

Acton Nursing Services Task Force

Meeting Minutes

February 24, 2015

Task Force Members Present:	Ellen Feinsand, Brenda Gowing, Mike Gowing, Pamela Harting - Barrat, Charlie Kadlec, Adrian Hancock, Florence Ross, Howard Sussman (remote), Heather York
Guests:	Marge Kennedy (not yet appointed)
Members Absent:	Dick Calandrella (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

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

Quorum was confirmed at 7:11 PM.

Minutes from the 02/10/2015 and 02/17/2015 ANSTF Meetings were approved.

Action Items: Mrs. Gowing will coordinate posting of approved minutes with the Town Clerk's office.

Chairmen's Update and Finance Workgroup

Presented by: Charlie Kadlec

Mr. Kadlec initiated discussion regarding process flows for contributions and grant monies. Mr. Gowing advised that though a trusts could be established, there were advantages to directed fund contributions. For example, a trust may direct dollars to services not required, or prohibit application of funds to emerging needs. Directed fund monies could be applied to areas of need upon Consent Agenda approval. Mr. Kadlec suggested that the described process flows and options be described on a FAQ. This would allow those soliciting donation and interested in making donations to have a clearer understanding of process flows and options.

Action Items:	Person Responsible:	Deadline:
Mr. Kadlec will continue to coordinate with Ms. York and Town designees to obtain financials and clarify process flows.	Mr. Kadlec	By Next Meeting, 03/03/2015
Clarify ownership of FAQ	ANSTF	03/03/2015

ANS Director Update /Referral Review

Leads: Mrs. York/Ms. Fiensand

Ms. York shared an updated referral list. She noted that the listing went back to 2013 due to a software transition. Ms. York reported that no reports prior to 2013 were available (database change) nor were they available in hard copy. Mr. Gowing advised the task force that upon advice of Town Counsel, Task Force members would not be able to review the actual data base information due to HIPAA (Healthcare Information Patient Privacy Act.)

Ms. Feinsand then provided an initial overview based on prior meeting's report. Members discussed observed trends. This

ANS Director Update /Referral Review, continued

Included geographic concerns, e.g. non-Acton providers having awareness of the service for Acton residents. There was a preliminary discussion of eventual expansion of geographical outreach once the finances of the service had stabilized. Ms. Feinsand also shared observations of referral source web pages and references to home care.

Members discussed the importance of understanding current referral trends. Ms. York indicated that referral source and “how you hear” questions were routinely part of the ANS intake process, however, due to HIPPA, she could not allow ANTSF members to review specifics.

Mrs. Gowing suggested that those providing testimonials might be willing to provide specifics without violating privacy laws.

ANTSF noted that McLean Hospital was a source of an admission. This led to a review and discussion of the uptick in behavioral health and “dual eligible” services in a post ACA environment.

Conclusion:

- Acton Nursing Services may see an uptick in Behavioral Health services.
- Ms. Feinsand will reach out to Ms. Kennedy to see if people who supplied testimonials would be willing to disclose the referral process, e.g., how they heard about the ANS option, and/or any difficulties incurred with asking for ANS.

Action Items:	Person Responsible:	Deadline:
Expand analysis of referral sources by type with additional data provided.	Ms. Feinsand	Review status on 03/03/2015

Goals for the April Annual Town Meeting (ATM) and Acton Nursing Services Task Force (ANSTF)

Leads: Mr. Gowing, Mr. Kadlec

Mr. Gowing advised that the Town Warrant would not require an ANSTF report. Originally, it was thought that the ANSTF would have been in place for several months, but it took longer to bring together appropriate Task Force members.

Committee members revisited priorities and agreed to focus on Committee Work. Of note, the ANSTF may opt to present at a later ATM, or provide findings of interest as collateral at Town Meeting.

Conclusions:

Meeting Cycle will be revised to bi-weekly after 03/03/2015.

Action Items:	Person Responsible:	Deadline:
ANSTF members will focus on continued assessment vs. ATM presentation	All.	

