

Acton Nursing Services Task Force

Meeting Minutes

May 5, 2015

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

Guests: None tonight

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

Special note: As previously agreed, the major focus of the 04/28/2015 is to review Mr. Hancock's Marketing Plan of 2012 and to identify components that could meet current ANS marketing needs.

Formalities and Chairman's Update

Presented by: Charlie Kadlec, Chair

The ANSTF quorum was confirmed at 7pm

Ms Green was introduced as the new BOS Liaison.

Minutes for 04/14/2015 were approved.

Mr. Kadlec reported that he, Mr. Sussman and Mr. Hancock met with Lisa Krause and Steve Barrett regarding the lack of available management reporting. Given software constraints, management reporting will be a longer-term project.

Mrs. York gave an example of the available A/R report. There are 400 visits Year – To – Date (YTD.) Mr. Sussman noted the labeling was not intuitively clear.

Observation: Identifying areas where there is a lack of clarity within the committee can be useful in determining what needs to be addressed to provide Acton residents a clearer picture of ANS.

Web Resources

General Discussion

ANSTF members provided examples of web-based searches lead to misinformation or outdated information about the Acton Nursing Services. While it is useful and valuable for ANS information - including that which is posted on the town website - be accurate, internet errors will persist. By means of example, a web master may not be available to make requested corrections, entities responsible for the posting may no longer exist. No matter how many resources are deployed, it is likely there will be some degree of web-based errors. Mr. Kadlec suggested that it might be viable to identify volunteers to monitor web accuracy.

Conclusions: It would be helpful for the ANSTF to make recommendations as to the level of attention webpage audit and accuracy will require for optimum return on effort.

Action Items: Evaluate web corrections and maintenance needs and potential resources.	Person Responsible:	Deadline:
Continue to assess in the context of the overall marketing plan recommendations.	Deferred at this time.	TBD

Review of 2012 Marketing Recommendations

Lead: Mr. Hancock

As requested in the ANSTF 04/14/2015 meeting (see minutes), Mr. Hancock distributed previously developed marketing materials for task force review.

Background:

- More and More Acton Residents are choosing to age in place
- More and more of the population is over 65 due to the “Baby Boomer Bulge”
- Most Acton residents over 65 are covered by Medicare

There is a solid and growing potential to serve Acton residents <65.

Acton Home Health Utilization:

- Approximately 30% of Acton residents *receiving Home Care Services* are using ANS.
- Home Health services are predictable in that they are traditionally ordered as part of a discharge plan
- Given the lead-time for Home Health requests, the ANS can manage census growth so that quality is not lost as census rises within the service.
- Healthcare is changing and focuses on quality and outcomes become increasingly important.

There is an opportunity to increase the number of Acton residents served through improving resident awareness of the service and the right to ask for it.

Improving Awareness

- Mail campaigns can be effective in increasing awareness. However, residents could also see a mailing as junk mail.
- Web searches are often used to research providers. Information about ANSTF is not always current.
- Action Unlimited is seen as a good, community - wide publication that would increase awareness
- ANS “Top 100” is not clearly communicated. ANS could easily be positioned as the “quality choice” for patients, providers and other referral sources.
- Town Wide banners, similar to those used for Library and School activities, could improve awareness.
- Community venues, Arts Councils and venues (e.g., Indian Hill) and where healthy elders frequent.
- Town needs to be sensitive the relationship with Emerson Hospital.
- Acton is a town with high quality schools and services. ANS quality is consistent with the overall “Acton brand.” Realtors could promote ANS the way they promote high quality schools.
- Ad design should be reviewed and if necessary, improved.
- ANSTF should be sensitive to the diverse population in the town when developing an outreach plan

There is an abundance of opportunity to improve awareness. It will require prioritization. However, as we increase the visibility of ANS, it's important that we have the right answers to important questions. Thus, the FAQ becomes even more important.

