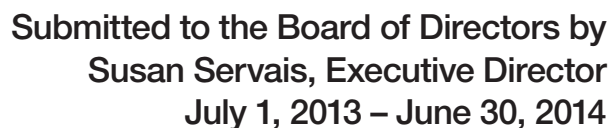


July 1, 2013 – June 30, 2014 Annual Report



July 1, 2013 – June 30, 2014

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MISSION AND GOALS

The Massachusetts Health Council, Inc. (MHC) is

- The largest and the oldest health council in the country working to create healthier individuals and communities by concentrating on the pressing health care issues of access to care, quality, cost, and prevention.
- A non-profit, non-partisan statewide organization of more than 150 governmental and voluntary agencies, consumer and advocacy groups, professional societies, and private corporations committed to improving and protecting the health of the residents of the Commonwealth.
- A forum where health care leaders – often from opposing sides of health policy issues – come together to make a difference in improving health.
- An organization playing a very active and successful role in shaping the development of policy on numerous health issues over the past decades.
- The author and publisher of a nationally recognized report “*Common Health for the Commonwealth: Massachusetts Trends in the Determinants of Health*”.

Mission of the Massachusetts Health Council

- Inform and educate members and the general public
- Foster communication and cooperation among the health care community
- Sponsor forums for the debate of public health issues
- Review and take positions on proposals that safeguard health and promote wellness
- Provide a clearinghouse for ideas that generate opportunities and enthusiasm for feasible solutions to the common goals of improved health for the state’s population

Membership Benefits

Networking

Membership in the Massachusetts Health Council provides the opportunity to network with policy makers and health care leaders from every sector of the health care arena, both public and private.

Provocative Forums

Quarterly educational forums feature debates on significant and timely health care issues. Speakers are noted for their expertise and contribution to the development of state and national health care policy. A sampling of past forum topics includes: *Right to Live, Right to Die, Who Decides?*; *National Health Care Reform*; *Preventing and Controlling Obesity*; *Creating a Culture of Prevention for the 21st Century*; *National Health Care Reform and Its Impact on Massachusetts*; *Payment Reform: Opportunity or Risk?*; *Integration of Behavioral and Medical Health Care*; *Storefront Health Care—a New Delivery Model*

Biennial Health Status Indicator Report

The Massachusetts Health Council’s *Common Health for the Commonwealth* report reflects data and trends, progress in our public health goals, and focused perspectives from experts in each field. The report measures rates of poverty, access to care, lack of education, air pollution, tobacco use, obesity, violence, suicide, alcohol use, infectious blood-borne disease; all preventable factors that affect the health status of Massachusetts residents. The report guides our dialogue with policy makers, academicians, researchers, clinicians, providers and others in creating programs to support improving individual and community health. The Massachusetts Health Council is committed to continued ongoing trends measurement to track those successful programmatic or public policy changes that do improve our “common health”.

Up-to-the-Minute Electronic Updates

Providing the latest information on a variety of aspects of the health care system, including legislative news, and program updates. Information from member organizations is made available to all members to promote their activities and programs.

Annual Award Dinner

Our annual Award Dinner, held in October, honors individuals for their outstanding contributions to the advancement of the health of the residents of the Commonwealth. Only Massachusetts Health Council members may nominate individuals for this award.

FROM THE EXECUTIVE DIRECTOR



On behalf of our Board of Directors and the over 150 Massachusetts Health Council members, thank you for the opportunities to work with you to improve and protect the health of the residents and communities of Massachusetts. During these challenging times, the Council remains committed to its agenda to promote prevention and wellness as we all tackle the challenges of health care reform and cost reduction.

The Council plays a unique role in our state as a convener of diverse perspectives on a variety of critical health care issues. Our 2014 annual meeting brought together some of the top leaders in the state to discuss payment reform and the impact it will have on the quality and effectiveness of health care in our state.

In our education forums, we provide an opportunity to discuss some of the important issues of the day. This year's conferences included the sold out "Integration of Behavioral and Medical Health" and "Storefront Health Care". Our conferences are attended by a variety of public officials, care givers, health care providers, regulators, business leaders, and administrators leading to interesting discussions and significant transfer of information and knowledge.

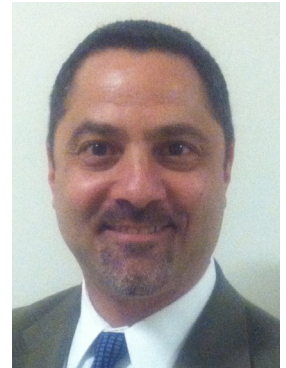
Our commitment to getting valuable health information out to the public was demonstrated by two initiatives this year; our Barber/Beauty Shop Health Information Dissemination Project and our very popular State House Health Fair for legislators and all State House employees.

Through educational programs, civic engagement and dialogue, and publication of critical trends, the MHC encourages the best thinking and productive action among a broad set of stakeholders. If you are not a member of the Council, there is no other organizational membership that will ensure you the level of access, networking, and information sharing that the MHC provides. We hope you will visit our website and join. Thank you for supporting us and helping to advance our mission to attain better health for all our residents.

