

**Acton Nursing Services Task Force
Meeting Minutes
May 3, 2016**

Task Force Members Present

Ellen Feinsand, Charlie Kadlec, Florence Ross, Howard Sussman, Heather York (ANS Director and Town Liaison)

Guests

None

Members Absent

Dick Calandrella, Katie Green (BoS Liaison), Adrian Hancock, 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 7:00 pm.

Minutes were approved unanimously for the April 21, 2016 meeting.

- Dick Calandrella plans to resign from the Task Force.
- The latest financial information available from a report provided by Steve Barratt indicates \$254,000 in revenues and \$347,242 in expenses for the fiscal year through April 30, 2016.

Director's Update**Presented by: Heather York, Director**

Admissions for April were 7, and May month-to-date were 3.

The lack of having a permanent physical therapist may be having a negative effect on census.

New Postcard Mailing

The Town has approved funding for the final Postcard mailing from existing inventory. The audience will be Acton residents aged 50 – 59, and the mailing will go within 2 weeks.

Referral Mailings

The referral mailings continued during April and there are approximately 40 (out of 200) left to be mailed. There has not yet been any direct mention by a referral source about the mailing.

Insert for Tax Mailing

It was suggested that we publicize ANS with an insert into the quarterly tax mailing. The cost per household is only \$0.18, and there are approximately 8,000 households. We discussed and decided to revise the fact sheet used in the referral mailings as the insert.

Marketing Update**Presented by: Ellen Feinsand**Tax Bill Mailing

In addition to the insert for the tax mailing, we will try to get a mention in the Municipal Quarterly newsletter.

Changes to Mailing Insert

We discussed using 1 or 2 testimonials in the revised tax mailing insert. Heather will provide suggestions from Acton residents.

FANS Update**Presented by: Florence Ross**

The next FANS newsletter target mail date is May 31, 2016.

ANSTF Structure

We tabled discussion about a Recommendation and proposal to the BoS for a permanent structure until the next meeting. Consideration might be given to changing from a Task Force to an Advisory Committee as a standing entity.

Meeting adjourned: 8:00pm

Next meeting will be on May 31, 2016 at 7pm in Town Hall, Conference Room 9.

Submitted by:

Ellen Feinsand, Clerk, ANSTF