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CLIENTS IN COMMUNITY SERVICES



The community is today a focal point around which the planning and delivery of health services revolve. Many health care programs are designed with the consumer in the planning process, speaking out on his needs and problems. Programs are being developed which relate to the special needs of various groups such as the young, the elderly, or the poor. Health centers are moving outside their traditional facilities and are assessing the total environment in which they function — the social as well as the health problems, their own programs and equipment as well as those of nearby institutions — in order to effectively and efficiently provide service to the community. The programs described here represent only a small sampling of innovative approaches to health care by Touche Ross clients.



Teenagers who need help and advice can turn to the Crisis Center operated 24 hours a day by the Newton-Wellesly-Weston Multi Service Center in Newtonville, Massachusetts: 50% of the young people who report to the center go because they think they have VD or think they may be pregnant. Some seek out the Center because of a drug problem. Another fourth goes to talk out personal problems, difficulties with school peers, and, most of all, difficulties with parents. Located in an ordinary looking house on a deadend street, the Center offers a free medical clinic, emergency housing and short-term counseling.

Senior citizens are meeting other senior citizens through a club with activities planned especially for their interests in Costa Mesa, California. The club was organized by residents of Bayview Manor, a board and care facility for the active elderly, and senior citizens from all over Orange County are invited to join.

Rehabilitation for children and adults disabled through congenital condition, accident or disease means the return of each patient to a maximum degree of independence. An intensive program of medical, social, psychological and vocational services is available at New Jersey's first voluntary nonprofit rehabilitation hospital, established twenty three years ago. The Kessler Institute for Rehabilitation in West Orange is working now to raise \$3.6 million to establish an outpatient department and a children's wing.

Putting adolescents together to recuperate creates natural opportunities for automatic rap sessions. In the new "teen floor" section at the Mercer Hospital in Trenton, New Jersey, a special diet includes milk shakes, pizza and cheeseburgers as part of the service offered. The unit has its own teenager lounge equipped with a record player, books, games, pool table, and decorated with teen posters and plaques.



The psychological trauma children invariably experience on hospitalization is being reduced through a program at St. Luke's Hospital in New York City. It gives children an understanding, participation and control in their care by showing them in a "pretend" situation with dolls specifically what will happen and allowing the children to participate in the care and treatment of the dolls, thus alleviating the fear of what will actually be happening to them.

Skilled convalescent care without charge is offered to indigent women recovering from surgery or serious illness at the Kate Macy Ladd Convalescent Home in Far Hills, New Jersey. The short term care offered by the home includes a full range of medical services as well as a diversional program and occupational therapy. Ceramics, handicrafts, art and knitting are among the many therapeutic activities.



Children suffering from asthma and cardio-pulmonary diseases are given an opportunity to lead as normal a life as possible at the Children's Asthma Research Institute and Hospital in Denver, Colorado. This hospital is devoted solely to children suffering from these diseases and is constantly involved in research in these fields as well as in giving the most up-to-date treatment available.

The number of patients in hospital outpatient departments serving the immediate community is increasing daily. In the area around St. Joseph's Hospital in Philadelphia, where the average family income is under \$4,000 yearly, 50% of the families use clinics. Projections show that by 1980 there will be 52,000 people in the area relying on clinics for medical care.

Blood Replacement Month in New York's Westchester County is one of many such programs in communities throughout the nation. The New Rochelle Hospital Medical Center bloodmobile visited a number of towns in the area to make blood donations fast and easy for residents.

