

**Acton Nursing Services Task Force
Meeting Minutes
April 21, 2016
Approved: May 3, 2016**

Task Force Members Present

Ellen Feinsand, Katie Green (BoS Chair and Liaison), Charlie Kadlec, Marge Kennedy, Florence Ross, Heather York (ANS Director and Town Liaison)

Guests

None

Members Absent

Dick Calandrella, Adrian Hancock, Howard Sussman

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 7:00 pm.

Minutes were approved unanimously for the March 22, 2016 meeting.

Town Meeting did not have any questions about ANS. Steve Barrat and Charlie Kadlec were prepared after having reviewed the financial data at a meeting earlier in April. No explanation was required.

A report to the Board of Selectmen will be needed on the status and recommendations of the ANSTF. The charge may need to be updated from 2015. Mr. Kadlec suggested that this would be a discussion item when the full ANSTF is present. Issues to be discussed include: permanent structure, ANSTF officers, best ways that ANSTF can help ANS, and other recommendations.

Director's Update

Presented by: Heather York, Director

Admissions for March were 15, and April month-to-date were 6.

New Postcard Mailing

No decision has been made on Town funding for a new Postcard mailing.

Referral Mailings

ANS has begun the mailings to potential referral sources including personalized letters signed by Ms. York, and the new Fact Sheet. There were approximately 50 mailings to doctors identified in research done by Adrian Hancock. There were additional mailings to other contacts who were identified by ANS staff. Sample Fact Sheets were distributed.

Additional Prospect

The Commons at Lincoln, a Benchmark community, does not have its own home care agency and uses outside services. This may be a worthwhile prospect for additional ANS patients. A more detailed presentation will need to be drafted for a meeting with The Commons.

Medicare Home Health Compare Website

The Medicare Home Health Compare rating has been updated and ANS' rating remains at 3 stars. There has been an improvement (lowering) of the re-hospitalization rate.

Feedback

ANS has received positive feedback from people who attended Town Meeting and received the FANS kits with health information and useful items.

Community Outreach

It was suggested that contact be made with Acton Fire and Police Departments to ensure that newer members who interact with Acton residents are aware of the services of ANS.

Marketing Update

Presented by: Ellen Feinsand

Patient Satisfaction Survey

Ellen Feinsand drafted language to be considered for use as an insert to the ANS Patient Admission Packet. The insert (sample attached to Minutes) is to raise awareness of the Patient Satisfaction Survey that will be sent to ANS patients following discharge from care. This may increase the number of Patient Surveys that are returned, and hopefully, bolster the ANS rating from 3 to 4 stars. Ms. York will implement the insert, with any appropriate changes.

Tax Bill Mailing

There was discussion of modifying the ANS Fact Sheet (that is being used in the Referral Mailings) and include it in the upcoming tax bill mailing. Ms. York is looking into the timing of the mailing. Ms. Feinsand would propose the edits to the Fact Sheet.

Marketing Meeting – 3/30/16

Mr. Hancock and Ms. Feinsand met with Ms. York on March 30, 2016 and discussed the open Marketing issues and activities. Next steps were identified and actions have been ongoing. We agreed that the discussion of the Marketing Plan requires the full ANSTF.

FANS Update

Presented by: Florence Ross

Over 400 kits were distributed at Town Meeting over two evenings. The cost of the premiums was \$4,520. In addition, Postcards that were in inventory were also distributed to further increase awareness of ANS.

Ms. Ross is developing the next FANS Newsletter to be mailed in May.

Meeting adjourned: 8:10pm
Next meeting will be on May 3, 2016.

Submitted by:
Ellen Feinsand, Clerk, ANSTF

**Acton Nursing Services Task Force
Patient Admission Packet Insert
DRAFT: April 20, 2016**

Your Feedback is Important to ANS

Your home health care is essential to you returning to your activities and daily routines. How you feel about the home care you receive from ANS is important. Shortly after you receive home care, you will get a survey from a national organization asking about your experience with ANS. Please complete and return the survey to give your feedback

Medicare measures patient feedback about their experience to rate home care agencies like ANS. ANS strives to give you the best service possible. Please help us continue to serve our patients in the best way possible by answering the survey you receive. Many thanks for your feedback.