

Acton Nursing Service Task Force

Meeting Minutes

February 10, 2015

Task Force Members Present:	Ellen Feinsand, Mike Gowing, Pamela Harting - Barrat, Charlie Kadlec, Adrian Hancock, Florence Ross, Heather York
Guests:	Florence Ross, Marge Kennedy (not yet sworn.)
Members Absent:	Brenda Gowing, Howard Sussman, Dick Calendrella (Associate)
Task Force Charge	<ul style="list-style-type: none">! Creating a Network Development plan* resulting in increased referrals and reimbursement.▪ Creating a marketing and communication plan to increase exposure▪ Developing a report for Town Meeting presentation to apprise citizens of Task Force status and progress toward achieving the stated objective and▪ Proposing a standing Task Force structure.

**A Network Development plan is defined as a provider network business plan. Marketing and Communication is focused on overall ANS brand and service awareness.*

Formalities

Facilitated by: Charlie Kadlec, Chair

Minutes for the 02/03/2015 ANSTF were approved

Committee Chairman, Charlie Kadlec, confirmed agenda topics.

Pamela Harting - Barrat was introduced.

Ms. Ross and Ms. Kennedy reported they are not yet sworn (weather) but will do so as weather permits.

Action Items:	Person Responsible:	Deadline:
Brenda Gowing to coordinate posting of minutes 02/03/2015	Brenda Gowing	Next Meeting (02/17/2015)

ANS Operations and Finances

Presented by: Heather York

Significant time spent on reviewing financial operations of the Acton Nursing Service (ANS). Significant points included:

- Overview of budget and salaries
- Acton Nursing Service is a funded town department under the Operations Budget (vs. Enterprise)
- Review of Medicare guidelines for OASIS assessment (extensive process review)
- Billing cycles and responsibilities
- Value of ANS as evidenced by decrease in re-hospitalization.
- Addressing the perception that ANS might in some way be using Acton taxpayer dollars to provide free or subsidized care to persons not resident in the town

Other Information: HMS Report and Town Budgets are available for more detailed review if of interest. Heather is also available to the committee as the Town Liaison if additional information or questions arise.

Conclusions:

- Medicare reimburses by lump sum payments cover 60 days of continuing therapies – and is currently viewed as the top payer.
- There are opportunities to improve operational efficiency (billing) and overall reimbursement.

Action Items:	Person Responsible:	Deadline:
Mr. Kadlec will coordinate with Ms. York and Town designees to obtain financials (inclusive of accounts receivable)	Mr. Kadlec	By Next Meeting, 02/11/2015.

ANS and ANSTF Priorities and Projects which can be completed for April Town Meeting

General Discussion/Integrated Agenda Item

A successful Town Meeting presentation was discussed as a priority. There was debate as to the content of that presentation, specifically:

- Does the presentation include clarification of (false) assumptions?
- Does the presentation provide recommendations and strategies from each work group?
- What type of actions and results – if any – can be accomplished and presented by April (e.g., within 7 weeks.)
- What is the duration of the ANSTF? (Through assessment and recommendations, or on-going as a Town Board.)

Other priorities included:

- Clarification of actual performance of the ANS (financial and outcomes)
- Gathering baseline information about ANS utilization (testimonials, present day referral sources)

Ms. Feinsand expressed an interest in meeting with existing and potential referral services. This led to discussion about the importance of creating a messaging outline and marketing plan **before** meeting with referral sources

Specific to the Referral Initiative:

- Heather York was assigned to provide the list of existing and prospective Referrers.

The work group assignment for Referrer Outreach was made to include Pam, You and myself. The first step is to review the lists from Heather.

Conclusion:

Further discussion is needed to confirm and clarify achievable goals for town meeting.

Task force is in the process of confirming goals and timelines for subsequent priorities.

Task force members are still in the process of gathering information so as to best understand ANS operations and process flows

Action Items:	Person Responsible:	Deadline:
Gather baseline testimonials as available	Ms. Kennedy	For 02/17/2015
Gather information about the Top 100 Quality Rating as an ANS differentiator	TBD	TBD
Define achievable goals for Town Meeting and beyond	Task Force	Continuing

Work Group (Deliverable) Assignments and Membership

General Discussion/Integrated Agenda Items

Discussion of priorities lead to review of member relationships and understanding of ANS, professional skill sets, and areas of interest.

- Ms. Ross will serve as Liaison to FANS (Friends of the Acton Nursing Services.)
- Mr. Hancock offered to review marketing materials and draft messages outreach meetings.

As the discussion progressed, preliminary Workgroups emerged

Marketing (including surveys, testimonials, referrals)

Financial (transparency of processes, billing, reporting)

Referral (who refers, opportunity to strengthen referrals)

The Network Development Work Group required clarification/differentiation from marketing outreach and was deferred for further discussion.

Dr. Harting –Barrat and Ms. Feinsand expressed interest in a Referral Workgroup. Mrs. Gowing was also assigned given her experience with provider relations.

Ms. Kennedy offered to start gathering community testimonials in advance of formal work group assignment.

Conclusions:

ANSTF will continue to refine workgroup needs. From there, assignments will be finalized based on member skill sets

Action Items:	Person Responsible:	Deadline:
Mr. Hancock offered to provide examples of pitches for task force review.	Mr. Hancock	For 02/17/2015

Agenda Items for Next Meeting and Adjournment.

Lead: Charlie Kadlac

The task force identified the following agenda items for inclusion on 02/17/2015

- Financial Review
- Marketing Plan (Pitches)
- Questions for Providers

The agenda topic of "Discussion of use of Volunteers who are not Members or Associates" was deferred.

Respectfully Submitted,

Brenda Gowing

Clerk

Acton Nursing Service Task Force (ANSTF)