

Community Benefits

Annual Report 2020



Good Samaritan Medical Center

A STEWARD FAMILY HOSPITAL



235 North Pearl Street, Brockton MA 02301 goodsamaritanmedical.org

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Overview

Good Samaritan Medical Center (GSMC) is an acute-care, 267-bed hospital providing comprehensive inpatient, outpatient, and Level III Trauma emergency services to Brockton and 22 neighboring communities. The hospital offers Centers of Excellence care in orthopedics, oncology, and cardiology; family-centered obstetrics with Level II special care nursery; specialized surgery, advanced diagnostic imaging, and substance abuse treatment. Good Samaritan Medical Center is part of Steward Health Care System. Additional information is available at www.goodsamaritanmedical.org.

Key Services 2020

- Level III Trauma Center serving Massachusetts Region V. Emergency department featuring 42 private rooms, six fast track rooms, nine ambulance bays, dedicated imaging suite, EMS room, decontamination room, double trauma bay, and 2-bays for cardiac care.
- Comprehensive surgical program including, minimally Invasive robotic surgical procedures featuring the *da Vinci* Surgical System.
- Cancer Program accredited as a comprehensive cancer program by the Commission on Cancer of the American College of Surgeons. Radiation Oncology Program is accredited by the American Society for Radiation Oncology
- Life -saving cardiology program includes 24/7 Cardiac Catheterization Lab.
- Family-centered obstetrics with Level II Special Care nursery staffed by physicians from MassGeneral Hospital for Children. High-risk pregnancy specialists are available from Boston Maternal-Fetal Medicine.
- 16 bed Senior Behavioral Health unit.
- Substance abuse treatment (NORCAP Lodge) for inpatient and outpatient care.
- Center for Wound Care and Hyperbaric Medicine.
- Advanced diagnostic imaging services including 64-slice CT scanner, MRI, digital and 3-D mammography.

Good Samaritan Medical Center – A Hospital of Distinction 2020

- **American Heart Association Mission: Lifeline Gold** –Mission: Lifeline® Gold Receiving Quality Achievement Award for the treatment of patients who suffer severe heart attacks.
- **Advanced Total Hip and Knee Replacement Certification** from The Joint Commission and the American Academy of Orthopedic Surgeons
- **American Heart Association/American Stroke Association’s Get with The Guidelines® -Stroke Silver Plus** Quality Achievement Award.
- **Baby-Friendly®** Hospital Designation for exceptional personalized care and education that helps new Mom’s bond with their infants and achieve their breastfeeding goals.
- **Breast Imaging Center of Excellence** designation from the American College of Radiology

Key Annual Statistics, 2020

Good Samaritan Medical Center’s primary and secondary service area includes Brockton and neighboring communities: Abington, Avon, Bridgewater, Canton, East Bridgewater, Easton, Hanson, Holbrook, Norton, Randolph, Raynham, Stoughton, Sharon, and West Bridgewater.

| | |
|---------------------------------------|---------------|
| Employees | 1,934 |
| Medical Staff | 582 |
| Registered Nurses | 652 |
| Discharges | 17,366 |
| Number of Beds | 267 |
| Well-Baby Bassinets | 17 |
| Special Care Nursery Bassinets | 10 |
| Emergency Room Visits | 65,878 |

Mission and Values



Mission Statement

Steward Health Care is committed to providing the highest quality care with compassion and respect.

We dedicate ourselves to:

- *Delivering affordable health care to all in the communities we serve*
- *Being responsible partners in the communities we serve*
- *Serving as advocates for the poor and underserved in the communities we serve*

Values

Compassion:

Providing care with empathy in such a way that the person experiences acceptance, concern, hopefulness and sensitivity

Accountability:

Accepting responsibility for continuous performance improvement, embracing change and seeking new opportunities to serve

Respect:

Honoring the dignity of each person

Excellence:

Exceeding expectations through teamwork and innovation

Stewardship:

Managing our financial and human resources responsibly in caring for those entrusted to us.



Community Benefits Statement of Purpose:

Good Samaritan Medical Center, in compliance with The Massachusetts Attorney General’s Guidelines, is committed to our community and government; as such, we put forth our community benefits purpose:

- Improve the overall health status of people in our community,
- Provide accessible, high quality care and services to all those in our community, regardless of their ability to pay,
- Collaborate with staff, providers, and community representatives to deliver meaningful programs that address statewide health priorities and local health issues,
- Identify and prioritize unmet needs and select those that can most effectively be addressed with available resources, and
- Contribute to the well-being of our community through outreach efforts including, but not limited to, reducing barriers to accessing health care, preventive health education, screening, wellness programs, and community-building.

