performance and community spaces on what had been one of the most blighted and environmentally contaminated properties in the city, was the result of a partnership between Hartford Hospital, the Children’s Medical Center, Trinity College and city and state agencies. The $10 million that the SINA institutions invested in the Learning Corridor leveraged $100 million in private and public funding. This project has garnered national attention as an exemplar of multi-anchor institution collaboration to support neighborhood revitalization and education in a very low income neighborhood.

Housing development continues to be a significant benefit of institutional investment. Our early housing development efforts converted 12 abandoned vacant buildings and an occupied but blighted property into 83 affordable apartment units in the Frog Hollow neighborhood. Hartford Hospital’s current focus on housing is on promoting homeownership in the neighborhood through the Homeownership Incentive Program (HIP), which has provided employees of Hartford Hospital mortgage support for first time home buyers purchasing homes in the South End of Hartford. SINA works with our employees to help them through the mortgage process and provides them with much needed coaching and technical support. The results have been outstanding.

Because of the institutional investment in SINA, the City of Hartford now receives $265,000 in property tax revenues that it would not have received had these properties remained abandoned. A significant but less measurable effect of this development is the sense of vitality and possibility that it restores to the neighborhoods.

SINA has invested in economic development in the past through job training and early support for the Spanish American Merchants Association (SAMA). Through SINA, Hartford Hospital supports educational achievement of Hartford public school students, addressing another social determinant of health. Fifty-five graduates of Bulkeley High School have received four-year scholarships to attend college since 1997. A new program initiated in 2013 awards four scholarships to students attending Capital Community College. The institutions are also important partners in planning and implementing the Hartford Public Schools annual STEM Expo. They provide funds for prizes and science-themed entertainment.

Hartford Hospital’s long-term and current strategic investment in SINA as an “anchor” institution serves as an economic engine in our surrounding communities as well as throughout the city of Hartford. Our relationship has positioned Hartford Hospital to produce targeted community benefits and to leverage our resources. There is growing recognition that in order to effectively impact the health outcomes of underserved populations, we must recognize the interdependency of health and economic and social factors. This partnership allows us as a place-based institution to leverage our economic power to improve the long-term welfare of our community.
For years lung cancer survival rates have fallen far below that of other cancers, typically because lung cancer is often found at a later stage when treatment is less effective. However, a study that was published by the *New England Journal of Medicine* offered new hope in the early detection of lung cancer, suggesting that individuals who are high-risk and undergo a low-dose screening CT scan, can increase their chances of survival by 20 percent. In summer 2013, MidState Medical Center took a giant step forward in the efforts of early detection by launching its Lung Cancer Screening Program, which makes low-dose CT scans available at no charge to patients who qualify.

In order to qualify for a free screening, a patient must be a current or former smoker (having quit within the last 15 years), be between the ages of 55 and 74 and healthy enough to undergo treatment, have a smoking history of at least 30 pack-years, and have no previous history of lung cancer. Younger patients between the ages of 50 and 54 may also fit the criteria if they have had a second exposure to their lungs, such as radon or another occupational hazard or a family history of lung cancer.

To date, MidState has screened more than 300 individuals, at no charge, in the communities it serves. Doctors estimate that for every 100 people screened, one lung cancer will be found. Many patients feel a sense of relief after going through the program.

“I was so happy to hear MidState had a program like this. As a smoker, I know full well that this is probably the stupidest thing I can do, but I also know that if they can find something now before there are symptoms, the outlook would be better for me. I found it fascinating that they can do a test like this that gives you a much clearer look at what’s going on inside your lungs,” said Rosanne Gelo of Wallingford, who underwent her screening in September.

Another patient of the program, who also happens to be a local primary care physician, couldn’t agree more: “I used to smoke, and this is something that has bothered me for a long time. Lung cancer is a scary thing — the odds of survival are always a toss-up. I feel very reassured to have had the screening. I did what I thought I should do for me and my family, and now I can better inform my patients of the program if I think it benefits them,” said Dr. Michael Kellogg, of Meriden Family Practice.