Susan H. Servais

Executive Director

FROM THE PRESIDENT



In its 94th year, the Massachusetts Health Council continues to work tirelessly in supporting legislation that will have a positive impact on the health of the residents of the Commonwealth. Initiatives such as the landmark health reform law, the school nutrition bill, obesity prevention, tobacco control and the creation of the Prevention for Health Caucus are impacting the daily lives of our families and neighbors.

This past year was another active one for the Council. Whether it was our conference on integrating behavioral health and medical health, the Barber Shop/Beauty Salon Health Info Campaign or today's Storefront Health Care conversation, the Massachusetts Health Council continues to be at the forefront of important health care issues in the Commonwealth. This fall, the release of our biannual, nationally recognized report, "Common Health for the Commonwealth: Massachusetts Report on the Preventable Determinants of Health" will continue to guide policy discussions in Massachusetts.

An organization is only as successful as its members and none of the Council's accomplishments would have been possible without the support and input from our members, who represent the entire spectrum of health care in Massachusetts. More than 150 strong, the membership of the Massachusetts Health Council is able to speak with one voice that continues to be powerful, respected and effective after nearly a century.

Also deserving recognition is our Executive Director, Susan Servais, and her incredible staff, whose dedication and leadership make the Massachusetts Health Council an effective organization and its programs a valuable component of promoting health in Massachusetts. I also wish to thank each member of the Council's Board and Executive Committee who helped to reaffirm our mission and raise the visibility of our Council to new and diverse constituencies.

It is an honor and a privilege to serve as your President. I thank all who made this year so successful and look forward to working with you again in the upcoming year to ensure Massachusetts remains a wonderful place to live, work and raise a family.

Marc Hymovitz

President, MA Health Council

BOARD OF DIRECTORS AND ADVISORY COMMITTEE

2013–2014 OFFICERS

President – Marc Hymovitz – Director of Government Affairs,
American Cancer Society, Cancer Action Network
Vice President – Rebecca Haag – President and CEO, AIDS Action Committee
Treasurer – Scott Plumb – Senior Vice President, MA Senior Care
Secretary – Michael Sroczynski, Esq – Vice President, Government Advocacy
MA Hospital Association

2013–2014 BOARD OF DIRECTORS

Roger Boucher – Sr. Vice President, Healthcare Institutions, Bank of America Merrill Lynch
Erin Bradley – Executive Director, Children's League of Massachusetts
Corinne Broderick – Executive Vice President, MA Medical Society
Magnolia Contreras – Director, Community Benefits, Dana-Farber Cancer Institute
Fay Donohue – President & CEO, Delta Dental of MA
Elmer Freeman, MSW – Executive Director, Center for Community Health, Education,
Research, and Service
Chet Jakubiak – Executive Director, MA Association of Older Americans
Diane Jeffery, RN – Executive Director, MA Association of Registered Nurses
Nancy Lane, PhD – CEO, MA Behavioral Health Partnership
Richard Lord – President & CEO, Associated Industries of MA
Myechia Minter-Jordan, MD – President & CEO, Dimock Community Health Center
Lora Pellegrini – President & CEO, MA Association of Health Plans
Ruselle Robinson, Esq. – Posternak, Blankenstein & Lund
Marci Sindell – Chief External Affairs Officer, Atrius Health
Helene Solomon – President, Solomon McCown & Co.
Gerard Vitti – President & CEO, Healthcare Financial, Inc.

2013–2014 ADVISORY COMMITTEE

Myron Allukian, Jr., DDS, MPH – Oral Health Consultant
Raymond Considine – President, Health Resources in Action
James W. Hunt, Jr. – President and CEO, MA League of Community Health Centers
Richard Lawless – Executive Director, MA Society of Optometrists
David Matteodo – Executive Director, MA Association of Behavioral Health Systems

EDUCATION AND INFORMATION DISSEMINATION

16th Annual Pharmacy Public Health Policy Symposium Tuesday, January 16, 2014

Almost 400 attendees participated in this annual educational program presented by the MA Health Council's Pharmacy Committee at the Westin Waltham Hotel. The issues addressed at this conference included:

Massachusetts Opioid Abuse Prevention Coalition

Community Anti-Drug Abuse Coalitions and how pharmacists can get involved. David Morgan, RPh., *Chairman, Weymouth Substance Abuse Team Norfolk District Attorney's Office*

Naloxone: The Partnership of Law Enforcement and the Department of Public Health.

Lt. Detective Patrick Glynn, *Quincy Police Department*

Specialty Pharmacy: What Does the Future Hold?

The speaker was James Smeeding, *Executive Director, National Association of Specialty Pharmacy*

Compliance and Transitions of Care

D. Clay Ackerly, M.D., M.Sc., *Massachusetts General Hospital*, Joseph Calomo, PharmD, *Comprehensive Pharmacy Services*, Diane Bergeron, RN, MSM, CAHA, *Executive Director, VNA Hospice Care*, Janice Sylvestri, *Rehabilitation Manager, VNA Care Network and Hospice*

Veterinary Pharmacy and the Role of the Pharmacist

Justin McDowell, RPh., FACVP, *Intown Veterinary Group*, Patrick M. Welch, DVM, MBA, DACVO, *InTown Veterinary Group*,