Internal Oversight and Management of Community Benefits Program

GSMC maintains a Community Benefits Program that is focused on improving the health of all members of the community we serve. Our Community Benefits program accomplishes this by initiating outreach efforts and collaborating with community partners to address the most pressing health needs of area residents.

A Community Benefits Advisory Council comprised of hospital leadership, representatives of local health and human service organizations, and other agencies guide the development and implementation of our community health initiatives.

Community Overview

Good Samaritan Medical Center is in Brockton, one of the largest cities in southeastern Massachusetts. The GSMC service area includes Brockton and neighboring communities of Abington, Avon, Bridgewater, Canton, East Bridgewater, Easton, Hanson, Holbrook, Norton, Randolph, Raynham, Stoughton, and West Bridgewater.

Most patients seen at GSMC are Brockton residents. Brockton is the largest city in Plymouth County with an estimate of 95,672 residents as of July 1, 2017. According to the latest U.S. Census estimates, the population within Plymouth County continues to grow at a rate of 4.1% - only .07% less than the state growth rate estimate of 4.8%. In Brockton the population percent change increased by 2%. Similarly, in adjacent Norfolk County, the population is growing at an even faster rate of 4.4%.¹ A significant number of residents from Stoughton, Randolph, and Canton, located within Norfolk County, are cared for at Good Samaritan Medical Center.

Good Samaritan Medical Center is a member of the Greater Brockton Health Alliance (GBHA). This alliance is a Massachusetts Department of Public Health (DPH)-designated Community Health Network Area (CHNA 22) coalition composed of organizations in the public, non-profit, and private sector working together to build healthier communities in Massachusetts through community-based health promotion and education. The mission of the GBHA is to work toward healthier communities by

promoting collaboration between GBHA partners, providing support to local health initiatives and prevention programs, and educating and increasing awareness of local identified health issues throughout the region. Similarly, through its community benefits program, GSMC strives to have a positive impact on public health issues identified in our service area. To accomplish this task, GSMC actively collaborates with various community partners to provide the best care and support possible to all, particularly for those most vulnerable to health inequities.

As noted in our *2015 Population Health Improvement Report (PHIR)*, when working to improve the health outcome of a community and population, it is important to understand what is happening within that community and what types of health issues are present. Information from the *Population Health Improvement Report (PHIR)* guided the development of population health improvement strategies.ⁱⁱ

Community Needs Assessment

Good Samaritan Medical Center completed a ***Community Health Needs Assessment (CHNA) in 2018***.

The purpose of conducting a Health Needs Assessment was to use available data and feedback from focus groups to identify the major health priorities within the hospital's service area. Equipped with the results of the Health Needs Assessment, including feedback from a diverse group of community residents and health professionals, GSMC has focused on addressing chronic disease, partnering with area agencies to improve access to mental health care and substance use disorder treatment and supporting programs to address housing, workforce development and social determinants of health.

Brockton and the surrounding communities served by GSMC are culturally diverse. A focus of community need is populations that have been historically marginalized due to race or poverty and have had limited access to health care. Culturally and linguistically appropriate health education and services remain the utmost importance.

Themes that emerged from GSMC's 2018 Community Health Needs Assessment include high rates of **Chronic Disease**, including **Cancer, Heart Disease, Diabetes, and Obesity**. The prevention and management of chronic disease requires ongoing community-based education and outreach.

Mental Health Care and **Substance Use Disorder** treatment are priority focus areas.

Housing Stability remains a barrier to health services.

Chronic Disease

According to the Massachusetts Department of Public Health (MDPH), the prevention and treatment of chronic disease is a public health priority. Nutrition, physical activity, and tobacco use are three key risk factors that directly impact cancer, diabetes, chronic lower respiratory disease, and cardiovascular disease rates. These chronic conditions, in turn, contribute to (56%) of all mortality in Massachusetts and over (53%) of all health care expenditures of \$30.9 billion a year (MDPH, 2014).