Those interested in learning more about the Lung Cancer Screening Program can call 203-694-8631.

Detecting Lung Cancers With A Free CT Scan
Autism Family Support Group

Natchaug Hospital pharmacy technician Trish Hayward remembers the day her then 11-year-old daughter was diagnosed with Asperger’s, a high-functioning autism spectrum disorder.

“Having your kid labeled ‘autistic’ is kind of like a death sentence to a parent,” Hayward said. “You grieve the weddings, the graduations, the children. All the life events you anticipated suddenly seem like they’re not going to happen.”

Over the next five years, Hayward’s life changed. She became a regular attendee at conferences and seminars on autism. Typical parenting issues escalated into advocacy battles with public schools. Dealing with her daughter’s public meltdowns became a wearying way of life.

“You become very isolated,” Hayward said. “Because of that I learned firsthand the power of support groups.”

In 2012, Hayward approached Behavioral Health Network regional vice president of Operations David Klein, Ph.D., and Natchaug’s director of Ambulatory Services Carrie Pichie, Ph.D., about the lack of community services for autism.

“Around one in every 68 children is diagnosed on the autism spectrum,” Dr. Pichie said. “Given that rate of diagnosis and the lack of services for these children and their families, it was clear that we had to respond to the community need.”

With the support of Drs. Klein and Pichie, Hayward and her colleagues at Natchaug started a support group for families of children with high-functioning autism at the main hospital in Mansfield.

The group meets every third Wednesday for five months at a time and is split into two co-occurring meetings — one for parents and another for children with autism and their siblings.

Parents have the opportunity to connect with others in similar situations, while discussing relevant topics, including special education advocacy, parent rights, de-escalation strategies, bullying, and video game use. Guest speakers are sometimes brought in to focus on other topics such as speech and language concerns, medical care, and the construction of Individualized Education Plans (IEPs).

The sibling and children’s group utilizes the “Model Me” curriculum to engage children in social skills intervention. They also make time to discuss feelings, identify their personal strengths and vulnerabilities, and take part in sensory integration activities.

“A lot of these families have no outside support,” said Natchaug clinician Stan Hospod, who coordinates the support group. “Providing them with education and an outlet is our way of giving back to the community where we work and live.”

So far, more than 20 families have benefitted from the autism support group. Plans are in the works to create another such group at Natchaug’s Joshua Center Thames Valley facility in Norwich.

Hayward’s daughter, who is now almost 16, has made great strides over the last five years and hopes to attend college and possibly study agriculture.

“No that I know she’s okay, I want to help anybody else who’s in that position of grief,” Hayward said. “I just want them to know that there is hope. It does get better.”
Determined to be a good mom, Esmeralda Crespo, 19 and pregnant, knew she needed some help.

Like hundreds of other young and expectant women before her, Crespo turned to The Hospital of Central Connecticut’s M.O.M.S. (Mothers Offering Mothers Support) Program, which since 1986 has been a source of support, providing mentors to help women 21 and younger become successful and confident mothers.

Central to the program is the belief that young mothers like Crespo can be successful and that they can learn, support one another and make informed decisions about their lives.

The program, which meets weekly for 16 to 18 months, offers support as well as parenting and coping skills to young, pregnant women and parenting mothers in Greater New Britain. Many participants are single parents who often begin the program without jobs.

“We teach them how to be good role models for their children,” says Sara Mahaffy, coordinator of the M.O.M.S. Program, part of the hospital’s Family Enrichment Center.

The program’s curriculum includes information on parenting strategies, child development, stress management and health and nutrition through discussions, activities, guest speakers and field trips to libraries and museums.

M.O.M.S., partially funded through the Connecticut Department of Social Services’ Children’s Trust Fund, also encourages clients to go back to school for a high school diploma, GED or a college degree and helps participants prepare resumes. Peer facilitators, women who were young mothers themselves, lead M.O.M.S. groups.