Regulatory/Legislative Update

Madeleine Biondolillo, MD, *Director, Bureau of Health Care Safety and Quality, MA Department of Public Health*, Paul Jeffrey, PharmD, *Deputy Director, Office of Clinical Affairs, Commonwealth Medicine*, Director of Pharmacy, MassHealth, Karen Ryle, MS, RPh., *Associate Chief of Pharmacy, Ambulatory Care, Massachusetts General Hospital*

Closing Remarks

Jack Reynolds, PharmD, *Dean, Northeastern University School of Pharmacy*

***Policy Program: “The Integration of Behavioral Health and Medical Health”
April 3, 2014, Westin Copley Place, Boston***

This well-attended MA Health Council conference spotlighted the central role of behavioral health care in the health care system, a fact that is increasingly being recognized within the health care reform movement nationally and here in Massachusetts. Our presenters focused on critical questions of access to, and financing of high-quality behavioral health care. The Council and our members are concerned about the integration of behavioral health with general medicine, and in particular primary care, as a crucial aspect of systemic transformation envisioned by policy makers and clinical leaders. Stakeholders at the conference discussed clinical models, cultural considerations and payment designs related to the delivery of integrated care.



Audience members heard two superb keynote addresses, the first by Sherry A. Glied, PhD, a leading scholar on U.S. health policy reform and mental health care policy and the second by former Congressman Patrick Kennedy who discussed his personal battle with mental illness and the need for much greater access to care. The morning keynote was followed by a discussion on payment and cost of delivering behavioral health services. The questions of who gets paid for behavioral health services, and how, whether bundled payments work and cost barriers to mental health care were addressed.



*Morning Keynote:
Sherry A. Glied, PhD*



*Luncheon Keynote:
Former Congressman
Patrick Kennedy*



Provocative panel discussion

(continued)

The Moderator was Constance Horgan, Sc.D. and the panelists discussed :

Strengthening the BH System through Alternative Payment

Nancy Lane, PhD, *CEO, MA Behavioral Health Partnership, President, MA Market, ValueOptions*

The Alternative Quality Contract (AQC) model is it working?

Jeff Simmons, MD, *Medical Director for Behavioral Health, BlueCross BlueShield of MA*

Payment Reform: How Does Behavioral Health Fit Into the Puzzle

Tim Murphy, MPP, *CEO, Beacon Health Strategies*

Response:

Speakers were David Matteodo, *Executive Director, MA Association of Behavioral Health Systems*, Vicker DiGravio, *President and CEO, Association for Behavioral HealthCare*

Bridging Cultures of Care: Getting beyond co-location

Alexander Blount, EdD, *Director, Center for Integrated Primary Care, Professor of Family Medicine, Community Health and Psychiatry UMass Medical School*,
Nandini Sengupta, MD, MPH, *Medical Director of Health Services, Dimock Center*,
Rachael Bowers, LICSW, *Pediatric Social Worker/BHPIP Program Manager, Dimock Center*

MA Child Psychiatry Access Project (MCPAP).

John H. Straus, M.D., *Medical Director, Special Projects, Massachusetts Behavioral Health Partnership*



(continued)

The behavioral health needs of our veterans

Todd LaBreck, LICSW, Counselor, VA Boston Healthcare System, Iraqi War Combat Veteran

The MA Screening, Brief Intervention, Referral and Treatment (MASBIRT) Program: Addressing substance abuse in primary care

Christine Pace, MD, *Boston Medical Center, Boston University School of Medicine Clinical
Addiction Research and Education Unit*

Luncheon Keynote Address

Former Congressman Patrick Kennedy

The afternoon keynote was followed by personal stories about overcoming stigma.

Addressing and Overcoming Stigma

MBHP video *Stamp Out Stigma*, Attorney Joseph D. Feaster, Jr., *McKenzie & Associates*,
Marylou Sudders, MSW, ACSW, *Associate Professor, Chairwoman, Health & Mental Health
Concentration, Boston College*.

In Our Own Voice

Moderator: Laura Martinelli, *Executive Director, NAMI*,
Two personal journeys from mental illness to success...

Megan Wiechnik and Keith Godbout



Barbershop & Beauty Salon Health Information Dissemination Project Kickoff: April 17, 2014

In April, the Council kicked off an exciting pilot at Unique Cuts in Dorchester (pictured below). This new initiative by the MHC will bring an array of consumer-oriented brochures and booklets on important health issues to barber shops and beauty salons across Massachusetts. These shops are ideal places to share health information and the shop owners have responded enthusiastically for the chance to provide customers with reading material of greater personal value than the usual magazine selections! In many communities, barber shops and beauty salons are more than just a place to get a haircut or spa treatment but serve as a community center where people gather to chat and catch up with community news. This is why we consider these trusted, familiar places an ideal location for an effective public health campaign. Free brochures and booklets on health topics can inform, motivate, and empower a person to seek needed clinical attention they might not otherwise have sought.

Customers will be encouraged to take home as many brochures as they wish for family members and friends and the Council will periodically replenish supplies. In addition to the shops participating in the pilot, other interested barber shops and beauty salons in the Commonwealth are being encouraged to contact the MHC to participate in the project as well.