Task Force Member Request in preparation for 05/26/2015 meeting

- Review Mr. Hancock’s “Attachment 13” and provide feedback as to marketing priorities
- ANSTF members asked to confirm goals for May and June relative to marketing and outreach opportunities

Action Items:	Person Responsible:	Deadline:
Mr. Kadlec will ask Town Clerk to provide population reports to confirm population trending.	Mr. Kadlec	05/26/2015
Review current ANS ad and see if there are opportunities to improve targeting	Ms. York, Mr. Hancock	05/26/2015
Task Force Members should review “Attachment 13” and identify the elements that are priority from that member's perspective.	All Task Force Members	ASAP but without urgency. No later than 05/26/2015

FAQ Review (as related to the Marketing plan)

General Discussion

The FAQ Document has proved to be a robust and extremely helpful document. It's important to keep in mind that it is a living document. It needs to be maintained to assure that statements are current and accurate. Mr. Sussman asked if components of the document were ready for web posting. This led to a fuller discussion as to FAQ readiness. While some elements of the FAQ may be ready for external audiences, ANSTF should be comfortable that questions raised from posted FAQs will not lead to other questions that are yet unanswered.

Action Items:	Person Responsible:	Deadline:
Review FAQs and identify items that could potentially be posted in the near term	ANSTF Members	On-going.

ANS and FANS Update

Mrs. York updated shared that she had success with a focused PT recruitment and shared the post card used for outreach.

Mrs. Ross shared the FANS Newsletter. The newsletter highlights the Top 100 achievement and underscores the patient's right to choose ANS for home care.

Agenda Items for Next Meeting and Adjournment

Ms. Feinsand had prepared a referral report (in sync with her graduate work) and graciously deferred her presentation until the next meeting. Task Force members concluded the next meeting would best be held in three weeks time. Mr. Kadlec asked task force members to provide feedback as to the frequency of upcoming meetings (over the summer months.)

Agenda for 05/26/2015 meeting:

- ✓ *Ms. Feinsand's Referral Report*
- ✓ *Continued review of Mr. Hancock's Marketing Plan*
- ✓ *Confirm goals for May and June.*

Respectfully Submitted,

Brenda Gowing

Clerk, Acton Nursing Service Task Force (ANSTF)

Attachment 13 - Preliminary Tactical Marketing Plan

Activity	Specifics	Responsibility	Priority
Messaging			
Develop Q&A to answer "Why choose ANS?"	post on web site, print as flyer	ANS	
Develop service report card for patients and families	add to patient admission kit	ANS	
Use service report card as source for testimonials and stories	review report cards and write stories, add to web site, distribute testimonials, release some to local media	Patient and family to complete; volunteer to write story; ANS to release. In some cases, only patient or family is allowed to post.	
Develop mail campaign(s) or in-person scripts for each category of influencer	develop target lists, draft personalized messaging	ANS plus volunteers and/or intern	

Provide Relevant Information

Identify and correct outdated/inaccurate/negative information on reference web sites	review content and links for inaccuracies, notify site managers, if necessary pay memberships or editing fees	Volunteers to identify errors. ANS to manage update with key referral sites because they often require an "official" voice and/or some payment or official submission	
Post reviews and testimonials wherever possible	include both specialist and public sites (e.g. Angie's List)	ANS plus patients or families	
Regularly refresh ANS web site	Review and add minor new content every two weeks. Refresh and consider main content every 6 months	ANS (and/or intern)	
Use Search Engine Optimization to ensure high rankings in web search	Review keywords and processes for findability.	Professional SEO specialist	
Conduct regular local information campaigns around events or news developments	Exposure in Municipal quarterly, article in Beacon, forward-to-a-friend email on public health topic (e.g. Lyme, flu, winter safety)	ANS with volunteer writing	

Activity	Specifics	Responsibility	Priority
Prepare right to choose flyer	Develop user-friendly document that stresses choice, distribute on web and physically as appropriate	ANS	
Prepare quality comparison flyer	Develop user-friendly document that explains quality rankings, use to counter outdated information found on web	ANS	
Monitor Competition			
Complete basic profile of all competitors	visit web site, read content and attachments, fill out ANS tracking form (service focus, service area, hiring, history, organizational form, perceived strategy), repeat every 6 months.	volunteers under supervision of ANS. Each volunteer could "adopt" and handful of competitors to watch. ANS to consolidate master list	
Do in depth report on each major competitor	Identify relevant indicators and monitor monthly, research and review for changes	can be monitored by volunteers but report has to be reviewed/edited by ANS or intern	
Track grapevine for competitor behavior	Be alert for changes	volunteers, staff, etc.	
Speak to all Channels			
Develop priority list based on Section 4 (iii)		ANS	
Develop communication plan for each		ANS plus appropriate professional contract assistance (e.g. direct mail vendor, USPS, e-list provider, Town officials and organizations)	
Fund and deploy appropriate campaigns		ANS	