Crespo learned about M.O.M.S. through a relative and the Human Resources Agency of New Britain, Inc.’s Summer Youth Employment and Learning Program. She started with M.O.M.S. while pregnant with her firstborn, Arian, born in 2011. She continued with the program when pregnant with her second son, Liam, born in 2012.

She says M.O.M.S. has helped her with “mothering skills and everyday life skills,” including self-esteem, child discipline and potty training. Crespo has also benefited from Family Enrichment Center home visits that help parents through their children’s developmental stages.

With a strong emphasis on children’s early learning through reading, M.O.M.S. also gives participants books; facilitators “told us to read every day to them so their vocabulary would grow,” Crespo says.

She notes her greatest takeaway from the M.O.M.S. Program was support and describes herself as a stronger and more confident mom who is moving forward with her goals. She is currently pursuing an associate’s degree and working two part-time jobs. Now 21, Crespo wants to be a nurse or math teacher.

“It’s very difficult but I need to do it in order to be a better mother, have a good career and be a good role model for my kids,” she says.

Crespo also hopes to return to the M.O.M.S. Program — this time to help others.
Interactions, in collaboration with the American Diabetes Association, is a motivational and interactive educational program that works with patients to create an individualized action plan that helps them make healthy diet and lifestyle choices to control Type 2 Diabetes.

Speaking through the class interpreter, some patients have been able to reduce their insulin dose and set personal goals to stop taking insulin completely.

The 12 women, from Puerto Rico, Mexico, the Dominican Republic, and other Caribbean nations, have bonded through shared tradition and experience. While instruction is similar to the English version of the class, instructors and class members focus on making healthy choices using traditional Caribbean dishes, utilizing portion control and healthy alternatives.

Instructor Lynne McPhee, RD, said that while there are healthy aspects to Caribbean cooking, large portions of rice and starchy vegetables like yuca, plantains, and malanga can be detrimental in controlling diabetes.

“Portion control is key,” said Ms. McPhee. “When you prepare rice and beans with more beans than rice, there’s more room for reasonable portions of your favorite starchy vegetable.”

Each session of the program includes four two-hour classes that encourage taste-testing, sharing healthy recipe ideas, exercise, discussion on medications, and support for making challenging life changes.

The program has been so successful that some of the women have taken it multiple times, hoping to reinforce their healthy habits and share their experiences with others. Instructor Karen Barbone, RN, says the women have been sharing their newly-found meal planning and cooking skills with their families. She says the group has become very close.

“They’ve found time outside of class to get together and exercise, reinforcing the healthy habits they’ve learned,” said Ms. Barbone.

Maria Garcia has lost 25 pounds since starting the program. She says she even considered gastric band surgery before enrolling in the Conversation Map Diabetes Education Program.

“I was really shy before I started the program,” said Ms. Garcia. “I’ve come to realize that the women in the group have some of the same questions I do.”
In The **Community**

Hartford HealthCare and its staff supported the educational and/or fundraising activities of several community-based organizations to assist them in providing services to their clients. Some of our 2013 community partners included:

**Hartford Hospital**
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- Arthritis Foundation
- Assistance Dogs Unlimited
- Asylum Hill Family Center
- Be the Match (bone marrow drive)
- Brain Injury Alliance of CT
- Capital Workforce Partners
- Central Area Health Education Center
- Charter Oak Health Center
- Chrysalis Center
- City of Hartford, Department of Health & Human Services
- Community Renewal Team
- Donate Life New England
- Epilepsy Foundation of CT
- Family Life Education
- Greater Hartford Male Youth Leadership Program
- Hartford Fire Department
- Hartford Food System
- Hartford Public High School (HPHS), Academy of Nursing and Health Sciences
- Hispanic Health Council
- iQuilt Hartford Winterfest
- Journey Home
- Komen Race for the Cure
- Legacy Foundation
- LifeChoice Donor Services
- Malta House of Care
- March of Dimes
- Mary's Place
- Multiple Sclerosis Society
- Muscular Dystrophy Association
- National Spinal Cord Injury Association, CT Chapter
- Red Cross
- South Park Inn
- Southside Institutions Neighborhood Alliance
- Spanish American Merchants Association (SAMA)
- The Academy for Parents
- The Gloria House
- United Way
- Urban Alliance
- YMCA of Greater Hartford