Various studies have shown that, although the three leading risk factors are modifiable, the environments in which people live, learn, work, and play do not offer equal access or opportunity to make this possible. The health implications are evident in the fact that Black and Hispanic residents of Massachusetts are consistently and disproportionately impacted by the high prevalence of all chronic diseases, as well as related deaths and high acute care service utilization (MDPH, 2017).

Across the GSMC primary service area, chronic diseases account for a large portion of all mortality in the region. In Holbrook, West Bridgewater, and East Bridgewater chronic diseases account for nearly 60% of all deaths. Heart disease and cancer were the leading causes of death among chronic diseases.

Five communities in the GSMC primary service area had a higher percentage of heart disease mortality than the state at about (21%). West Bridgewater had the highest percentage of heart disease mortality at (39.4%). Avon and East Bridgewater had the second and third highest percentage of deaths due to heart disease within the service area at (31.4%) and (25.7%). It is worth noting that heart disease was the leading cause of death in most towns within the GSMC service area

The GSMC service area experiences a slightly lower percentage of total mortality due to cancer than the state, as a whole (21.5%). However, cancer was the second leading cause of premature mortality in the GSMC service area. Cancer mortality was greatest in Easton and Holbrook at (24.7%) and (24.6%) respectively. West Bridgewater had the least cancer deaths as a percentage of all mortality at (15.5%).

Diabetes contributes significantly less to total mortality than heart disease and cancer, although it does effect mortality and is a risk factor for other chronic diseases. Holbrook had the highest diabetes mortality in the GSMC service area at (4.8%). Brockton at (2.9%) and Easton at (2.8%) also recorded a higher percentage of mortality caused by diabetes above the state average of (2.4%).

Mental Health

Data from 2015 revealed inequities across categories of age, sex, and race/ethnicity for mental health hospitalizations. The rate of mental health hospitalizations was higher for those ages 30-65 years compared with those 65 and older, males compared with females, and White residents compared with Asian, Black, and Latino residents. Mental health intersects with many areas of public health, including addiction, cancer, cardiovascular disease, and HIV/AIDS, therefore requiring common services and resource mobilization effort. Integrated treatment is critical for treating people with co-occurring disorders and can ultimately achieve better health outcomes and reduce costs (MDPH, 2017).

To reduce the inequities of mental health conditions, interventions targeting subpopulations at higher risk of mental illness are needed. It is also necessary to educate the public about the availability of mental health services and to decrease the stigma of seeking such services. Work also needs to be done to stop discrimination, which impacts the mental health of the person facing discrimination.

Additionally, as the World Health Organization (WHO) suggests, that, in order to reduce the inequities in the occurrence of mental disorders, the conditions of everyday life, which are the social determinants of health, must improve (BPHC, 2017).

Both Key Informant Survey respondents and focus group participants indicated mental and behavioral health to be a major concern within the GSMC service area. In all three community focus groups, mental health was mentioned as one of the top three health concerns. Community members in Brockton ranked mental health the most concerning community issue, highlighting the need for more social support and a concerted effort to remove the stigma associated with seeking help for mental health disorders. When presented with the question “What do you perceive as the major health concerns of your consumers?” Health Provider Survey respondents indicated “Behavioral Health” to be of concern. Behavioral health is a term that is often used interchangeably with mental health to include risky behaviors such as drug use, among other behaviors that may be harmful to individuals.

Substance Abuse Disorder

In 2015, there were 1,637 opioid-related deaths in Massachusetts. The rates of substance misuse deaths, unintentional drug overdose hospital patient encounters, and unique-person treatment admissions were higher for men than women. Individual-level risk factors such as socioeconomic status, family history, incarceration, and stressful life events are associated with drug use. Increasingly, evidence suggests that the social determinants of health may contribute to one's decision to initiate drug use and shape other substance use behaviors. Additionally, addiction is a chronic neurological disorder and needs to be treated as other chronic conditions (BPHC, 2017).

Based on the available data, Brockton appears to have had the highest number of admissions to DPH-funded substance and alcohol abuse programs from 2013 to 2017. Stoughton, Randolph, and Abington had the next highest admission numbers to DPH funded programs. Admission to such programs appears to have declined from 2013 to 2017.

Among Key Informant Survey respondents, substance abuse was perceived as the most concerning health issue in the community. Focus group participants in Brockton spoke at length about the need for more substance abuse programs as well as substance abuse prevention programs for youth in schools and community-based programming.