Workgroup: Network Development

Leads: Mrs. Gowing; Dr. Harting - Barrat

Mrs. Gowing provided an overview of network development differentiators from general marketing. Dr. Harting-Barrat suggested a “Round –Table” review of ANSTF interests and background

- Mrs. Gowing: Described experience with healthcare contract negotiation with payors and providers, and hopes to evaluate opportunities for the Acton Nursing Services.
- Mr. Sussman: Shared his observations about the difference between a Medicare service focused on billing/profit vs. those genuinely focused on quality patient care. When the quality of ANS came to light in the Special Town Meeting, Mr. Sussman wanted to contribute to its viability. Mr. Sussman also has unique perspective on home care given his wife is an RN/PT.
- Mr. Kadlec: Shared his family’s experience with the quality of ANS. Mr. Kadlec also spoke to the uniqueness of the service, and the importance of seeing the “big picture” value of what the service provides. Additionally, Mr. Kadlec acknowledged the uniqueness of the ANS – that although the Finance Committee recommended the service close, care providers remained focused on top quality care.
- Ms. Ross: Spoke to her experience of providing care as a staff nurse of the ANS, and her current work as President of FANS.
- Ms. Feinsand described her experience with neighbors and associates seeking care. She also provided an overview of her experience with geriatric populations and the importance of empowering patient choice.

Workgroup: Network Development - continued

- Dr. Harting – Barrat described her family’s experience with the ANS and her long standing advocacy for the service. She described past experience in her role on the BOS meeting with healthcare providers. She also described the value of the service from a clinical perspective.
- Ms. York acknowledged Mr. Kadlec’s valuing staff. She described the tenure of her staff, and the level of their commitment. “So long as the doors are open, we will be providing care.”
- Mr. Hancock spoke to his family’s personal experience with the ANS. He also spoke to the difficulty and obstacles individuals face when requesting the service. He sought to bring his marketing talents to get the message out that “ ANS exists, you can ask for it, and it’s in the top 1%.”

Conclusion:

Roundtable experience helped members better understand skill sets and potential contributions.

Action Items:	Person Responsible:	Deadline:
Continue to assess Network Development opportunities.	Mrs. Gowing, Dr. Harting-Barrat	Continuing

Workgroup: Referral

Ms. Feinsand

At this point Howard advised that he is ending his telephone participation because his phone battery is almost discharged

Revisited Referral Trends based on reports. Ms. Feinsand categorized referrals into six categories. Each category may require a different approach and different messaging. Initial Categories:

Category	Example
Full Service Hospital	Emerson Hospital (ER, TCU)
Rehabilitation Center	New England Rehab
Skilled Nursing Facilities	Life Care
Continuing Care /Retirement Communities	Robbins Brook
Aging Service Access Points (ASAPs)	Minuteman
Physician Practices/ Doctors Group	Acton Medical, Emerson affiliated practices

Members questioned if Robbins Brook had been approached and what other potential referral sources should be contacted. This led to a suggestion to organize and prioritize referral sources.

Conclusions:

As stated above, Ms. Feinsand will continue to assess referral sources and potential messaging opportunities.

Action Items:	Person Responsible:	Deadline:
Continue to assess referral trends	Ms. Feinsand	Continuing

Workgroup: Marketing

Lead: Mr. Hancock

Due to lateness of the hour, Mr. Hancock had limited time to present. He did make the following suggestions:

- Members would benefit from a familiarization with CMS descriptions of Home Care Services
- Members were encouraged to review “Starter Questions” and “Elevator Speech suggestions.
- Members were asked to provide feedback on materials directly to Mr. Hancock
- Members were asked to consider the value of a “right to choose” option letters to potential patients to better support ANS awareness.

Workgroup: Marketing - continued

Lead: Mr. Hancock

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

Deferred

Town Website/Website Opportunities

Charlie Kadlec

Continued discussion as to options to improve ANS awareness via website. In addition to the previously noted requests (see Chairman's Update,) Mr. Hancock suggested that the developing FAQ could be posted on the Site.

Action Items:	Person Responsible:	Deadline:
Review ANS FAQ content for potential posting	Mr. Hancock/Ms. York	TBD

Agenda Items for Next Meeting and Adjournment.

Lead: Charlie Kadlac

Since formal presentation at the Acton Town Meeting was not required, the ANSTF decided to meet on 03/03/2015, and bi-weekly meetings thereafter.

- Work Group reports will cycle, with Marketing kicking off on 03/03/2015
- Development of Referral Source Priority Grid

Respectfully Submitted,*Brenda Gowing***Clerk, Acton Nursing Service Task Force (ANSTF)**