**MidState Medical Center**
- American Cancer Society
- American Diabetes Association
- American Heart Association
- Arthritis Foundation
- Boys & Girls Club of Meriden
- Cheshire Senior Center
- Chrysalis, Inc.
- City of Meriden, Department of Health & Human Services
- Community Health Center
- Council of Neighborhoods
- Girls, Inc.
- Komen Race for the Cure
- Meriden Senior Center
- Spanish Community of Wallingford
- The CT Breast Health Initiative
- Town of Wallingford, Health Department
- United Way of Meriden & Wallingford
- United Way of Southington
- Wallingford Senior Center
- Women & Families Center
- YMCA of Meriden
- YMCA of Southington & Cheshire
- YMCA of Wallingford
Natchaug Hospital
AA
Adult Children of Alcoholics
Al-Anon
Chamber of Commerce of Eastern CT
Connecticut Administrators of Special Education (ConnCASE)
Connecticut Assoc. of Private Special Education Facilities (CAPSF)
Connecticut Mental Health System of Care
Connecticut State Dept. of Education
Department of Children & Families
Freedom From Fear, National Depression Screening Day
Migrant Farm Workers Clinics
NAMI
Nar-Anon
Parent Effectiveness Training
Pervasive Developmental Disorders family support group
Three Rivers Community College, Nursing program
UConn School of Nursing
UConn School of Pharmacy
University of Hartford, Psychology Department
Women Facing Sobriety

The Hospital of Central Connecticut
American Cancer Society
American Diabetes Association
American Heart Association
Arthritis Foundation
Bread for Life
Bristol Senior Center
City of New Britain Health Department
Community Health Center
Komen Race for the Cure
New Britain Senior Center
Plainville Senior Center
Southington Senior Center
The CT Breast Health Initiative
Town of Southington, Regional Health District
United Way of Northcentral CT
United Way of Southington
YWCA of New Britain
YMCA of Southington & Cheshire

William W. Backus Hospital
American Ambulance
Bethsaida Community
Catholic Charities
Center for Hospice Care
Child & Family Agency of SECT
City of Norwich
Community Health Center, New London
Connecticut Community Care, Inc. (CCCI)
Department of Children & Family
Department of Developmental Services
Department of Social Services
Gemma Moran Food Bank
Generations Family Health Center
Hartford HealthCare at Home (HHC at Home)
Ledge Light Health District
Local and State Police Departments
Local Fire Departments
Madonna Place
Mohegan Tribal Health Department
Norwich Human Services
Northeast Health District
Reliance House
Senior Resources
Southeastern Council on Alcohol and Drug Dependence (SCADD)
Southeastern Mental Health Authority
Southeastern Regional Action Council (SERAC)
Sprague Community Center
St. Vincent DePaul Place Soup Kitchen
Thames Valley Council for Community Action (TVCCA)
Uncas Health District
United Community & Family Services (UCFS)
United Way

Windham Hospital
American Cancer Society
American Heart Association
American Red Cross
Cancer Navigation Program
CT Breast & Cervical Cancer Screening Program
Diabetes Education
Home Day Care Providers
Meals to the Home
Nursing (student programs) UConn,
Three Rivers Community College
Prenatal Clinic
Pulmonary Rehab Program
United Way
Windham School Based Health Clinics (High, Middle,
STEM Academy)
Wise Women Program
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| Total                                                     | 118,573,735       | 15,743,698             | 11,690,404       |
For Year 10-1-2012 through 9-30-2013. FY2013 figures are being reported in accordance with the IRS Form 990 Schedule H requirement.

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Total 118,573,735 15,743,698 11,690,404 5,784,720 28,166,507 26,075,278 206,034,343