Housing Stability

Safe and stable housing provides personal security, reduces stress and exposure to disease, and provides a foundation for meeting basic hygienic, nutritional, and healthcare needs. Average income gains over the past decade have failed to keep pace with rising housing costs, pushing thousands of residents into unstable housing situations. Without consistent access to health care, homeless individuals are less likely to participate in preventive care and are much more likely to utilize the emergency department for non-emergencies. Such patterns of use are not only a burden on the healthcare system but detrimental to personal health (BPHC, 2017).

Housing Solutions for Southeastern Massachusetts has noted that this region and Massachusetts in general, has suffered from a chronic undersupply of affordable housing for low- and moderate-income people. In most of the GSMC service area, the poverty level has surpassed the state level. It is crucial to address this problem as there is a strong correlation between poverty level and homelessness.

Targeting Underserved Populations

Our data points out that race, ethnicity, and socio-economic factors are indicators of health outcomes within the region. To take this into consideration and enhance the efficacy of GSMC programs, GSMC will focus its efforts toward individuals and families who are at greatest risk for health inequities due to socio-economic and/or sociodemographic status, lack of access to health and social services, and lack of chronic disease self-management support. Providing care coordination services and facilitating access to social services are essential components of a population health improvement strategy, as indicated by participants in the focus groups conducted in the GSMC service area, and in responses gathered through the Key Informant Surveys. Increasing awareness and building capacity in service systems are important in helping identify and treat co-occurring disorders. Treatment planning should be client-centered, addressing clients' goals and using agreed upon treatment strategies (MDPH, 2017).

Community Benefit Programs

Good Samaritan Medical Center is pleased to report key community benefits accomplishments in 2020. Through the guidance and support of our community benefits advisory committee and our various community partners, GSMC identified six priorities where our community efforts would be targeted. Within each priority specific goals were set for both short-term and long-term implementation. This report will highlight our targeted goals as well as additional opportunities that fell within the scope of each priority.

Priority 1 – Chronic Disease

- Increase chronic disease awareness and self-management with focus on cancer, heart disease and diabetes.
- Provide disease prevention and management education, including screenings (cancer, blood pressure and smoking cessation programs).
- Support programs that increase access to healthy nutrition.

Priority 2 – Promote Mental Health Management

- Provide behavioral health services and support substance abuse outreach and screening programs.
- Support programs that address behavioral health and violence prevention.
- Partner with community agencies that provide mentoring and youth development.

Priority 3 – Address Substance Use Disorders

- Provide substance use disorder screening and outreach programs.
- Support programs that address substance use disorder.
- Partner with community agencies that provide youth development and substance abuse prevention programs.

Priority 4 – Housing Stability

- Partner with and provide support to organizations with a mission to prevent homelessness and address housing stability.
- Expanded partnerships to support transitional and supportive housing programs.
- Support programs that provide necessities of housing and living and offer wellness programs that improve the quality of life and decrease risk of isolation.

Priority 5 – Address Social Determinants of Health

- Partner with organizations that assist with housing, safety, education, job skills and other essential needs.
- Support organizations that address food insecurity.
- Maintain active involvement in Greater Brockton Health Alliance (CHNA 22) and local coalitions focused on addressing social determinants of health and reducing health disparities.

Priority 5 – Workforce Development

- Maintain clinical affiliations with nursing and paramedic schools.
- Provide continuing education programs for medical, nursing and emergency medical services (EMS) colleagues.
- Provide a clinical environment for student nursing orientations and preceptorships.
- Provide an annual scholarship program for health care education.

In recognition of the need for further investments in the social determinants of health, as noted in *The Attorney General's Community Benefits Guidelines for Non-Profit Hospitals* released February 2018, GSMC also considers these six priorities in Community Benefits programs:

Built Environment

The built environment encompasses the physical parts of where we live, work, travel, and play, including transportation, buildings, streets, and open spaces.

Social Environment

The social environment consists of a community's social conditions and cultural dynamics.

Housing

Housing includes the development and maintenance of safe, quality, affordable living accommodations for all people.

Violence

Violence is the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, with the behavior likely to cause physical or psychological harm.

Education

Education refers to a person's educational attainment – the years or level of overall schooling a person has.

Employment

Employment refers to the availability of safe, stable, quality, well-compensated work for all people.

