

Business Briefs

Cisco Whale's Tale on "Today" show tomorrow

Nantucket's own Cisco Brewers will be featured on the "Today" show Friday morning when its flagship beer, Whale's Tale Pale Ale, will represent New England as the best beer to consume while watching the Super Bowl Feb. 5.

Brewery CEO Jay Harman said this week that Cisco was contacted by "Today" staff, and the segment will air Friday at 10:42 a.m. in the fourth hour of the NBC morning show's broadcast.

Tupancy-Harris supports Red Cross initiative

The American Red Cross' Cape Cod and Islands chapter announced last week that the Tupancy-Harris Foundation has supported the organization with a grant in support of the Nantucket Preparedness Initiative, aimed at benefiting every resident on the island.

While officials declined to specify the amount of the grant, they said it will help enable Red Cross volunteers to be trained and equipped with pre-positioned materials ready to operate disaster shelters and to be prepared for local emergencies if the need arises. For example, most recently, Nantucket volunteers helped a number of displaced individuals and families after the Academy Hill Apartments flood.

The Tupancy-Harris Foundation is administered by Fiduciary Trust Company in Boston. It annually makes grants to approximately 30 nonprofit organizations which benefit Nantucket and its residents.

All disaster relief support provided by the American Red Cross is free of charge. The chapter does not receive government funding. It is totally dependent upon local support from foundations, individuals and businesses.

Hearing clinic opening on Bartlett Road

Beltone New England announced this week that it will open a state-of-the-art hearing clinic in the office of Mindy Levin at Nantucket Family Chiropractic, 4 Bartlett Road.

"I am pleased and excited to host Beltone, who will offer an array of hearing services at my office," Levin said. "Beltone's services are important components of a comprehensive health-care regimen, and they will be of inestimable value to all who attend."

The first clinic is scheduled for Wednesday, Jan. 31 and will then be held on the second Tuesday of each month.

2012 lodging brochure at Visitor Services

Nantucket Visitor Services announced that the 2012 Travel and Lodging Brochure produced jointly with the Nantucket Lodging Association is now available. The booklet includes listings with photographs of all licensed bed and breakfasts and inns with their mapped locations, contact and rate information along with other numbers to help with travel plans. This year, Nantucket Visitor Services has included a Quick Response Code printed on the outside of the booklet, which, when swiped by a smart phone, will go directly to Visitor Services' daily lodging availability list on its website, as well as the list that is posted outside the office door each day. Booklets may be picked up at the Visitor Services offices at 25 Federal St. or the Chamber of Commerce, upstairs at 0 Main St. They can also be downloaded from www.nantucket-ma.gov/visitor

Business

Discussion of new facility dominates hospital forum

By Jason Graziadei
I&M Senior Writer

The concept of building a new Nantucket Cottage Hospital to replace the aging facility off Prospect Street highlighted a public forum Tuesday night that sought community input on the future of the island's healthcare provider.

The possibility of building a new facility has been percolating for months, and hospital CEO Dr. Margot Hartmann has spoken openly since last summer about the deficiencies of the decaying building, constructed in 1957, and the potential benefits of replacing it.

But Tuesday was the first open dialogue about the possibility with the community, and Hartmann and other hospital officials clearly conveyed how serious they are about garnering public support for what could be the largest capital fundraising campaign for a single project in island history.

Tuesday night's forum is the first of several events in which the hospital hopes to gauge public opinion about the future of the hospital and what the community expects from it, an effort running in conjunction with a marketing survey that will be sent to island residents over the next week.

The hospital recently engaged Quorum Health Resources, a hospital-management consulting firm, that determined Nantucket Cottage Hospital could be sustainable from its operations, Hartmann said, but not in its existing building.

"A new building, something that wasn't a consensus a year ago, is part of the turnaround plan for this hospital," Hartmann said. "That's an exciting prospect, a daunting prospect, but absolutely what this community deserves and what we all need to have confidence we can live our lives here."

Coming off its 100th anniversary and consecutive annual losses of \$8 million in the 2010 fiscal year and \$6 million in the most recent fiscal year, Hartmann acknowledged the hospital's fiscal crisis, but said the adjustments it made, from wage freezes to painful layoffs and doing more with less, have started to turn the ship. The hospital is now on target to lose \$2.4 million in the current fiscal year, she said, a considerable improvement, but still short of its goal of breaking even in its operations.

"We're all fighting for its next 100 years," Hartmann said. "In a broad brush, we're facing the perfect storm that Nantucket has



File photo by Nicole Harnishfeger

Nantucket Cottage Hospital officials are now openly discussing their desire to build a new facility on the healthcare provider's existing campus between Prospect Street and Vesper Lane.

"We think if the Vineyard can raise the money they needed to raise, then we can do that here."

— Dr. Margot Hartmann
On building a new hospital

faced in other times. We're looking at decreased volume, decreased reimbursements and a failing building, all that hit at the time of a recession and coincided with the affiliation with Mass General. We have a plan to address each of those aspects that have contributed to our circumstances."

From the kitchen drain fiasco that cost the hospital more than \$50,000, to the disintegrating cast-iron piping behind the walls or the inefficient heating and cooling system, the hospital is now spending roughly \$1 million per year just to repair the facility and keep it operating, Hartmann said.

"I think there are tremendous benefits to be gained by co-locating and reorganizing the flow in the hospital for patients and the staff," Hartmann said. "The new thinking about small hospitals is how to co-locate spaces so those staff can support each other both clinically and personally."

Hospital staff, as well as its board and foundation, are still in the early stages of conceptualizing the size of a new facility, how it would be configured, and the services it should deliver. The latter

will be dictated by the public forums and the marketing survey, Hartmann said. But she and other hospital officials made it clear that among the goals for the hospital are increasing primary care coverage and focusing on the benefits of telemedicine.

Responding to questions about primary-care physicians being unavailable at times, Hartmann said the hospital is currently restructuring its primary care services to provide more access for patients.

There is no current estimate for the cost of building a new facility, but Hartmann said she believes it could be constructed on the existing hospital property while allowing the operations to continue in the old building, which she estimates has just five viable years remaining.

Several of the roughly 60-plus people who attended the forum asked how the hospital intends to finance the construction of a new facility. Hartmann explained that there is a possibility of borrowing and contributions from Partners Healthcare, but it was clear the hospital expects the vast majority will come from donations and fundraising. She cited the new hospital built on Martha's Vineyard, a \$48 million facility which was completed in 2010 and financed entirely through donations.

"We think if the Vineyard can raise the money they needed to raise, then we can do that here," Hartmann said.

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NOTICE OF STRUCTURE MOVE

STRUCTURES UNLIMITED will move a garage from 85 Baxter Road to 37 Friendship Lane on Wednesday, February 8, 2012 (Rain Date: February 9, 2012). There may be a short disruption of utility services.

MOVING ROUTE: Baxter Road to Right onto Bayberry Lane, Left onto Sankaty Road, Right onto Clifton Street, Left onto Burnell Street, Right onto New Siasconset Street, Right onto Milestone Road, at Rotary continue onto Old South Road, Right onto Fairgrounds Road, Right onto Surfside Road, Left onto Bartlett Road, Right onto Friendship Lane to #37 on Right.

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