Left: The Council's Susan Servais and Jeff Stone delivering a set of health brochures

Above: Susan, Jeff and salon owner Myriame at Unique Cuts



Right: With salon owner Bob at Hair Now

Topics are geared to a range of health concerns, including those of young people, parents, adults and seniors, including:

Juvenile Diabetes

Anti-Smoking

Tips for Teens: The Truth About Heroin

Attention Deficit/Hyperactivity Disorder (ADHD)

Allergies

Heart Health

Quitting Smoking

Feminine Health

Sun Basics

Cancer Facts for Men

Breast Cancer/ Early Detection

What to take for Arthritis Pain

Home Falls Prevention for Older Adults

Health Fair at the State House for Legislators and State House Employees

Thursday, April 30, 2014

On April 30, 2014, the Council produced a successful health fair for state legislators, their staff members, and all employees at the State House. Executive Director Susan Servais had suggested such an event be coordinated with the Prevention for Health Caucus. Caucus co-chairs State Senator Harriette Chandler and State Representative Jason Lewis were excited to include this new initiative as part of the Caucus's agenda as a way of having their legislative colleagues experience health and wellness activities on site.



Left: Representative Jay Kaufman, Group Insurance Commission Executive Director Dolores Mitchell, Representative John Fernandes and Susan Servais



Center: Senator Richard Moore with Susan Servais



Right: Health Fair visitors receive blood pressure screening and medication information from a friendly pharmacist

Fourteen stations provided information, resources, screenings and referrals on various health topics. Over 150 people attended the health fair and participated in screenings. With this successful experience, the Council hopes to organize additional health fairs in the future at the State House and at the request of other organizations.

Information and screening stations included:

Blood Pressure

Medication Awareness

Diabetes Information

Cholesterol

Oral Health

Selecting a Primary Care Provider

Walking & Running

Health Plans for State Employees

Health Trivia Game

Peripheral Arterial Disease

Stroke Risk Score Card

Body Mass Index (BMI) and Body Composition

Chronic Obstructive Pulmonary Disease

*A wide variety of health and wellness organizations
hosted screening and information tables at the State House Health Fair!*



Storefront Health Care: Exploring a New Delivery Model
2014 Annual Meeting
Tuesday, June 11, 2014

The 2014 annual meeting was presented on Tuesday, June 11, 2014 at the Sheraton Boston Hotel. Massachusetts is witnessing an expansion of urgent care and storefront clinics with names such as MinuteClinic, CareWell, Health Express, Doctors Express, and others. They are being opened by retailers, investors, physicians, insurers, and hospitals as a service to fill the gap between traditional physician practices, health centers, and hospital emergency rooms. With a distinguished keynote and diverse panel of expert stakeholders, the MHC explored the implications for primary care delivery of these new models and the issues of access, cost, and quality.

Keynote Address: Ateev Mehrotra, MD, MPH, MSc, *Adjunct Policy Analyst, RAND Corporation, Associate Professor Department of Health Care Policy, Harvard Medical School, Professor Pardee RAND Graduate School.*

Moderator: Martha Bebinger, *Reporter WBUR*

Panelists: for the Nursing Perspective Stephanie Ahmed, DNP, *President, MA Coalition of Nurse Practitioners*; for the Hospital Perspective, Teriggi Ciccone, MD, *Medical Director, Walk In Urgent Care Winchester Hospital*; for the Consumer Perspective, Elmer Freeman, MSW, *Center for Community Health, Education, Research, and Service*; for the Storefront Provider Perspective, Shaun Ginter, CEO, *CareWell Urgent Care*; for the Community Health Center Perspective, Holly Oh, MD, *Chief Medical Officer, The Dimock Center*; for the Physician Perspective, William Ryder, Esq, *MA Medical Society*; and for the Insure Perspective, Rick Weisblatt, PhD, *Senior Vice President Provider Networks Harvard Pilgrim Health Care.*



THE MHC AS AN ADVISOR TO GOVERNMENT AGENCIES

The Governor's Prevention and Wellness Trust Advisory Board

The Prevention and Wellness Trust established by Chapter 224 is the vehicle to bring prevention initiatives to cities and towns transforming the health of our communities and contributing to lowering the cost of health care. Governor Deval Patrick appointed Susan Servais, Executive Director, Massachusetts Health Council, to the Massachusetts Prevention and Wellness Trust Advisory Board, created as a part of the 2012 health care cost containment legislation (Chapter 224). The Trust, the first of its kind in any state in the nation, is charged with granting \$60 million in funds over a four year period to communities that are launching prevention programs across the Commonwealth.

Based on the MA Health Council's long-term commitment to prevention and wellness, Servais is among a handful of public health advocates who were charged with creating the Trust RFR and evaluating the RFR grant applications. The RFR requirements are substantial and require the building of partnerships. The strategy to use these grants to improve health and reduce health care costs was to make a relatively small number of large awards (6-12 grants) to neighborhoods and communities across the state. The Advisory Board established a list of priorities issue that need to be addressed.

Grants that worked on optional issues were also considered but each awardee was required to address at least two of the four priority health conditions and optional conditions could be included only if they strengthened the overall proposal. The proposals were required to focus on areas with a population ranging from 30,000-120,000. Partnerships were required which included a municipality/regional planning agency, a community based organization, and a clinical health provider. Strategies were required to include individual behavior change as well as policy system and environmental change in communities and clinical settings.

