

Proposed Criteria for the Acton Nursing Service Task Force

(Straw Man document - for discussion purposes only)

Objective

The objective of the Acton Nursing Service (ANS) task force is “to develop a strategic plan that optimizes service delivery in terms of scope, citizen awareness and enhance financial performance while preserving high quality care.”

Goals

- Create a network development plan resulting in increased referrals and reimbursement
- Create a marketing/communication plan to increase census
- Develop a report for annual Town Meeting presentation apprising citizens of status update and progress to go

Charge

- Synthesize previous assessments inclusive of consultant reports, prior committee assessments and staff interviews in support of current objectives
- Assess network development potential (provider awareness, current contracts, reimbursement opportunities)
- Provider outreach to improve service awareness
- Assess marketing/brand awareness needs to promote community awareness
- Partner with university resources to develop an internship program supportive of marketing goals
- Develop rates for nursing service outside of Acton citizenry
- Create metrics as to census, payor mix and service awareness
- Collaborate with Acton Nursing Service staff to develop service awareness within the provider and patient community.
- Explore options to broaden service to community at large inclusive of school age and young adult constituents
- Coordinate with national accreditation agencies to align service growth with quality metrics so as to preserve the Top 100 standing

- Explore community partnerships with other nursing services for the purpose of leveraging resources (e.g., obtaining Acton referrals, providing non-Acton referrals)

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