



COMMUNITY  
MEDICAL CENTERS

**COMMUNITY MEDICAL CENTERS  
COMMUNITY BENEFITS REPORT  
Fiscal Year 2010/2011**

Community Medical Centers (Community), the largest provider of health care services in Central California, is pleased to submit the following report for our three acute-care hospitals – Clovis Community Medical Center, Community Regional Medical Center and Fresno Heart & Surgical Hospital – while also including information about ancillary clinical services.

This report follows guidelines in Senate Bill 697, which became law in 1994.

Community was established more than 100 years ago. It is a locally owned, not-for-profit, public benefit corporation. Its chief executive officer is Tim A. Joslin. The chairman of Community's 15-member Board of Trustees is Susan Abundis.

Community has an annual budget (2011/12) of approximately \$1.1 billion. Net uncompensated community benefits for fiscal year 2010/11 were nearly \$134 million, compared with over \$174 million in fiscal year 2009/10.

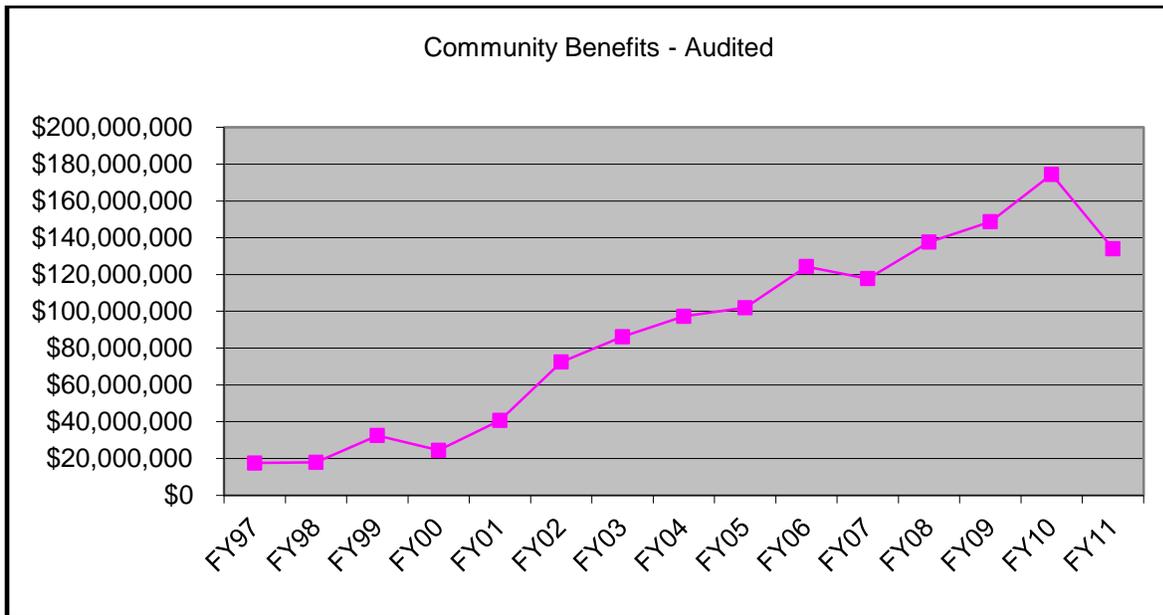
Last fiscal year, Community and other California hospitals serving high numbers of Medi-Cal patients benefitted from a temporary "provider fee" that pulled in supplemental federal reimbursement. For Community, the provider-fee benefit was \$51 million. Thus, while Community's actual uncompensated costs went up last year as more services were provided to the medically underserved, the provider fee reduced the net amount. That fee was not designed by lawmakers as a long-term source of reimbursement for hospitals.

Community has historically spent more on uncompensated community benefits than all other Fresno-area hospitals combined. And, some years, nearly double their combined total.

Community has more than 6,000 employees and 1,500 medical staff as well as 900 volunteers.

Community is headquartered in Fresno, providing the Central Valley with acute care, outpatient centers, clinics, home care, community education, physician groups and a physician residency program in conjunction with the University of California, San Francisco (UCSF).

