

Acton Nursing Services Task Force

Meeting Minutes

March 3, 2015

Task Force Members Present:	Ellen Feinsand, Brenda Gowing (via phone), Mike Gowing, Pamela Harting - Barrat, Charlie Kadlec, Adrian Hancock, Florence Ross, Heather York
Guests:	Marge Kennedy (yet to be sworn) Dr. Steven Herson
Members Absent:	Dick Calandrella (Associate), Howard Sussman (overseas)
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.

**Formal presentation at the April 2015 Annual Town Meeting has been deferred per the BOS.*

Formalities

Facilitated by: Charlie Kadlec, Chair

At the beginning of the meeting Charlie Kadlec, ANSTF Chair, announced that Brenda Gowing would be participating remotely, by telephone, because of illness. Mrs. Gowing's ability to hear all those present and their ability to hear Mrs. Gowing was confirmed.

Quorum was confirmed at 7:06 PM.

Minutes of the 02/24/2015 ANSTF Meetings were approved.

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

Chairmen's Update and Physician Perspective. Presented by: Charlie Kadlec

Mr. Kadlec introduced our guest, Dr. Herson. He offered to "paint the landscape" of a provider's perspective on the Acton Nursing Services. Highlights included:

- Emerson physicians are encouraged to refer to Emerson Hospital's nursing service
- Identified Concord Hillside as affiliated with Atrius (formally the Harvard-Vanguard group), and affiliated with Partners.
- Hospital readmissions under 30 days have financial penalties, thus there is a drive to link to Emerson Hospital home care
- Reiterated role of discharge planner in placing patients (vs. direct physician involvement.)
- Underscored the importance of patient choice. Patients need to be aware of the opportunity to ask for Acton Nursing. It's critical to have an educated patient.
- Confirmed that Medicare is open choice – but there may be perceived network constraints
- Acton Nursing is in a unique position for Acton citizens in closing co-insurance and co-pay gaps.
- Mrs. Gowing asked to differentiate between 1990s capitation and 2010s "Quality Outcome" reimbursement
- Dr. Herson estimated 2/3 of the population were Medicare patients
- Mrs. Ross spoke about underutilization of home care and re-iterated the use of d/c planners vs. physicians.
- Spoke, too, of discharges from nursing homes as being a significant source of referrals.
- Dr. Herson offered to provide additional feedback through Dr. Harting-Barrat
- Mr. Gowing suggested a focus on Acton Medical and Concord Hillside as they are the largest practices in the area
- Mrs. Ross suggested there may be value in ANS presenting to monthly MD staff meetings if viable
- Mrs. Ross also spoke to the value of connecting with Charge Nurses within practices
- Affirmed that MDs are less involved in discharge logistics and referrals than Social Work or Discharge Coordinators

Action Items:	Person Responsible:	Deadline:
Clarify ownership of FAQ	ANSTF	Continued

ANS Director Update

Leads: Mrs. York

Mrs. York brought the Massachusetts Home Health Resource Directory which is published by the HomeCare Alliance of MA. It was noted that given our position in the alphabet, ANS is usually first up on basic Google searches.

Family members contact ANS to better understand placement options for people out of area - which provides value. Mrs. York described the care informational services offered. "It pays to know the community."

She will bring in samples of marketing materials and collaterals in the next meeting.

Later in the meeting, Ms. York was asked to identify "non-referrers," that is, expected entities (e.g., Concord-Hillside) that are not referring to the service

Action Items:	Person Responsible:	Deadline:
Provide information about "non-referrers" for review	Mrs. York	Review status on 03/17/2015
Bring a sample of the Revised Referral Packet, currently in development	Mrs. York	03/17/2015

Workgroup: Marketing

Collateral:

Mr. Hancock stepped through available materials and described other collateral materials, including those provided by FANS. There are listings on the Web that need to be attended-to, as information could be out of date and potentially misleading.

Mr. Hancock suggested caution in rushing ahead with collaterals so that we may integrate ANSTF suggestions.

Consistency of messaging and display of the logo is important to establishing awareness and "brand" the service.

Communication about ANS should be consistent and correct. Mrs. York and Mr. Kadlec noted difficulty in making town website changes, e.g., a "banner" highlighting the top 1% status.