The four priority health risk factors include tobacco use, pediatric asthma, hypertension, and falls among older adults. It was recommended that mental health conditions, such as depression, be included as a co-morbid for any of the priority issues. The determination of priority issues was based on the likelihood that effective interventions would lead to measurable improvements in health ad reductions in costs during the grant period.

“The Prevention and Wellness Trust grants give us an opportunity to fund replicable, evidence-based programs that utilize best practices and have successful and measurable outcomes, reducing health care costs while improving health status and quality of care,” said Servais. “As a member of the Trust Advisory Board, I also hope we will investigate ways in which the State might partner with private foundations and donors to cover the start-up costs of some of the new community-based prevention programs which, once proven effective, can be sustained by state funds. I am honored to have been selected to participate in the search for promising prevention initiatives and to help guide the successful implementation of this very important new program.”

The MA Department of Public Health Preventive Health & Human Services Block Grant Advisory Board

The purpose of this external Advisory Committee is to provide guidance to the Department of Public Health and its senior management regarding the use of Federal Health and Human Services Block Grant funds. The PHHSBG comes through the Centers for Disease Control and Prevention and is designed to allow states to address their own unique public health needs and challenges with innovative and community driven methods. (See this website for additional information: <http://www.cdc.gov/phhsblockgrant/about.htm>.)

This year the federal budget has increased funding to the PHHSBG and the allocation to Massachusetts (beginning October 1, 2014) is \$3,881,777 – a substantial increase over last year’s funding of \$1,927,037.

To begin planning for the use of these resources, the Department has proposed some priorities which the Advisory Board will review and approve including:

Initiatives that are priorities in the State Health Improvement Plan

Support for key DPH infrastructure and accreditation need

Support for local and regional health efforts

Support for programs impacted by the elimination of the Community Transformation Grant

Required sexual assault set-aside

The MA Prevention for Health Caucus—a creation of the MA Health Council Chairs, Senator Harriette Chandler and Representative Jason Lewis

We are committed to the primacy of prevention, not only because it will save resources—and there is increasing scientific evidence that it will do that—but more importantly because prevention ensures the quality of our lives, the viability of our communities, and the vibrancy of our society.

In the past decade, evidence-based research has forged a robust science of prevention. Massachusetts’ institutions have gathered and documented federal, philanthropic, and industrial health research in this area. The MA Health Council proposed a Prevention for Health Caucus for the Massachusetts Legislature to host regular meetings of legislators with experts in prevention. Thanks to Senator Harriette Chandler and Representative Jason Lewis, this caucus has become a reality and is a vibrant working Caucus that will have an impact on improving health status in Massachusetts. This bipartisan, multisectorial Prevention Caucus, will be a vital venue for transforming science into policy and practice, reducing the disparities in the burden of illnesses among our population, and realizing our vision of a healthy, “caring commonwealth.”

It will encourage state leaders to support and endorse statewide efforts to promote healthy behaviors, provide access to high quality health care, and create healthy communities by framing a dialogue, and focussing public policy within the General Court. The Caucus also provides key speakers in the area of prevention to the General Court, administration, and Attorney General’s office. The goal is to promote the value of an investment in prevention to save money and lives.

State Health Improvement Plan Coalition

In fall 2013 we participated in State Health Improvement Plan (SHIP) Planning Retreats sponsored by the Massachusetts Department of Public Health. Along with other Massachusetts health care stakeholders, our charge was to provide input to the DPH “in developing an evidence-based, data-informed State Health Improvement Plan to improve the health status of Massachusetts residents.” The SHIP ultimately will provide “guidance to the health department, its partners, and stakeholders for improving health of the population.”

With our colleagues, we engaged in an intensive process of identifying health and policy priorities as well as determining measureable outcomes and roles of individuals and organizations that could be responsible for implementing strategies.

Major areas that were discussed and considered as priorities included: chronic disease; physical activity/healthy eating; substance abuse; mental health; environmental health; obesity; tobacco use; asthma; infectious diseases; maternal/child health; alcohol use; HIV/AIDS; STIs; violence/homicide; disability; unintentional injuries; tuberculosis; occupational health; oral health and suicide.



MA Health Council Board Member Elmer Freeman (seated at left) who is Executive Director of the Center for Community Health Education Research and Service, was a participant in the SHIP deliberations.



Jeff Stone, MA Health Council Director of Programs, participating in one of the SHIP Retreat break-out groups.

Guest Speakers at MHC Board and Committee Meetings

Once again this year the MHC was able to bring key leaders and policy makers to our members for provocative and informative small committee meetings. These meetings provide the opportunity for networking with decision-makers and leaders.

- 9-25-13** Senator John Keenan, *Co-Chairman of the Joint Committee on Public Health*
- 11-18-13** Secretary John Polanowicz, *MA Division of Health and Human Services*
- 1-7-14** Wendy Landman *Executive Director, WalkBoston.*
- 3-11-14** Kathryn Powers *Regional Administrator, Substance Abuse and Mental Health Services, Region I USHHS*
- 5-13-14** Christie Hagar *Regional Director, US Health and Human Services, Regional I*
- 5-21-14** Laurence Stuntz *Director of the Massachusetts E-Health Institute*

MASSACHUSETTS HEALTH COUNCIL AWARD DINNER

The 2013 Award Dinner marked the 93rd anniversary of the MA Health Council and the 33rd year of this award ceremony. Each year we celebrate healthy living and healthy eating while honoring individuals, as well as organizations, who have made outstanding contributions to promoting and protecting the health of the residents of the Commonwealth. The first Award was given in 1980. Five awards were presented with a sold-out crowd of 550 in attendance at the Renaissance Waterfront Hotel in Boston on October 15, 2013.

