

**Acton Nursing Services Task Force
Meeting Minutes
October 27, 2015**

Task Force Members Present

Ellen Feinsand, Charlie Kadlec, Marge Kennedy, Florence Ross, Howard Sussman, Heather York
(ANS Director/Town Liaison)

Guests

Betsy Purcell, Keller-Williams Real Estate Agency

Members Absent

Dick Calandrella, Katie Green (BoS Chair and Liaison), Adrian Hancock

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.

Opportunity with Real Estate Brokers

Presented by: Betsy Purcell, Keller-Williams Real Estate Agency

Ms. Purcell is a Manager of over 100 real estate brokers. She would be happy to distribute ANS materials to raise awareness among realtors who are meeting with prospective Acton home buyers. She is also willing to distribute ANS patient brochures to real estate agents in other agencies when she interacts with them.

Ms. Purcell suggested using Facebook or other social media to raise awareness of ANS. Ms. York said that the Town of Acton does not have a policy about social media and the Town does not have a Facebook presence at this time.

The ANSTF appreciated Ms. Purcell's enthusiastic support. Many thanks to Ms. Kennedy for inviting Ms. Purcell.

Chairman's Update and Formalities**Presented by: Charlie Kadlec, Chairman**

Quorum was confirmed at 7:05 pm.

Minutes were approved unanimously for the September 29, 2015 and October 13, 2015 meetings.

Mr. Kadlec attended a Finance Committee meeting to see if anyone mentioned the Board of Selectmen presentation about ANS. No comments were made. The Finance Committee has not yet begun budgeting for fiscal year 2017.

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

- ANS joined the Middlesex Chamber of Commerce.
- Flu Clinics were conducted in Town Hall, the High School, Council on Aging, ANS Office, Windsor Green and a few businesses upon request. Approximately 1200 shots were given. The Acton message boards were used to announce the flu clinics. Reimbursement from insurance companies follows the clinic.
- Ms. York showed the new Patient Admission Packet and the concept for a Referral Sources Packet.

Marketing Update**Presented by: Heather York and Ellen Feinsand**

Ms. Feinsand, Mr. Hancock and Ms. York had a Marketing meeting to discuss ANS materials in process and in queue. The update is on the next page of these minutes. Ms. York and Ms. Feinsand reviewed the update and answered questions. Marketing highlights are:

- ANS will be in the Home Care Alliance Resource Guide that is mailed to 2,200 entities in Massachusetts. The costs of this are included in the ANS Marketing 2015 budget.
- The first Postcard in the planned Acton prospect campaign is in development. This is expected to reach approximately 3,000 people by Thanksgiving.
- A review of the Referral Marketing materials was covered.

FANS Update**Presented by: Florence Ross**

A late November FANS Newsletter mailing is planned to go to 2,638 Acton residents and 800 Boxboro residents. Residents of Robbins Brook and Windsor Green receive Newsletters that are hand delivered to those locations. In addition, approximately 200 Newsletters are sent to institutions (to social workers and discharge planners). These would be useful when we are ready to initiate the Referrer marketing.

**Acton Nursing Services Task Force
Marketing Update
October 26, 2015 Meeting – Ellen Feinsand, Adrian Hancock, Heather York
ANS Marketing Materials Status**

Materials In Process

1. Advertising: Print and digital advertisements for the Home Care Alliance Resource Manual are complete. This will include 2,200 updated ANS Patient brochures to be included in the Home Care Alliance mailing. The estimated cost for this project is \$2,000 including the printing of the brochures.
2. ANS Patient brochure: It has been updated to include the proper website address and the new tagline “Helping You Safely Age in Place.” Depending on the cost and timing of printing, an additional 800 might be ordered to add to our supply of brochures.
3. New ANS Patient Welcome Kit: Upon admission to ANS, the new Welcome Kit provides very useful and consolidated information all in one folder. This can now be used.
4. Postcard Campaign: The planned 4 postcard campaign is underway. The first postcard is designed and ready to produce. The main theme is “Local Award-Winning Home Health Services.” The printing and mailing details are being finalized. This is on target to reach prospects by Thanksgiving. The cost of this mailing will be from the ANS budget.
5. Referral Marketing:
 - a. An ANS Fact Sheet is being developed to use in contacting potential health care providers. This includes information on ANS’ performance ratings, quality and our commitment to providing service to organizations that can refer patients.
 - b. An Introductory Letter is being developed for contacting potential health care providers. It will include appropriate customized information, when available and will be personalized for each organization.

Materials In Queue

1. Postcard Campaign
 - a. The timing for postcards 2-4 is early January, early February and early March.
 - b. The planned themes for the next mailings are: “Best Time to Choose a Home Care Agency is Before You Need One,” “You Have a Right to Choose,” and “Why Choose ANS?”
 - c. The funding for these mailings is to be determined.
2. Testimonial Piece for insertion into appropriate mailings

Ratings Update

Presented by: Howard Sussman

Mr. Sussman expressed concern about the ANS Medicare ranking (3.5 stars) compared to the Emerson Home Care rating (4.5 stars). He suggested that this rating should be omitted from Marketing materials. No decision was made. No changes will be made to the Postcard mailing.

The latest rating for ANS by Home Care Elite is due on November 2, 2015. At that time, it will be more appropriate to decide how to position the ratings for ANS in Marketing materials.

Community Outreach

Mr. Kadlec asked if there could be a handout at the Town Meeting. There was a complimentary article in the Beacon. Mr. Sussman will request permission for reprinting this for distribution at the Acton Special Town Meeting on November 10, 2015.

The ANSTF will discuss other Community Outreach activities after the holidays.

The priorities are to continue the Marketing activities that are underway. There is some question about the funding for Postcards 2 – 4 since the current year Marketing budget may not be adequate to cover the costs. There may be other Town funds to use for these mailings.

Next Meeting and Adjournment

The next meeting will be November 17, 2015 at 7 pm, location in Conference Room 9 at Town Hall. Meeting was adjourned at 9:00 pm.

Submitted by: Ellen Feinsand, Clerk, ANSTF