THE MALDEN HOSPITAL in Massachusetts instituted a Traveling Health Fair for children to listen to their heartbeats, learn about first aid procedures, be tested for knowledge of drugs and drug abuse and discover how a respiratory therapist helps hospital patients breathe CLARA MAAS MEMORIAL HOSPITAL in Belleville, New Jersey, now over 100 years old, opened a Continuing Care Center employing the most modern concepts in restorative and recuperative medical techniques for ambulatory patients HAMILTON HOSPITAL in Hamilton Square, New Jersey has instituted a free Glaucoma Detection Eye Screening Program for Hamilton Township residents over the age of 35 WISCONSIN BLUE CROSS PLAN helped bring together the people of a community, the private sector and government with

the formation of the Cream City Neighborhood Health Centers in Milwaukee HOLY FAMILY HOSPITAL in Des Plaines, Illinois, has a Co-operative Blood Replacement Plan available to residents of Des Plaines and surrounding communities to assure members of a constant and ample inventory of blood anywhere in the United States UNITY HOSPITAL in Brooklyn has opened a special care unit and a second Methadone Maintenance Treatment Clinic under the auspices of the City of New York THE GRAND RAPIDS OSTEOPATHIC HOSPITAL in Michigan plans to break ground in January for a special intensive care unit for cardiac patients and new surgical operating facilities GOOD SAMARITAN HOSPITAL in Suffern, New York, is getting unsolicited community donations for their cobalt fund TRINITY MEDICAL CENTER in Minot, North Dakota, created by the merger of the Lutheran Homes and Trinity Hospital, is serving the needs of the community with better quality at a lower cost as a result of the merger BON SECOURS HOSPITAL in Grosse Pointe, Michigan expects to complete its expansion program within the next four years CHRIST HOSPITAL in Jersey City, New Jersey will celebrate its 100th Anniversary in 1973 and is now in the midst of a multimillion dollar campaign to update and replace many of its facilities NORTH DETROIT GENERAL HOSPITAL in Michigan started work to expand its facilities this past September which will more than double its present size COLLEGE OF MEDICINE AND DENTISTRY OF NEW JERSEY at Rutgers Medical School in Piscataway is sponsoring a series of briefing sessions for minority college students on opportunities in medical and dental education OREGON DENTAL SERVICE in Portland has a Student Dental Accident Program which is in force 24 hours a day for 365 days each year and allows for dental accident care for students on and off school grounds MILWAUKEE CHILDREN'S HOSPITAL in Wisconsin opened the Edward J. Logan Intensive Care Center which serves all critically ill children who require support of vital functions and constant observation UNITED HOSPITALS OF NEWARK in New Jersey has established an emergency transport service for critically ill newborns with a service van equipped with a built-in, life support respirator, an

oxygen unit, aspirator and compartment for specially prepared pharmaceutical supplies ST. VINCENT HOSPITAL in Worcester, Massachusetts, has been named as headquarters for HEW's multi-million-dollar program to improve prevention, diagnosis and treatment of bladder cancer. St. Vincent's Chief of Pathology has been named Director of the National Bladder Cancer Project LONG ISLAND MULTIPHASIC CENTER operates the Multiphasic Center at Hempstead General Hospital in New York. Multiphasic Screening, the process of conducting periodic testing and health examinations, is recommended as an effective technique of preventive medicine MOUNT SINAI MEDICAL CENTER in Miami Beach, Florida is the first community hospital in the United States to implant a nuclear-powered pacemaker into a human being THE GREENWICH HOSPITAL ASSOCIATION in Connecticut has opened a new Pulmonary Physiology Department, and cardio-pulmonary laboratory METHODIST HOSPITAL in St. Louis Park, Minnesota, which three years ago started the technique of hip replacement, has now adapted that technique to total substitution of plastic and metallic materials for severely damaged knee joints NORTH MEMORIAL HOSPITAL in Minneapolis, Minnesota, has developed a Recreational Therapy Program with the part-time help of recreational therapy students from the University of Minnesota BLOOD SERVICES in Scottsdale, Arizona, has created three blood center "Oscars" for presentation to individuals or organizations for outstanding contributions toward the success of the voluntary blood program GEORGIA DEPARTMENT OF HUMAN RESOURCES celebrating the 33rd year of its family planning program. HUD statistics rank Georgia as the number one state — nationwide — in the area of family planning. Services are available through local health departments in each of the state's 159 counties.

We wish to thank all clients for their response to our request for photographs and descriptions about their health care programs.

We regret that we could not use all of the material submitted. We have tried to include a broad representation of client programs.

The Editors