Four individuals were selected for Outstanding Leadership in Promoting and Protecting the Health of the Residents of the Commonwealth: Stephen Boswell, MD, *President and CEO, Fenway Health*, Donna Latson Gittens, *Principal and Founder, MORE Advertising*, The Honorable Therese Murray, *President, MA State Senate*, Eric Schultz, *President and CEO, Harvard Pilgrim Health Care*.



Stephen Boswell, MD



Donna Latson Gittens



The Hon. Therese Murray



Eric Schultz



In addition, Eastern Bank was awarded for their outstanding workplace wellness program with the MHC's Healthiest Workplace Award.

Celebrity Chef Michael Schlow, Chef/Owner Via Matta, Alta Strada, Barrio Cantina, and Tico presided over the menu and 10 chefs from Boston area hospitals competed in the Tastiest Healthy Appetizer competition. Pam Cross of WCVB Channel 5 was the Mistress of Ceremonies and Artists for Humanity designed and created the Awards. It was a fun, inspirational evening for all which benefited the MA Health Council's continuing work to improve health status for all the residents of the Commonwealth.





Chefs from Boston Children's Hospital compete in Hospital Chef Challenge



Awardee Senate President Therese Murray with staff and friends



Representative Jeffrey Sanchez with Executive Director Susan Servais



Dinner Chairs, Delia Vetter and Peter Mongeau with awardee Steven Boswell



Gubernatorial candidate Charlie Baker with Jarvis Green, Susan Servais, and Celebrity Chef Michael Schlow



Awardee Eric Schultz, Harvard Pilgrim Health Care



Dinner Chairs, Delia Vetter and Peter Mongeau with awardee Donna Gittens



Former New England Patriot Jarvis Green attends the aMHC Gala and helps judge the Chefs' Challenge (Susan is modeling one of Jarvis' three Super Bowl rings!)



Hospital Chef Challenge winners South Shore Hospital

AWARD DINNER COMMITTEE

Co-Chairs, Peter Mongeau and Delia Vetter

Members Peter Mongeau, Mercer, and Delia Vetter, EMC, were the 2013 Award Dinner Co-Chairs. The Award Dinner Committee met in December 2012 to plan the 2013 Award Dinner. Nominations for awardees were submitted from the member organizations of the MA Health Council. The Committee selected the recipients which were approved by the Board of Directors. Clappazzola Partners was once again hired to serve as our event planners. (*For details see Award Dinner p. 18*).

BUDGET AND FINANCE COMMITTEE

Chair, Scott Plumb

The Budget and Finance Committee consists of the officers of the Council and is chaired by the Treasurer. This committee is charged with developing the budget for the MA Health Council and presenting it to the Board of Directors for approval. The Massachusetts Health Council is a 501(c)3 nonprofit organization. The annual independent accountant's review of the organization is done by Fulchino, O'Reilly & Company. The FY15 budget was presented to the Board of Directors and approved at the May 2014 Board Meeting.

HEALTH POLICY COMMITTEE

Co-Chairs, James W. Hunt, Jr. and Michael Sroczynski, Esq.

This was a very busy year for the Health Policy Committee. The Council actively followed and informed members of the health related state budget line items that we track and the health care bills that are of concern to the MA Health Council and our members. Letters were sent to the Governor, Senate President, Speaker of the House, Co-chairs of the Committees on Public Health, Health Care Financing, Human Services, and Ways and Means.

The MHC participates in agenda setting for the legislative Prevention for Health Caucus at the State House. A caucus which was developed by the MA Health Council. The health indicators that we address in our health status indicator report continue to be the MA Health Council's priority health issues. Access to health care, health care costs, prevention and wellness are continually addressed by the Council.

The Massachusetts Health Council will continue to work with our members, the public and policy makers to improve and protect the health of the residents of Massachusetts

NOMINATING COMMITTEE

Chair, Jerry Vitti

Nominations for Board seats are received from member organizations and the Board of Directors. The Nominating Committee met in March of 2014 to select the 2014-2015 slate of officers and Board members. The committee members included Jerry Vitti, Rick Lord, and Myechia Minter-Jordan, MD. The slate was presented and approved by the Board of Directors at the May 2014 Board meeting for election at the annual meeting, June 11, 2014.

PHARMACY COMMITTEE

Co-chairs, Kathy Keough and Dennis Lyons

The Pharmacy Committee met every other month and offered a forum for discussion among the members. The Pharmacy Committee has been in existence for over 25 years. The meetings are attended by MHC members who are concerned with pharmacy issues. The committee consists of pharmacists, consumers, pharmacy colleges, representatives from the Boards of Registration of Pharmacy and Nursing, pharmaceutical corporations, health plans, the U.S. Dept. of Food and Drugs, the MA Dept. of Public Health and other MA Health Council members who have an interest in pharmacy issues. The goal of the committee is to promote medication awareness, safety, and access. This Committee presented an educational forum in January 2014 (*see Programs page 7*).