Community has a 15,000-square-mile primary service area, which includes Fresno, Madera, Kings, Tulare and Mariposa counties. It also operates the only combined burn and Level 1 trauma units between Los Angeles and Sacramento, providing critical care and other specialty services to patients from well outside the primary service region. Community Regional Medical Center (Community Regional) operates one of the busiest hospital emergency departments in the nation.



In October 1996, Community entered a 30-year contract with Fresno County to assume responsibility for caring for the indigent, inmates and many of the county’s working poor. Community also assumed management of the former county hospital, which Community renamed University Medical Center (UMC). Community pledged to build new burn and Level 1 trauma centers, replacing services at UMC.

A new trauma and critical care building on the 58-acre Community Regional campus began opening in stages in 2004. UMC’s inpatient acute-care services were successfully relocated to Community Regional in April 2007, and UMC ceased serving as an acute care hospital. In fiscal year 2008/09, Community relocated nearly all remaining inpatient acute care services from the UMC campus on Cedar Avenue.

In March 2010, the Deran Koligian Ambulatory Care Center moved to a new 79,534-square-foot facility just north of Community Regional. The building features 104 exam rooms, an X-ray room and three lab drawing stations. The clinics include dental, eye, women and children services, internal medicine, family and adult practice, HIV/AIDS care and oral maxillofacial surgery. The diabetes and asthma satellite clinics remain at the Cedar campus, with the remainder of the campus returned to Fresno County.

Community is governed by a volunteer board of trustees comprised of local civic leaders and physicians. The trustees provide vision and policy direction. This process includes an annual review of the prior fiscal year and a community-needs evaluation to prioritize operational issues and provide direction.

The corporate board is also actively involved in approving fiscal appropriations for community benefits programs, outreach services and education, as well as traditional charity care and unpaid costs of public programs for the medically underserved. Corporate board members, physicians and Community’s leadership team have helped identify and fund community benefits programs.

Community continues to seek the views of health care, social justice, business, education and political leaders through meetings with the system’s chief executive officer and senior leadership.

## Mission

Community's stated mission is:

*“To improve the health status of the community. To promote medical education.”*

## Safety Net

When Community contracted with Fresno County to provide for certain health care needs, Community committed to serve as the county's safety-net provider. When reviewing Community's economic commitment to charity care, it can be shown that Community continues to provide medical services for these individuals and families, regardless of payer source.

In February 2010 and again in December 2010, Fresno County expanded the eligibility ranges for those seeking to enroll in the Medically Indigent Services Program (MISP), partly in response to legal action. As a result, Community has experienced significant increases in the numbers of MISP patients coming for treatment and additional costs for providing care, without any additional recompense from the county.

In its last fiscal year, Community provided care to 17,100 MISP, jail inmates and juvenile offenders, an increase more than 36% from the 12,531 in fiscal year 2009-10.

Community's estimated cost for providing care last year was \$82.6 million, compared to \$71 million in 2009-10. The annual Fresno County payment to Community for care was \$20.1 million.

Thus, Community's estimated loss for caring for the county MISP, inmates and juvenile offenders was \$62.5 million last year. That amount reflects the difference between the county's payment and the actual cost of providing medical care.

Community received \$46,418,000 in disproportionate share hospital supplemental funding, a reduction of more than \$6 million over the prior year. Last fiscal year, that funding included the so-called "provider fee," a short-term federal program providing supplemental money to hospitals like Community that service sizable numbers of needy patients. These funding sources make up for some, but not all, of Community's shortfall for care of a sizable number of needy patients.

Unpaid services provided by Community to the medically underserved and as a benefit to the community for FY 2010/11 ending August 31, 2011, are as follows:

Traditional Charity Care at unpaid costs	\$ (12,494,000)
Net Unpaid Costs of public programs for the medically underserved	(177,280,000)
Disproportionate Share Funding	46,418,000
Stabilization Funding	2,490,000
Prop 99/Tobacco Tax Funding	294,000
Provider Fee, net	51,049,000
<b>Total Net Benefits for the Poor</b>	<b>(89,523,000)</b>
Net Unpaid Costs of Medical Education	(43,842,000)
Other Community Benefits	(628,000)
<b>Net Community Benefits</b>	<b>\$ (133,993,000)</b>

