

**Acton Nursing Services Task Force  
Meeting Minutes  
November 17, 2015**

**Task Force Members Present**

Ellen Feinsand, Katie Green (BoS Chair and Liaison), Adrian Hancock, Charlie Kadlec, Florence Ross, Howard Sussman

**Guests**

None

**Members Absent**

Dick Calandrella, Marge Kennedy, Heather York (ANS Director, Town Liaison)

**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 for the October 27, 2015 meeting.

**Marketing Update**

**Presented by: Adrian Hancock and Ellen Feinsand**

Mr. Hancock reviewed the details about the first Postcard mailing that was sent to 3,000, Acton residents/prospects over age 60. Several Task Force members had received them in the mail. Measurement of inquiries (who are responding to the mailing) would be valuable.

The next three Postcards in the prospecting campaign will be printed at one time to gain economy of scale. There will be 4,000 of each of the three Postcards that are scheduled to mail in early January, early February, and early March.

The ANS Marketing budget may not have adequate funds for all three mailings, but, Ms. York is working on this and can report back at our next meeting. There may be other Town funds to use for these mailings.

ANS just joined the Middlesex Chamber of Commerce.

A Marketing meeting is scheduled for Tuesday, November 24 with Mr. Hancock, Ms. Feinsand and Ms. York. The objective will be to present copy for Postcards 2-4 with design to follow. In order to meet the desired schedule, we plan to discuss the content and gain agreement among the Task Force at our meeting on December 1, 2015.

Referrer Mailing communications (Letter and Fact Sheet) updates will be reviewed at the Marketing meeting on November 24, 2015. The institutional contacts who are on the FANS mailing list will be part of the target audience for the Referrer Mailing.

### **FANS Update**

**Presented by: Florence Ross**

The FANS Newsletter mailing is planned, with a mail date of November 30, 2015, 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.

### **Ratings Update**

**Presented by: Adrian Hancock**

ANS achieved a rating in the “top 25%” of home care agencies by Home Care Elite. This represents repeated recognition for ANS for five consecutive years.

Feedback is needed from Ms. York to ensure the explanation of Medicare stars and Home Care Elite categories is accurate.

Interest was expressed in reviewing the list of Home Care Elite competitors. Access to this information on the website requires a subscriber log-in; Ms. York can assist in this area also.

### **Community Outreach**

The Beacon newspaper approved their October 15, 2015 article for use by ANS for promotional purposes. It will need to be reformatted for use as an article reprint. The ANSTF will need to decide the appropriate uses for this article.

Mr. Kadlec suggested that promotional material be put in places around town that get foot traffic to raise awareness of ANS. An agenda item for December 1, 2015 is to develop a list of places that would be suitable for distributing materials.

Mr. Kadlec suggested that we consider future mailings to Acton residents/prospects age 55+ instead of age 60+ (as is currently planned for the campaign). Based on the census, this could increase the volume of recipients by approximately 1,000. It is also a suitable demographic population since this group may have parents needing home care services.

### **Next Meeting and Adjournment**

The next meeting will be December 1, 2015 at 7 pm, in Conference Room 9 at Town Hall.  
Meeting was adjourned at 8:10 pm.

Submitted by: Ellen Feinsand, Clerk, ANSTF