

**Acton Nursing Services Task Force  
Meeting Minutes  
March 22, 2016**

**Task Force Members Present**

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

**Guests**

None

**Members Absent**

Dick Calandrella, Katie Green (BoS Chair and Liaison), Heather York (ANS Director and 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 March 8, 2016 meeting.

A discussion was held about Town Meeting and the appropriate messages to communicate. It was decided that distributing the ANS Postcards (used in recent mailings) would be a way of raising awareness among younger age citizens who did not receive them. There is extra inventory of Postcards that can be used. ANS is not a topic on the Town Meeting agenda.

Next Step: Adrian Hancock will contact Heather York to get the appropriate Postcards and deliver them to Florence Ross for distribution at the FANS table at Town Meeting.

## **Director's Update**

Due to the Director's absence, there was no update.  
The number of Admissions for month-to-date March had not been provided.

## **Marketing Update**

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

### Additional Postcard Mailings

No decision has been made on mailing the remaining supply of Postcards. These should be used up as soon as possible (rather than discarding them) because the Medicare star rating has been lowered.

### Marketing Plan

Mr. Hancock suggested that we review the ANS Marketing Plan at the next meeting.

### Referral Materials

The Fact Sheet/Sales Sheet has been reviewed and final edits have been made. These will be printed for mailings to begin.

### Physician Mailing

Mr. Hancock has identified physicians in specialties that we are targeting for mailings. It is not clear if any mailings have been done yet. We currently have about 200 names. The intent was to mail these with a personalized letter, hand signed by Ms. York.

### Medicare Star Rating

ANS recently received a new rating of 3 stars (reduced from 3.5) on the Medicare Home Health Compare Consumer Assessment Survey. This is due to a new Methodology that began in 2015. Ms. Feinsand explained her findings on the new data. The rating is based on patient evaluation surveys that are sent to each patient after discharge from a home health agency. The following two ideas will be discussed with Ms. York to help restore ANS' higher rating:

- Add language to the Patient Admission Packet about the importance of completing the patient survey when it arrives in the mail.
- Have ANS staff emphasize the survey with patients at the time of discharge from ANS.

Next Step: Ms. Feinsand and Mr. Hancock will have a Marketing meeting with Ms. York to get updated on progress on the open Marketing issues.

## **FANS Update**

**Presented by: Florence Ross**

Ms. Ross distributed sample handouts that will be used at Town Meeting. FANS assembled 400 bags of useful health and first aid kits/information. In addition, Ms. Ross and other volunteers

will distribute bags and Postcards to Acton residents who enter the auditorium for the Meeting.

## **Finance Update**

In the continuing endeavor to understand and gain transparency to the financials of ANS, a Finance Meeting will be held on Friday, March 25, 2016 at 8am with Steve Barrett, Brian Macmullen, Heather York, Charlie Kadlec and Bob Hertz (a former Acton resident and CPA). This meeting is to be prepared in case of issues or questions arising at Town Meeting.

## **Recommendation to Selectmen**

The ANSTF is expected to deliver its Recommendations to the Board of Selectmen in May. The highest priority for our next meeting will be to discuss and decide on the Recommendation for the future role, if any, for the Task Force.

Meeting adjourned: 8:40pm  
Next meeting will be on April 19, 2016.

Submitted by:  
Ellen Feinsand, Clerk, ANSTF