GSMC will continue to foster collaborative partnerships with other community-based organizations whose services align with these priorities and focus issues. GSMC recognizes the effectiveness of working together toward the common goal of improving health outcomes among all community members, particularly for underserved populations. Where it is deemed appropriate, GSMC will coordinate with regional public health organizations to ensure our success in addressing community health issues.

Response to COVID-19 Pandemic

Throughout much of 2020 the GSMC Community Benefits program's priorities were shifted to focus on the emerging national health emergency and the state of emergency in the Commonwealth of Massachusetts. Many community-based programs were modified or postponed due to health precautions. See page 20 for detailed overview of Good Samaritan Medical Center's response to the Pandemic.

Priority 1: Chronic Disease

Good Samaritan Medical Center prioritizes Chronic Disease Self-Management to prevent an increase in co-morbidity and complications that can arise from uncontrolled health conditions. By providing community education, health screenings and support to underserved populations, Good Samaritan Medical Center's goal is to reduce health disparities for individuals with a diagnosis of cancer, heart disease, and diabetes.

Cancer Education and Screenings

The Cancer Program focused community outreach and education on breast, prostate, colon, and lung cancer.

GSMC launched a social media campaign that encouraged area residents to maintain routine health care. Our ***"Don't Delay Important Health Screenings"***, program emphasized important cancer screenings.

In 2020, Good Samaritan Medical Center was able to maintain participation in several community events to promote prostate cancer prevention and screening through virtual platforms.

- Sponsoring and participating in three virtual prostate cancer awareness events in 2020 in partnership with Brockton Area NAACP and Admetech Foundation. Facebook Live Community Education Events involved elected officials and Brockton area clergy, who assisted with outreach to African American men who are at higher risk of prostate cancer.
- Continued partnership (through April 2020) with Brockton Neighborhood Health Center to arrange for transportation and provide Mammography screenings for Health Center patients.

Heart Disease and Diabetes

Heart Disease and Diabetes are prevalent in the Greater Brockton Community due to the lack of access to healthy foods, poverty levels and education about health care options. To improve the health of those at risk, GSMC collaborated with community organizations to provide health screenings and education.

GSMC also launched a social media campaigns focused on heart health. Our ***"Don't Ignore Important Health Symptoms"*** and ***"Call 911 For Health Emergencies"*** were in direct response to our Emergency Department team seeing patients who had delayed seeking care at the hospital out of fear of COVID-19.

In February 2020, (prior to COVID-19 mandates), GSMC participated in an annual heart health event.

- Partnering with Psi Iota Omega chapter of Alpha Kappa Alpha Sorority, Inc. (AKA), the American Heart Association and Westgate Mall for an event to raise awareness for Women's Heart Health. The event in honor of The American Heart Association's *Go Red* Campaign featured health education sessions, *Walk with a Doc* (walking health education with a physician), blood pressure screenings, CPR demonstrations, and educational material. , interpreter services were provided.

Priority 2: Promote Mental Health Management

Good Samaritan Medical Center provides integrated behavioral care through an interventional behavioral health program offered in our emergency department, as well as an inpatient social work program, and a dedicated senior behavioral health unit.

GSMC works toward reducing the stigma associated with identifying and seeking assistance and treatment for behavioral health in partnership with community organizations that offer outpatient mental health services, youth development and violence prevention.

In 2020, Good Samaritan Medical Center offered or sponsored several programs that were designed to promote behavioral health management. These include:

- Partnering with Old Colony YMCA to provide support for the YMCA's Brockton Mental Health Clinic. The clinic provides both adult and youth mental health services regardless of ability to pay. The program serves vulnerable populations including veterans, people experiencing homelessness, domestic violence victims, and youth in the court system.
- Supporting Criolas Unidas (Cape Verdean Women United) program that included an eight-week workshop for parents to prevent youth violence.
- Providing a Behavioral Health Navigator program as an integrated service within the Emergency Department (ED). Navigators see every behavioral health patient that presents to the ED and develop a plan of care. Referrals are provided for outpatient therapy, community stabilization, detox admissions, or inpatient care.
- Providing senior behavioral health in a dedicated unit for adults ages 55+ who suffer from a variety of mental health conditions such as depression, anxiety, and dementia.
- Providing support for age and gender-specific programs at The Boys & Girls Club Metro South. The programs included curriculum to encourage both physical and emotional health with an emphasis on maintaining healthy relationships, self-control, behavioral health, and substance abuse prevention.
- Supporting Family and Community Resources of Brockton for Behavioral Health and Counseling Services that are provided to victims of domestic violence and their children.

