

**Acton Nursing Services Task Force  
Meeting Minutes  
August 25, 2015**

**Task Force Members Present**

Dick Calandrella (Associate), Ellen Feinsand, Brenda Gowing, Adrian Hancock (via telephone), Charlie Kadlec, Marge Kennedy (Associate), Florence Ross, Howard Sussman, Heather York (Town Liaison)

**Guests**

None

**Members Absent**

Katie Green (BOS Chair and Liaison)

**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.

**Chairman's Update and Formalities**

**Presented by: Charlie Kadlec, Chairman**

Quorum was confirmed at 7:04 pm.

Minutes were approved unanimously with no changes.

Pamela Harting-Barrat has resigned her position on the Task Force.

Ellen Feinsand was elected Clerk effective September 1, 2015 to replace Brenda Gowing who resigned effective August 31, 2015.

**Update**

- Mr. Kadlec requested that the Town post the July 2015 version of the Frequently Asked Questions on the Acton Website. A link from the Acton Nursing Services site to the FAQ on the Town website is also desired.
- The presentation of the Acton Nursing Services Task Force to the Board of Selectmen is scheduled for October 5, 2015 at 7:50 pm.

## **ANS Director Update**

**Presented by: Heather York, ANS Director**

Ms. York is working with Marc Duci of Acton Public Television to provide information to residents and viewers. Key areas are:

- Public Service Announcement about Acton Nursing Services
- Talk of the Town insert
- Insert to Bulletin Board sporadically during the day when flu clinic is operating
- It was suggested that ANS patient/family testimonials be used on Acton TV to spread the word.

ANS had 21 admissions in July. This is an increase over the average monthly admissions this year. A possible reason might be seasonal vacations and referrals from other agencies.

### **Action Items**

- Ms. York will check with town council on whether a release would be required to use testimonials on Acton TV.
- Ms. Kennedy will send the testimonials to Ms. York.

## **Board of Selectmen Presentation Update Presented by: Brenda Gowing, ANSTF Clerk**

Ms. Gowing presented draft templates to be used for the Board of Selectmen presentation scheduled for October 5, 2015. Highlights of her presentation were:

- Presenters will need to populate the slide templates.
- The Network Development section is already populated with Ms. Gowing's content.
- The optimal way to present the value of the new ANS (AXXESS) system would be to have a "live" demonstration. If this is not possible, then screen shots would be used.
- Ms. Gowing proposed that the populated slides could be reviewed at the next ANSTF meeting.

### **Action Items**

- Presenters to the Board of Selectmen to fill in their slide content for discussion at the next meeting.
- Decision to be made on slide content/versions. Specifically, should slides contain top line content with Speaker Notes for the BOS presentation or should the slides contain all the details? A suggestion was made to possibly have two versions – one for the BOS meeting and another version for the website for people interested in more details. This can be addressed at the next meeting.
- Decision needed to determine who will be responsible for consolidating comments and producing the final presentation slides. This can be addressed at the next meeting.

## **Acton Awareness Building**

**Presented by: Marge Kennedy, ANSTF Member**

Ms. Kennedy reported on her contact with a real estate broker who has expressed willingness to share information about Acton Nursing Services with real estate brokers who can speak about another advantage of buying a home in Acton. We discussed the best way to leverage this offer.

### **Action Items**

- Mr. Kadlec suggested that Ms. Kennedy ask if the real estate contact would draft a cover letter that would resonate with brokers. This would be used to be sent or given to brokers along with information about ANS.
- Ms. Kennedy will invite the real estate contact to an upcoming ANSTF meeting.
- Another suggestion was to have someone (perhaps Ms. York) speak at a meeting of real estate brokers (similar to a recent speaking engagement at the Rotary Club).

### **Marketing Update**

**Presented by: Adrian Hancock, ANSFT Member**

Mr. Hancock mentioned the new ANS rankings on Medicare.gov. It was suggested that this change be addressed in the FAQ document.

### **Action Items**

- Mr. Hancock will draft the new information and review it with Ms. York.
- Ms. York will bring back to the ANSTF meeting for approval.

### **Finance Update**

**Presented by: Charlie Kadlec, Chairman**

Mr. Kadlec, Mr. Hancock, Mr. Sussman and Ms. York attended a meeting with Finance Department staff and Doug Halley to address finance questions. Their findings yielded the following information:

- Every paid admission contributes something and is a financially positive event.
- We have been assured that each paid admission covers the variable cost of that admission.
- Fixed costs are being researched by the Finance Department, Doug Halley and Ms. York.
- Mr. Kadlec reviewed a draft cost analysis for 2008 – 2015 from the Town Accountant.
- The key objective is to increase admissions. Reduced admissions were a result of the uncertainty surrounding ANS' viability.

### **Next Meeting and Adjournment**

The next meetings will be September 8, 2015 and September 22, 2015 at the Acton Senior Center at 7 pm. Meeting was adjourned at 8:50 pm.

Submitted by: Ellen Feinsand, Clerk, ANSTF