

**Acton Nursing Services Task Force  
Meeting Minutes  
January 26, 2016**

**Task Force Members Present**

Ellen Feinsand, Katie Green (BoS Chair and Liaison), Adrian Hancock, Charlie Kadlec, Florence Ross, Howard Sussman, Heather York (ANS Director and Town Liaison)

**Guests**

None

**Members Absent**

Dick Calandrella, Marge Kennedy

**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 January 12, 2016 meeting.

The group approved the ANSTF submission (with minor changes) for the Acton Town Report.

**Director's Update**

**Presented by: Heather York**

Through 1/26/16, there were 8 new admissions.

A search is on for a new Physical Therapist.

All versions of the prospecting postcards have been printed.

The second mailing was completed and received during the week of 1/19/16.

## **Marketing Update**

**Presented by: Adrian Hancock, Heather York and Ellen Feinsand**

### Marketing Plan

Mr. Hancock reviewed the ANS Marketing Plan from 6/15/15 and made annotations to reflect the status and notes as of 11/30/15. Task Force members were asked to review and provide comments to Mr. Hancock for discussion at our next meeting.

### Referral Materials

The Fact Sheet/Sales Sheet has been reviewed and last edits are in process. This will be duplicated for mailings to existing and potential referral sources.

The following referral sources were discussed:

- Influencers – Community Social Workers, Independent Physical Therapy and Occupational Therapy Groups, Clergy, Minuteman Senior Services, Councils on Aging, Wound Care/IV Specialists and Private Home Care (non-Medicare Certified) Agencies
- Institutional Contacts – Discharge Planners, Transitional Care Units, Hospital and Nursing Home Social Workers
- Physician’s Offices – Specialties that typically require home care, such as Orthopedics, Neurology (post-stroke care), Geriatrics, General Medical (post-hospital care)

### Physician Mailing

Ms. York will identify specialists that send ANS patients as a start to the planned physician referral mailing. Mr. Hancock and Ms. Feinsand will identify names of active physicians associated with the practices that refer or might refer new patients. The letters can be customized to target the specialty needs of potential patients (i.e., wound care or eye care).

## **FANS Update**

**Presented by: Florence Ross**

Ms. Ross said that FANS is interested in ideas for handouts for distribution at Town Meeting. The following possible items were discussed: First Aid kits with ANS information prominently displayed, “File of Life” containing essential health/medical information for emergencies. Ms. York will research cost of “File of Life” customized items with ANS information. It was decided that something will be available to raise awareness of ANS at Town Meeting on April 4, 2016.

A further discussion took place about how to communicate useful information from ANS to Acton residents. Examples of content to be communicated could be “Massachusetts Medical Orders for Life Sustaining Treatment” (MOLST), “File of Life”, Five Wishes, and “In Case of Emergency.” No decisions were made on next steps at this time.

Meeting adjourned: 8:15pm

Next meeting will be on February 9, 2016

Submitted by: Ellen Feinsand, Clerk, ANSTF