Priority 3: Address Substance Use Disorders

Good Samaritan Medical Center provides an emergency department behavioral health navigation program, which offers substance use disorder interventions and referrals. GSMC provided integrated substance use disorder care through NORCAP Lodge. GSMC participates in community coalitions and partners with other agencies for referrals. GSMC substance use disorder programs include:

- Partnered with and provided funding for Plymouth County Outreach - PCO Hope programs that provide intervention and referral for substance use disorders in our region. Programming is focused on reducing stigma and barriers to treatment and promoting health and well-being. Community based programs include outreach, screening, and referrals to treatment services.
- Providing a Behavioral Health Navigator program as an integrated service for all substance use disorder patients within the Emergency Department (ED). Navigators see every behavioral health patient that presents to the ED and develop a plan of care. Referrals are provided for outpatient therapy, community stabilization, detox admissions, or inpatient care.
- Supported Teen Challenge (Brockton), which provides faith-based substance use disorder programs for youth and teens in Greater Brockton.
- Partnered with Stoughton Oasis Program, which works to reduce youth substance use disorder by reinforcing healthy community norms; decreasing youth access to alcohol, tobacco, and other drugs; and creating sustainable policy changes that will support healthy youth choices.
- Provide funding and support for Edwina Martin House, a residential women's substance use disorder treatment program in Brockton.

Priority 4: Housing Stability

GSMC continues to partner with community organizations dedicated to addressing homelessness and housing stability in the greater Brockton area. In the GSMC service area, the poverty level has surpassed the state level. It is crucial to address this problem as there is a strong correlation between poverty level and homelessness. GSMC will also explore ways to expand on existing partnerships and identify other organizations that serve residents in need with supportive services to address housing. Programs include:

- Continued partnership with Father Bill's MainSpring to include support for a transitional housing program.
- Supporting and funding the Brockton Area Multi Services Inc. (BAMSI) Helpline, a service that provides members of the community with support for essential services such as housing/shelter, rental, and utility assistance.
- Developed a new partnership with Old Colony Elder Services to provide funding for their Supportive Housing sites in Brockton, Abington, and Hanson that house about 900 residents. The program provides necessities of living and offers wellness and nutrition programs that will improve the quality of life for senior residents while decreasing their risk of isolation.

Priority 5: Address Social Determinants of Health

Good Samaritan Medical Center has addressed Social Determinants of Health by partnering with organizations that provide housing, address food insecurity, and provide social services to underserved populations.

In 2020, Good Samaritan Medical Center provided services or sponsored community programs that focus on reducing barriers to health. These programs include:

- GSMC supports the work of The Charity Guild, in Brockton and other local food pantries to provide food for area residents, including Catholic Charities South Pantry, Ilse Marks Pantry in Stoughton and Easton Food Pantry.
- Providing a support for the Brockton Area Multi Services, Inc. (BAMSI) Helpline. The BAMSI Helpline links members of the community with basic needs, essential services, and financial assistance. BAMSI also provides financial assistance to approximately 300 households.
- Providing medical interpretation and translated materials to all patients.
- Supporting the United Way of Greater Plymouth County (UWGPC). UWGPC provides funding for housing and other basic needs to 16 affiliated organizations in the greater Brockton area.
- Funding for School on Wheels, a program that supports children facing homelessness by providing backpacks, supplies, and services that include tutoring and mentoring for college.
- Maintaining active membership and participation with Community Health Network Areas (CHNAs) to address social determinants of health at community-wide, regional, and state levels.
- Providing monthly suppers (through March 2020 due to pandemic restrictions) for Brockton Seniors in partnership with Brockton Housing Authority and The Charity Guild.

Priority 6: Workforce Development

Good Samaritan Medical Center is committed to developing the skills of the local workforce by partnering with local schools, community colleges and universities to offer learning opportunities and by supporting our own staff in continuing their clinical and professional education.

In 2020, Good Samaritan Medical Center offered programs with several area institutions. These include:

- Maintaining clinical affiliation agreements with 23 nursing and 5 paramedic schools.
- Participation of GSMC nursing leadership in Advisory Board of Nurse Education Programs at Massasoit Community College and Curry College.
- Provided ongoing nursing orientation and nursing preceptorship as well new nursing instructor orientations.
- Provided annual scholarship program for local students pursuing education in health care. *The John Learnard, Legacy Scholarship* program is funded annually by GSMC and is offered through a partnership with Massasoit Community College.

