

**Acton Nursing Services Task Force
Meeting Minutes
October 13, 2015**

Task Force Members Present

Dick Calandrella, Ellen Feinsand, Katie Green (BoS Chair and Liaison). Adrian Hancock, Charlie Kadlec, Marge Kennedy, Howard Sussman, Heather York (ANS Director/Town Liaison)
Note: Dick Calandrella and Marge Kennedy have been sworn in as full ANSTF members.

Guests

None

Members Absent

Florence Ross

Task Force Objective

The objective of the Acton Nursing Services (ANS) task force is to optimize service delivery in terms of scope, citizen awareness and financial performance while preserving high quality care. A seven person board (with both staff and community support) will be responsible for meeting the goals and objectives and reporting to the Board of Selectmen.

Task Force Goals

- 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 7:05 pm.

Minutes were approved unanimously with an edit requested by Mr. Sussman.

The final presentation that was presented to the Board of Selectmen has been posted to DocuShare.

Mr. Kadlec mentioned that the questions raised by a representative of the Finance Committee at the Board of Selectmen meeting on October 5, 2015 were expected. As we know, there is more work to be done in this area.

Minuteman Senior Services Update

Presented by: Ellen Feinsand

Ms. Feinsand shared information about Acton's use of Minuteman Senior Services programs in fiscal year 2015. Over 1,400 residents used services provided by Minuteman at a value of \$1,390,352. These are services that are funded by Massachusetts Elder Services. ANS services are a complement to the services provided by Minuteman. Ms. York indicated that ANS has participated in events with Minuteman Senior Services. Minuteman does not directly provide skilled home care services.

ANS Director Update

Presented by: Heather York, Director

Ms. York gave a summary of the projects underway.

- Mailing to Prospective Acton Clients: There is a draft of the first postcard to be reviewed. The goal is to send out in November.
- Timing: Ms. York proposed a quarterly schedule of mailings. There was a discussion that the timing should be accelerated to gain the advantage of repetition to increase awareness of ANS. This will be discussed at our next meeting. The goal would be to send out 4 postcards in a series over a period of a few months.
- Marketing Package for Referral Sources: Ms. York has started the process to create a marketing package to be used for referrals. This would focus on the institutions and organizations that can refer suitable patients to ANS.

Members of the ANSTF are prepared to assist Ms. York and the external resource in accelerating the progress on the prospecting mailings and the referral marketing package. Mr. Hancock and Ms. Feinsand will be meeting with Ms. York on October 26, 2015.

Community Outreach

Group Discussion

It was agreed that at our next meeting there will be a 15 – 20 minute discussion about potential target audiences and ideas on who to reach. An example that was mentioned is the Acton Women's Club. Word of mouth recommendations can be a strong factor in selecting ANS as a patient's home care agency.

Acton Awareness Building

Presented by: Marge Kennedy, ANSTF Member

Ms. Kennedy said that Betsy Purcell, realtor contact could not attend the meeting. Ms. Purcell is going to be invited to attend our next meeting on October 27, 2015.

Finance Update

Presented by: Charlie Kadlec, Chairman

Mr. Kadlec expressed concern about the perception of ANS by the Acton Finance Committee. It is necessary to continue to explore the financial questions that have been raised. Mr. Kadlec plans to attend the next Acton Finance Committee meeting.

It was suggested that a non-town resident contract worker be engaged to work on prior year billing issues to alleviate the pressure on the ANS staff who should be focused fully on their primary roles – to provide services to the clients. The rationale for this could be documented by ANSTF, approved by Ms. York and taken to the Town Manager for approval. This will be discussed at our next meeting.

Agenda Items for October 27, 2015

- Discussion with Betsy Purcell, Keller-Williams Real Estate Agency
- Community Outreach Discussion
- Marketing Materials Update
- Finance Resource for ANS

Next Meeting and Adjournment

The next meeting will be October 27, 2015 at 7 pm, location to be determined. Meeting was adjourned at 8:50 pm.

Submitted by: Ellen Feinsand, Clerk, ANSTF