

# Acton Nursing Services Task Force

## Meeting Minutes

February 17, 2015

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

*\*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

At the beginning of the meeting, Charlie Kadlec, ANSTF Chair, announced that Adrian Hancock would be participating remotely, by telephone, because of geographic distance. Mr. Hancock's ability to hear all those present at the meeting and their ability to hear Mr. Hancock were confirmed.

Approval of the 02/10/2015 Minutes was deferred to allow members time to review and offer edits.

Confirmed quorum.

Action Items:	Person Responsible:	Deadline:
Not applicable		

### Chairmen's Update and Finance Workgroup

Presented by: Charlie Kadlec

Mr. Kadlec reviewed his exchange with Stephen Barrett (Director of Finance). Key points were:

- Information received from the Acton Finance Department indicated that the Acton Nursing Services Gross Revenue (cash received plus Accounts Receivable) for the first six months of FY 2015 was 253K. The actual expenses for the same time period were \$247K.
- The revenue issues cited at the Special Town Meeting had to do with Medicare billing issues. Specifically, services were billed by the vendor in advance of required OASIS form submission. The billing had to be pulled and resubmitted.

Task Force members also reviewed the following:

- Medicare (the ANS primary payor) typically pays within a 90 day, vs. 30 day cycle. This may give the appearance of a payment for service gap.
- Rather than focus on municipal accounting practices, the ANSTF should aim to simplify explanations and support transparency.

Conclusions: Essentially, the ANSTF should answer the question, "Is there an imbalance or not between incoming and outgoing funds, and if that imbalance is positive or negative."

Action Items:	Person Responsible:	Deadline:
Mr. Kadlec will continue to coordinate with Ms. York and Town	Mr. Kadlec	By Next Meeting, 02/24/2015.

designees to obtain financials (inclusive of accounts receivable)		
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## ANS Director Update

Mrs. York

Ms. York reviewed ANS reports specific to admission and referral sources. She further clarified that if there was an intake that did not convert to actual services rendered, the intake was designated a “non-admission.”

The dominant referral need is for home care for senior populations with Medicare, vs. other nursing services (e.g., vaccine, non-Medicare recipients.)

### Conclusion:

Referral sources could be further organized by group and type.

It would be premature to present to Referral sources

Action Items:	Person Responsible:	Deadline:
Run a broader range report to further assess referral trends	Mrs. York	For 02/24/2015
Organize referral sources by type	Ms. Feinsand	For 02/24/2015

## Goals for the April Annual Town Meeting and ANTSF Process

General Discussion

Mrs. Gowing suggested that the ANTSF is in the learning and fact-finding phase of the Task Force, and expectation of a formal presentation to Town Meeting is premature. Committee members concurred. Mr. Gowing (BOS Liaison) affirmed that that the focus of ATM will be the approval of the Town Budget.

### Conclusions:

Based on progress and findings, ANTSF may opt to provide handouts at the FANS information table.

Clarified that the current goal is to gain a better understanding of financial status, marketing opportunities and provider network building opportunities.

Action Items:	Person Responsible:	Deadline:
Not Applicable		

## Workgroup: Network Development And Referral

General Discussion

Network Development was defined as the process by which healthcare delivery systems were created that encompass regulatory, clinical and reimbursement aspects. Network Development includes creating strategies for growth (e.g., new ACO opportunities, new payor partnerships) and presenting findings to providers.

### Conclusion:

Task force decided to divide Network Develop from Referral

Referral will focus on analysis and sources (Ms. Feinsand)

Network Development will focus on strategy and provider messaging (Dr. Harting-Barrat, Mrs. Gowing)

Action Items:	Person Responsible:	Deadline:
Develop initial Network Development Strategy	Mrs. Gowing, Dr. Harting-Barrat	Continuing

## Workgroup: Marketing

### General Discussion

Confirmed and clarified that Acton Nursing Services is the proper name for the department. Inconsistencies in how the department is listed needs to be corrected. This led to a review of needed updates and opportunities to market ANS.

- Action Unlimited?
- Improving Website Visibility
- Sticker Campaigns
- Value of reactivating old phone numbers (may still be used by past referral sources or patients.)

Leveraging tax bills by including an insert was declined due to cost and questions about reaching the intended audience. The Task Force also reviewed the importance of pacing growth, so that the service is not overwhelmed.

#### Conclusions:

Marketing plan will include consistent naming conventions. The goal will include smart growth

Action Items:	Person Responsible:	Deadline:
Review Marketing Materials for baseline assessment	Mr. Hancock	Continuing
Confirm and clarify availability of past phone numbers for current use	Mrs. York	Continuing
Schedule a FAQ session for the ANSTF to better understand available services	Mr. Kadlec	TBD

## Fans of the Acton Nursing Services Liaison Report /Donations

Lead: Florence Ross

Mrs. Ross took the ANSTF through FANS materials and supports. She reported that past mail campaigns for donation yielded an approximate 5% return (favorable.) This led to a general discussion of donation process and application.

- Were donation funds available to uninsured, but able to pay?
- Were donation funds available to uninsured, but not able to pay?
- Were there town parameters?

Mrs. Ross confirmed that FANS would be manning a table at the Annual Town Meeting (ATM). ANSTF would have an opportunity to provide a one page update or handouts if ready.

Action Items:	Person Responsible:	Deadline:
Confirm Donation process	Dr. Harting-Barrat, Ms. York	Continuing
Consider ANSTF members participation in manning the table at ATM	Task Force Members	Continuing

## Town Website/Website Opportunities

Charlie Kadlec

The Town Website could provide opportunities and links to support greater visibility. From a branding perspective, the current link to ANS is listed as "Acton Nursing Service" vs. "Acton Nursing Services." There was interest in the Patient Satisfaction survey, currently posted on Medicare.gov. Other links could be added to the ANS page to improve messaging.

Action Items:	Person Responsible:	Deadline:
Update Town Website	Town of Acton IT	TBD

## Agenda Items for Next Meeting and Adjournment.

Lead: Charlie Kadlac

The task force identified the following agenda items for inclusion on 02/24/2015

- Referral Source Analysis
- Review of Current Marketing Materials

Respectfully Submitted,

*Brenda Gowing*

Clerk, Acton Nursing Service Task Force (ANSTF)