Community Partners 2020

AdMeTech Foundation
Alcoholics Anonymous
Alpha Kappa Alpha Sorority, Psi Iota Omega
American Cancer Society
American Diabetes Association
American Heart Association
American Hospital Association
American Red Cross
Brockton Area Multi-Service Institute, Inc. (BAMSI)
Brockton Neighborhood Health Center
Boys & Girls of Metro South
Brockton Area Branch NAACP
Brockton Area Transit
Brockton City Hall
Brockton Farmers Market
Brockton Housing Authority
Brockton Interfaith Community
Brockton Knocks Down Diabetes
Brockton Mayor's Opioid Overdose Prevention Coalition
Brockton Police Department
Brockton Public Schools
Cape Verdean Women United
Catholic Charities
Charity Guild
Children's Museum of Easton
City of Brockton/Downtown Business Assoc.
Community Connections of Brockton
Curry College
Easton Charitable Trust
Easton Council on Aging
Easton Girls Softball League (EGSL)
East Bridgewater/EB Hope
Edwina Martin House
Emergency Medical Teaching Services Inc.
Family and Community Resources
Father Bill's & MainSpring
Father's Uplift
Frederick Douglass Neighborhood Association
Friends of Brockton Multi Service Institute
Full Gospel Tabernacle of Brockton
Gambler's Anonymous
Greater Brockton Health Alliance (CHNA 22)
Healthy Communities Coalition
High Point Treatment Center
Horses for Heroes
House of Possibilities (HOPE)
Isle Marks Food Pantry, Stoughton
John Waldron Memorial
Laboure College
Learn to Cope
Lions Club of Easton
Make A Wish Massachusetts
Mass Farmers Market
Massasoit Community College
Metro South Chamber of Commerce
Messiah Baptist Church
Mount Mariah Baptist Church
New England Donor Services
New Life Christian Church of Brockton
Old Colony Elder Services
Old Colony YMCA
Partnership for Safer Communities
Plymouth County Drug Abuse Task Force
Plymouth County Outreach (PCO)
Randolph Chamber of Commerce
Randolph Community Partnerships Inc.

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Community Partners 2020

(continued)

Saint Edith Stein Church
Simmons College of Nursing
School on Wheels of Massachusetts
St. Joseph Manor Health Care
Stonehill College
Stoughton Chamber of Commerce
Stoughton Oasis
Teen Challenge Brockton
Trinity Baptist Church, Brockton
Trinity Catholic Academy
United Way of Greater Plymouth County
West Bridgewater Council on Aging
Westgate Mall
Whitman-Hanson Regional High School

Response to COVID-19 Public Health Emergency

Throughout most of 2020 GSMC Community Benefits program priorities were shifted to focus on the emerging national health emergency and the state of emergency in the Commonwealth of Massachusetts.

The GSMC response to the COVID-19 Pandemic followed the guidelines from Centers for Disease Control and Prevention (CDC), and the Massachusetts Department of Public Health (DPH). GSMC had to quickly adopt new clinical safety protocols, designate areas care for COVID positive patients, assure availability of PPE for staff, and provide COVID-19 testing for patients and our community. GSMC launched a COVID-19 vaccination program in December 2020, providing COVID-19 vaccinations for GSMC staff and other health care providers in the region.

The greater Brockton area was particularly hard hit by the COVID-19 Pandemic. In addition to the immediate clinical challenges facing the hospital, GSMC joined local and regional agencies in a community-wide, unified response to the unprecedented health emergency.

GSMC responded to one of the most urgent community needs by providing public access to COVID-19 testing to reduce transmission of the virus. A drive-through COVID-19 testing program at GSMC provided thousands of tests for areas residents in 2020.

Target Population: All

Regions Served: Greater Brockton, Southeastern MA

Health Issues: Infectious Disease COVID-19

Gender: All

Age Group: All

Ethnic Group: All

Language: English, Cape Verdean Creole, Haitian Creole, Portuguese, Spanish

Statewide Priority: Response to COVID-19

Partners: City of Brockton MA

Goals:

Unified regional response to the public health emergency.