MEDIA COVERAGE: OUR VISABILITY IS A BENEFIT TO OUR MEMBERS

Boston Business Journal

May 13, 2013

Gov. Patrick appoints Susan Servais to the Massachusetts Prevention and Wellness Trust Advisory Board.

Patriot Ledger

November 8, 2013

Healthy Hospital Food

Boston Business Journal (also reprinted in the Springfield Republican)

January 17, 2014

Want ROI? Start the New Year Off with a Company Wellness Program by Susan Servais

Boston Neighborhood Network News interview with Chis Lovett

April 17, 2014

<https://www.youtube.com/watch?v=0st8maOqHFg&feature=youtu.be>

Dorchester Reporter

April 24, 2014

MHC launches a new Barber Shop/Beauty Salon health info campaign.

MASSACHUSETTS HEALTH COUNCIL MEMBERS

Action for Healthy Kids	Dana Farber Cancer Institute
AIDS Action Committee	Delta Dental of Massachusetts
Allergan	DentaQuest Foundation
Alzheimer's Assoc. MA & NH Chapter	DGL Consultants
America's Compounding Center	Dimock Community Health Center
American Cancer Society, NE Division	Doctors Express
American Heart Assoc/Am Stroke	Domestic Violence/Sexual Assault Program at Newton Wellesley Hospital
American Lung Association of NE	EMC Corporation
American Red Cross of Eastern MA	Executive Office of Health and Human Services
AMGEN, Inc.	Gates Healthcare Associates
Arthritis Foundation NE Region	Genentech
Assoc For Behavioral Healthcare	Genzyme a Sanofi Company
Associated Industries of MA	GlaxoSmithKline
Astellas Pharma US, Inc.	Governor's Office
AstraZeneca Pharmaceuticals	Greater Lawrence Family Health Center
Atrius Health	Group Insurance Commission
Bank of America Merrill Lynch	Harvard Pilgrim Health Care
Bayer HealthCare	Harvard Univ. School of Public Health
Beacon Health Strategies	Health Care For All
Better Oral Health for Massachusetts Coalition	Health Management Resources
BlueCross BlueShield MA	Health Resources in Action
BlueCross BlueShield MA Foundation	Healthcare Financial, Inc.
Boston Alliance for Community Health	Healthy Cooking for Life
Boston Benefit Partners	Healthy Waltham
Boston Center for Independent Living	Hebrew SeniorLife
Boston Guild for the Hard of Hearing	Heidi Hoffman Consulting
Boston Hlth Care for Homeless	Home Care Aide Council
Boston Public Health Commission	Home Care Alliance of MA
Brain Injury Association of MA	Integrated Pharmacy Solutions
Bristol-Myers Squibb Company	John Hancock Financial Services
Brookside Community Health Center	John Snow, Inc.
BU School of Public Health	Johnson & Johnson
Cambridge College	Johnson Compounding & Wellness Center
Cambridge Health Alliance	Kearney, Donovan & McGee, P.C.
Center for Community Health Education Research & Service	Lawrence Ford & Associates
Center for Health Information and Analysis	LeadingAge Massachusetts
Center for Social Innovation	Lilly, USA
Children's League of Massachusetts	Mancuso Communication Strategies
Coca-Cola Refreshments	March of Dimes, MA Chapter
Commonwealth Care Alliance	Mass. Assoc. for School-Based Health Care
Community Catalyst	Mass. Assoc. of Behavioral Health Systems
Conference of Boston Teaching Hospitals	Mass. Assoc. of Community Health
Covidien	Mass. Assoc. of Health Plans
Craven & Ober Policy Strategists	

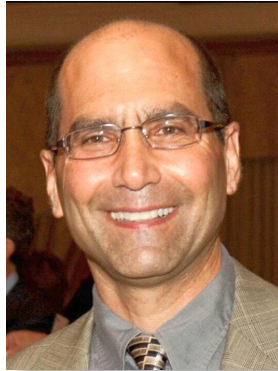
Mass. Assoc. of Health Underwriters
 Mass. Assoc. of Older Americans
 Mass. Assoc. of Registered Nurses
 Mass. Bankers Association
 Mass. Behavioral Health Partnership
 Mass. Chiropractic Society, Inc.
 Mass. Coalition for Oral Health
 Mass. Coalition for the Prevention of Medical Errors
 Mass. Coalition of Nurse Practitioners
 Mass. Council of Comm Hospitals
 Mass. Council of Human Svc Providers
 Mass. Dept. of Developmental Services
 Mass. Dept. of Mental Health
 Mass. Dept. of Public Health
 Mass. Developmental Disabilities Council
 Mass. Dietetic Association
 Mass. Executive Office of Elder Affairs
 Mass. Eye and Ear Infirmary
 Mass. General Hospital Comm Hlth
 Mass. Geriatric Society
 Mass. Health Data Consortium
 Mass. Health Sciences Library Network
 Mass. Hospital Association
 Mass. League of Comm Health Centers
 Mass. Medical Society
 Mass. Medical Society Alliance
 Mass. Nonprofit Network
 Mass. Nurses Association
 Mass. Pain Initiative
 Mass. Pharmacists Association
 Mass. Podiatric Medical Society
 Mass. Public Health Assoc.
 Mass. Rehabilitation Commission
 Mass. Senior Care Association
 Mass. Society of Eye Physicians and Surgeons
 Mass. Society of Optometrists
 Mass. Taxpayers Foundation
 MassHealth
 MassPRO
 MCAAP
 McDermott, Quilty and Miller, LLP
 Merck
 Millennium Pharmaceuticals, Inc.
 NAMI Massachusetts