Pitches:

"Elevator Speeches": Mr. Hancock reviewed potential "elevator pitches." He asked for ANSTF to provide suggestions for further refinement and sent it to him directly.

Medicare Compare:

The ANSTF is uniquely qualified and is in the top 1% of the nation's home care. It is important to highlight the achievement.

Conclusions: The ANSTF achievement of the top 100 should be the centerpiece of

Action Items:	Person Responsible:	Deadline:
Members are asked to provide feedback to Mr. Hancock directly	ANSTF	3/16/2015

Workgroup: Referrals and Testimonials

Leads: Ms. Feinsand, Ms. Kennedy

Ms. Kennedy was commended in gathering testimonials, and additional clarifications on how patients learned about the service.

Mr. Hancock was asked to weigh in on the best use of testimonials. He spoke about the importance of being thoughtful about quotes used. It was suggested that different elements of testimonials (e.g., for PT, for consistency of home care providers) could be distilled to help raise awareness about service benefits. Members reviewed the linkages within town services (EMS, other care providers) that are intrinsic to overall ANS service delivery.

Ms. Feinsand crystallized the testimonial data with the purpose of understanding the process flow for ANS referral. She highlighted that there are a significant number of premiere Boston hospitals on the list. These findings were consistent with Mrs. York's expectations. Mr. Hancock noted the value of integrated public health services.

Ms. Feinsand volunteered to support more specific questions about "how heard." Ms. York described a mailed card to help pinpoint referral sources as part of the revised referral packet.

Dr. Harting - Barrat suggested that coumadin clinics (per Dr. Herson) could be a significant referral source.

Ms. Feinsand noted that the banner at the Acton COA, sponsored by Minuteman, does not list ANS. There was a recommendation that there is an opportunity for more visibility at the ANS.

Mr. Gowing suggested that new ANS status (operational fund vs. enterprise fund), there may be greater comfort in the COA promoting the service

Action Items:	Person Responsible:	Deadline:
Mr. Hancock offered to draft a newsletter for the COA, potentially using the testimonials.	Mr. Hancock	03/16/2015 (COA cut-off)

Workgroup: Network Development

Mrs. Gowing, Dr. Harting – Barrat

Deferred in lieu of Dr. Herson's attendance.

Briefly discussed ANS referral parameters around hospice care. Palliative care and symptom management are treated by ANS when there is clinical capacity.

Action Items:	Person Responsible:	Deadline:
Dr. Harting-Barrat will continue to coordinate with Dr. Herson	Dr. Harting-Barrat	Continuing.

Fans of the Acton Nursing Services Liaison Report /Donations

Lead: Florence Ross

Mrs. York has ordered collateral (hand-outs) for town meeting. FANS will pay the cost. The ANSTF and Mrs. York commended Ms. Ross on her strong support and FANS generosity. Mr. Hancock offered to review for branding purposes and consistency. Mr. Gowing added that updating the brochures to include the Top 100 would be beneficial. Suggested that car magnets could be used – and available to ANS staff - to promote awareness

Town Website/Annual Town Meeting

Charlie Kadlec

Mr. Kadlec reported that he has not had responses regarding his requests. Mr. Gowing attributed delays in response to Town Employee focus on Town Meeting preparations.

Ms. York noted that she has been unable to update the ANS website with the top 100 award.

Mr. Kadlec asked for feedback on his brief BOS report (in lieu of formal Acton Town Meeting presentation.) Ms. Kennedy suggested broader distribution to other town committees could be beneficial.

Action Items:	Person Responsible:	Deadline:
Ms. York was asked to follow-up internally.	Ms. York	TBD

Agenda Items for Next Meeting and Adjournment.

Lead: Charlie Kadlac

Minutes were approved by role call.

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. The next meeting will be 03/17/2015. Suggested agenda items include:

- Mr. Kadlec's suggested BOS report.
- Marketing Plan
- Current ANS support needs for marketing materials and ANS website
- Status and assignment of Acton Nursing Service FAQ document (carried from previous week.)

Motion to adjourn unanimously accepted at 8:56PM

Respectfully Submitted,

Brenda Gowing

Clerk, Acton Nursing Service Task Force (ANSTF)