

**Acton Nursing Services Task Force
Meeting Minutes
December 1, 2015**

Task Force Members Present

Ellen Feinsand, Charlie Kadlec, Marge Kennedy, Florence Ross, Howard Sussman

Guests

None

Members Absent

Dick Calandrella, Katie Green (Liaison, Board of Selectmen), Adrian Hancock, 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 7:10 pm.

Minutes were approved unanimously for the November 17, 2015 meeting.

There were 13 Admissions to ANS during November.

Marketing Update

Presented by: Ellen Feinsand

No feedback was available regarding the first postcard that was mailed due to Ms. York's absence. This will be discussed at our next meeting.

The ANSTF agreed to the proposed plan for the next three postcards. Specifically,

- The proposed content was approved by the group.
- They will be printed at one time to gain economies of scale.
- The expected printing date is December.
- The quantity of 4,000 of each of the three postcards will be used.
- The mailing dates are planned for early January, early February and early March.
- The ANS budget can accommodate the three mailings, although not all funds may come from the "Marketing" line item.

The Marketing meeting took place on November 24, 2015 with Mr. Hancock, Ms. York and Ms. Feinsand. The content and design for postcards 2-4 were reviewed and finalized. Referrer communications (Letter and Fact Sheet) were reviewed and edits will be made. The institutional contacts who are on the FANS mailing list will be part of the target audience for the Referrer Mailing. The date for the initial Referrer mailing will be discussed with Heather.

Mr. Kadlec raised the question of expanding the mailing to Acton residents age 55+ and 50+ to increase awareness. He planned to run the spreadsheet and send it to Mr. Sussman for further processing to determine the quantity and impact on printing and mailing. Ms. York will decide if the budget can include these additional names.

FANS Update

Presented by: Florence Ross

The FANS Newsletter was mailed on November 30 to over 3,000 residents of Acton and Boxboro. The next FANS Newsletter is scheduled for May which will serve as an additional reminder to recipients of ANS.

Community Outreach

Mr. Kadlec created Posters for posting in appropriate places around town. Each Task Force member was asked to distribute them and keep track of the locations. Ms. Kennedy had the most ideas and access to several suitable places.

Ms. York will be asked to confirm that supplies of postcards and brochures were distributed to Betsy Purcell for awareness building among real estate offices.

Next Meeting and Adjournment

The next meeting will be December 15, 2015 at 7 pm, in Conference Room 9 at Town Hall. Meeting was adjourned at 8:10 pm.

Submitted by: Ellen Feinsand, Clerk, ANSTF