Nat'l Assoc. Soc. Workers, Mass Chapter
 Neighborhood Health Plan
 Network Health
 New England AIDS Education and Training Center
 North American Indian Center of Boston
 Northeast Pharmacy Service Corp
 Northeastern University
 Novo Nordisk
 Organization of Nurse Leaders MA, RI
 Otsuka America Pharmaceutical, Inc.
 Partners HealthCare
 Partners HealthCare at Home
 Pfizer Inc.
 PharmaPro Pharmacy Consulting
 PhRMA
 Posternak Blankstein & Lund
 Providers' Council
 Purdue Pharma
 Rare Disease United Foundation
 Samaritans, Inc.
 Screening for Mental Health
 Senior Whole Health
 Solomon McCown & Co
 South Cove Community Health Center
 South Shore VNA
 Southeast Asian Coalition of Central MA
 Spina Bifida Assoc of NE
 Sunovion Pharmaceuticals
 The Albert Schweitzer Fellowship
 The Boston Foundation
 The Children's League of MA
 The Disparities Solution Center
 The Health Foundation of Central MA
 The New England Council
 The Strategy Group
 Tobacco Free Mass
 Tufts Health Plan
 U. of MA/Boston-Health Services
 UniCare Life & Hlth Ins. Co.
 UnitedHealthcare Community & State
 Vida Health Communications, Inc.
 Wellness Workdays
 Women of Means
 Zurick Davis Physician Executive Search

MASSACHUSETTS HEALTH COUNCIL STAFF



Susan H. Servais
Executive Director



Jeffrey Stone
Director, Programs



Phyllis Cudmore
Director, External Affairs



Betty Segal
Office Manager



Caylin Marotta
Program Assistant





Action for Healthy Kids · AIDS Action Committee · Allergan · Alzheimer's Assoc. MA & NH Chapter · America's Community College Association of NE · American Red Cross of Eastern MA · AMGEN, Inc. · Arthritis Foundation NE Region · Assoc For Elected Officials of MA · Atrius Health · Bank of America Merrill Lynch · Bayer HealthCare · Beacon Health Strategies · Better Oral Health for All · Boston Benefit Partners · Boston Center for Independent Living · Boston Guild for the Handicapped · Bristol-Myers Squibb Company · Brookside Community Health Center · BU School of Public Health · Cancer Research and Biotechnology Center · Center for Health Information and Analysis · Center for Social Innovation · Children's League of Massachusetts · Conference of Boston Teaching Hospitals · Covidien · Craven & Ober Policy Strategists · Dana Farber Cancer Institute · Doctors Express · Domestic Violence/Sexual Assault Program at Newton Wellesley Hospital · EMC Corporation · GlaxoSmithKline · Governor's Office · Greater Lawrence Family Health Center · Group Insurance Commission · Health Management Resources · Health Resources in Action · Healthcare Financial, Inc. · Healthy Cooking for Life · Integrated Pharmacy Solutions · John Hancock Financial Services · John Snow, Inc. · Johnson & Johnson · LeadingAge Massachusetts · Lilly, USA · Mancuso Communication Strategies · March of Dimes, MA Chapter · Mass. Assoc. of Health Plans · Mass. Assoc. of Health Underwriters · Mass. Assoc. of Older Americans · Mass. Chiropractic Society, Inc. · Mass. Coalition for Oral Health · Mass. Coalition for the Prevention of Medical Errors · Mass. Dept. of Developmental Services · Mass. Dept. of Mental Health · Mass. Dept. of Public Health · Mass. Dept. of Transportation · Mass. Eye and Ear Infirmary · Mass. General Hospital Comm Hlth · Mass. Geriatric Society · Mass. Health Data Consortium · Mass. Medical Society · Mass. Medical Society Alliance · Mass. Nonprofit Network · Mass. Nurses Association · Mass. Senior Care Association · Mass. Society of Eye Physicians and Surgeons · Mass. Society of Optometrists · Merck · Millennium Pharmaceuticals, Inc. · NAMI Massachusetts · Nat'l Assoc. Soc. Workers, Mass Chapter · Neighborhood Center of Boston · Northeast Pharmacy Service Corp · Northeastern University · Novo Nordisk · Organization for a Healthier Massachusetts · Pfizer Inc. · PharmaPro Pharmacy Consulting · PhRMA · Posternak Blankstein & Lund · Providers' Council for the Commonwealth · South Cove Community Health Center · South Shore VNA · Southeast Area Health Center · The Boston Foundation · The Children's League of MA · The Disparities Solution Center · The Health Foundation · U. of MA/Boston-Health Services · UniCare Life & Hlth Ins. Co. · UnitedHealthcare Community & State · Vida Health

***Celebrating 94 years of promoting and protecting
the health of the residents of the Commonwealth***