Throughout the Pandemic, the GSMC leadership participated in Brockton COVID pandemic conference calls hosted by Brockton's Mayor and attended by Brockton Neighborhood Health Center, and other agency leaders including Father Bills MainSpring, High Point Treatment Center, and Brockton VA among others. Participation in these calls, and collaboration with other agencies serving the greater Brockton area, continued throughout 2020 and into 2021.

Providing public access to COVID-19 testing to reduce transmission of the virus.

In response to a need for widespread COVID-19 testing, GSMC quickly opened a drive-through COVID-19 outpatient testing program in 2020. The COVID testing program performed thousands of COVID tests for residents from across the region.

Reassuring the community that hospital care was safe.

GSMC partnered with local Emergency Medical Services (EMS) teams to create a public service campaign, *“It’s Safe to Call 911”* that reassured residents that emergency care was safe, and to not delay seeking urgent care.

Urging members of the community to not ignore symptoms, while also encouraging them to maintain important health screenings.

During peak phases of the pandemic, it became clear to clinicians in GSMC’s Emergency Department (ED) that area residents were delaying routine treatment and avoiding seeking medical care. The consequences of those delays were that patients with more serious health conditions were presenting to our ED.

In response, GSMC/Steward Health Care developed a public service campaign called *“Safe & Ready.”* The campaign sought to reassure the community that hospital care is safe. As some restrictions were lifted, this campaign also encouraged area residents to resume routine screenings and primary care visits.

Providing clinical experts to address community concerns and provide information and education.

GSMC’s clinical staff and physician experts were made available to community organizations and local media for interviews on emerging pandemic health information, precautions, and treatments. GSMC’s outreach efforts for health education focused on messages to keep our community safe and informed about the Pandemic.

An existing partnership between GSMC, the Brockton Area NAACP and Admetech Foundation, to raise awareness for Prostate Cancer, was repurposed to inform the community about the COVID-19 Pandemic. GSMC physicians along with the Brockton Mayor and other community leaders participated in a town hall style Facebook Live forum to provide information and answer questions from the community and continue to encourage important health screenings.

Vaccinating hospital staff and area health care providers.

GSMC launched a COVID-19 vaccination program in December 2020 and over a period of 4 months, (including January through March 2021), administered thousands of vaccines to hospital staff and area health care providers

Community Benefits Expenditures 2020

Community Benefits Programs

| | |
|-----------------|-----------|
| Direct Expenses | 1,135,331 |
|-----------------|-----------|

Net Charity Care

| | |
|------------------------|-----------|
| Total Net Charity Care | 1,570,845 |
|------------------------|-----------|

| | |
|--------------------|-----------|
| Total Expenditures | 2,706,176 |
|--------------------|-----------|

| | |
|-------------------------------------|-------------|
| Total Patient Care-Related Expenses | 253,561,215 |
|-------------------------------------|-------------|

| | |
|---------------|-------------|
| Total Revenue | 268,039,685 |
|---------------|-------------|

Community Benefits Advisory Committee 2020

Marisela Marrero, MD, President, GSMC
Lynn Cornelius, Director Marketing, Public Relations, and Community Health, GSMC
Luda Vincente, Patient Advocate, GSMC
Jessica Benoit, Housing Stabilization Manager, Father Bill's Mainspring, Brockton
Tina Cardoso, RN, Cape Verdean Women United
Kerry Fajardo, RN, Director of Social Services, GSMC
Lee Farrow, Director Center for Non-profit Management, Stonehill College
Faith Frazier, Helpline Director, Brockton Area Multi-Services Inc. (BAMSI)
Linda Gabruk, Chief Operating Officer, Brockton Neighborhood Health Center
Nancy Gustafson, Vice Chairperson, The Charity Guild
Joanne Hoops, Family and Community Resources
Amy Kopchell, Manager Interpreter Services, GSMC
Monica Lombardo, Vice President of Advancement, Boys & Girls Club of Metro South
Debbie Mayer, Director Mission Services, St. Joseph's Manor
Jacqueline Miller, Development Officer, Campaign for Catholic Schools
Laura Raymond, RN, Patient Care Director, Emergency Dept., GSMC
Leah Serafin, Healthy Living Community Outreach Director, Old Colony YMCA
Lenell Silva, Coordinator for Students in Transition, Bridgewater State University

Contact Information

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References

ⁱ U.S. Census Bureau (<http://www.census.gov/>)