

Acton Nursing Services Task Force

Meeting Minutes

April 14, 2015

Task Force Members Present: Ellen Feinsand, Brenda Gowing, Charlie Kadlec, Adrian Hancock, Marge Kennedy, Florence Ross, Howard Sussman, Heather York (Town Liaison)

Guests:

Members Absent: Dick Calendrella (Associate), Pamela Harting – Barrat

Task Force Charge

- 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, (deferred)*
- Proposing a standing Task Force structure

Formalities and Chairman's Update

Presented by: Charlie Kadlec, Chair

The ANSTF quorum was confirmed.

Mrs. Gowing apprised members that the BOS would likely assign a new liaison at the initial meeting of the new term.

Under Chairman's Update, Mr. Kadlec apprised ANSTF members of continued improvement in the ANSTF website. He also stated that the primary focus of the night's meeting would be on our next set of goals and objectives. ANSTF members fully endorsed the agenda focus.

Minutes for 03/31/2015 were approved.

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

Town Meeting Review

General Discussion

About the FANS table:

Mrs. Ross reported that a large amount – approximately 180 packets, were distributed. The handouts generated a positive response, and resulted in at least one new donation.

About Town Meeting Discussions

There continues to be a lack of clarity as to the financial status of the service. Persisting questions include:

- Is the service self-supporting or one that will require funding?
- Since payroll remains current, and receivables are not, how does one best determine and describe financial status?
- Is the service provision for outside towns costing Acton because of baseline operational costs, or is the provision of out-of town care (public health) actually adding to the coffers?
- What efficiencies are gained by having both public health and home health services available? And finally
- How do we achieve financial transparency in reporting so that costs can be better determined?

Annual Town Meeting Review, continued.

Task force members discussed the value of creating management reports to better determine performance levels and make budget adjustments where needed. Mr. Kadlec offered that now that the ATM preparations were completed, he would continue to work with town officials to produce needed information more routinely. Mr. Hancock offered to be part of the “financial transparency” discussion.

Conclusions: Overall, Town Meeting experience was viewed as positive

Action Items:	Person Responsible:	Deadline:
Continue to work towards clarity of financial status and reporting process flows.	Mr. Kadlec, Mr. Hancock	Ongoing

Goals and Objectives Moving Forward

Lead: Mr. Kadlec

Mr. Kadlec invited the ANSTF to identify objectives for the ensuing 6-8 week period. Mrs. York confirmed that articulated objectives were consistent with her hopes for the service. Objectives include:

1. Marketing Plan: The ANS would benefit from a detailed marketing plan that would include, but not be limited to, the following elements:

- Improving community visibility.
- Educating residents that they have a right to choose Acton Nursing Services.
- Highlighting that the ANS was available to adults as well as seniors.
- Developing marketing collateral
- Broadening referral base
- Increasing referrals (without overwhelming the service)

It was noted that the clarity of the FAQ allows for needed detail as Acton residents become more familiar with, and want to understand access points and availability of the service.

Mrs. York stated that the next series of goals were aligned with her assessment of areas where the ANSTF would be the most helpful.

Mrs. Gowing offered that as a “downstream” project, she would like to organize contracts by payor type, coverage level and referral requirements. This led to a general discussion of the difference between a detailed marketing plan and an initiative “project plan” - encompassing various aspects of the service needs.

Mr. Sussman brought in recent full-page advertisements from the Steward system as an example of new provider outreach and focus on quality.

Mrs. Feinsand offered to leverage her graduate work projects to explore and support service needs. Mr. Hancock offered to distribute work product from an earlier ANS initiative for committee review. He also encouraged committee members to provide him direct feedback on the FAQ and the Marketing plan so that he could synthesize comments into next versions. Further, Mr. Hancock encouraged members to take a “Pro ANS” and “Con ANS” role when providing feedback. This would allow for a more robust series of statements.

Action Items:	Person Responsible:	Deadline:
Distribute prior Marketing Plan for ANSTF active review and comment	Mr. Hancock	ANSTF meeting week of 05/04/2015
Provide reports capturing age ranges of ANSTF patients	Mrs. York	As above

Note: Please see FANS Town Meeting results under the "Town Meeting Review"

Mrs. York shared a recruitment postcard sent to area Physical Therapists. Her goal is to secure ANS designated PTs so that she has less need for outside agencies and can be sure that the ANS quality standards are maintained. Additionally, she shared an opportunity to participate in the West Acton Wellness Fair. Although the fair was going to be coordinated by a local business, participation was not seen as an endorsement of said business.

Mrs. Ross reported that there would be an upcoming FANS newsletter. Earlier, Mrs. Ross showed the ANSTF members her ANS request card. This business sized card indicates that the carrier prefers to use ANS, and can be shown to a provider when home healthcare services were ordered. It was suggested that either in this or future mailings, it might be beneficial to incorporate a "tear-away" business card size ANS request form. (This tear-away would be similar to the cards now available. FANS continues to be both a practical (funding) and enthusiastic support of the ANS.

Mrs. Gowing and Mrs. Feinsand expressed interest in meeting 1:1 with Mrs. York to review contracts and referral sources respectively. It was suggested that there may be value in scheduling a "roundtable" where ANSTF members can bring questions to Mrs. York for overall committee review. Upon review, it was decided to defer the roundtable option until the marketing plan discussions were concluded.

Action Items:	Person Responsible:	Deadline:
No action required at this time	Not applicable	Not applicable

Agenda Items for Next Meeting and Adjournment

Task Force members concluded the next meeting would best be held in three weeks time. That would allow for appropriate review of Mr. Hancock's materials, as well as accommodate his attending the meeting. Members identified potential conflicts for the week of May 4th, and Mrs. York offered to find available meeting space for that week. Mr. Kadlec will notify members of final meeting date.

Agenda for Next meeting: Review of Marketing Plan proposal.

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