**Definitions:**

- ◆ *Traditional charity care covers services provided to persons who meet certain criteria and cannot afford to pay. Costs of charity are the estimated costs of services provided to such patients.*
- ◆ *Unpaid costs of public programs for the medically underserved are the costs in excess of reimbursement for treating patients covered by the state's Medi-Cal and MISP programs.*
- ◆ *Education and community benefits include the cost of training health professionals and educating the community through seminars and classes, net of government and other reimbursement for such activities.*

**(Please see the submitted charity care policy)**

## **Community's Partnerships and Programs**

### **Medical Education**

Community maintains the region's largest medical staff made up of private and academic physicians. It is closely affiliated with Santé Community Physicians, central California's largest independent physicians' organization. Physicians are involved in decision-making at every level, including as members of our governing Board of Trustees.

Community promotes medical education through its collaboration with the University of California at San Francisco medical education program in Fresno, and the Central California Faculty Medical Group (CCFMG).

Clinical research and trials:

There were a total of 304 active research studies conducted throughout all Community campuses. Of those, 230 involve UCSF-Fresno faculty, fellows or residents.

Studies include:

- Community Regional campus – Pediatric HIV/AIDS, HIV, advance directive documentation, cryptococcal meningitis, patient-physician communication, pelvic injuries, radiation exposure in trauma patients, air pollution, public education, meningitis, adult and pediatric asthma, blunt trauma, back pain, at-risk children, chronic pain, obesity, cardiovascular disease, radiography for acute shoulder injury, liver disease, hypoglycemia, stroke, exposure to pesticides and cancers of the breast and prostate, acute lung injury, dementia, traumatic brain injury, diabetes, ALS (amyotrophic lateral sclerosis – Lou Gehrig's disease), heat-related illness, vitamin D deficiencies, nutrition, snakebites, chest pain, wound treatment, hip fractures, breastfeeding, Valley fever, myasthenia gravis, pulmonary hypertension, hypothyroidism, deep vein thrombosis, seizures, utilization of pharmacy services, exercise, sleep, liver disease, pregnancy/labor, trauma, antifungal therapy, pneumothorax, depression, oral-motor function in infants, medication management, Valley fever, traumatic chest injuries, cutaneous abscesses, MRSA bacteremia, pneumonia, blood-borne infections, wilderness medical emergency care, use of CyberKnife technology to treat prostate and lung cancer, artificial lenses in ophthalmology, treatment of acute upper GI bleeding, laparoscopic gastric bypass.
- Fresno Heart & Surgical – Stenting, angioplasty, and dual anti-platelet therapy studies, cardiac resynchronization therapy, bariatric procedures.

- Clovis Community – Examining the use of bariatric surgery in eliminating co-morbid conditions such as diabetes, a study of gall bladder removal in young patients, percutaneous coronary intervention (PCI) program.
- California Cancer Center – Use of chemotherapy, radiation, and/or vaccines in the treatment of blood, breast, colon, esophageal, lung, pancreatic, prostate and gynecological cancers.

**Faculty Awards/Honors for UCSF Fresno**

Faculty Member	Award/Honor
Kathy Flores, MD	11/2010: West Fresno Health Care Coalition’s “This is Your Life of Service” Award - A Tribute to Community Health Champions  5/2011: UCD Humanitarian Award  5/2011: AMAE – El Dia Del Maestro Special Recognition
Hugh Yang, MD Robert Calmes, MD Avak Howsepian, MD Alan Kelton, MD Thomas Lauck, MD Juan Carlos Ruvalcaba, MD	Teaching Excellence Award for Medical Students for participation in the Longitudinal Integrated Fresno Education Program (LIFE)
Herb Bivins, MD	UCSF Kaiser Award for Excellence in Teaching
Warren Wiechmann, MD	Outstanding Faculty Teacher Award, UCSF Fresno
Kenny Banh, MD	UCSF Distinction in Teaching Award
John Kinnison, MD	Pediatric Physician of the Year (nominated by Pediatric residents)
James McCarty, MD	Subspecialist Physician of the Year (nominated by Pediatric residents)
Robert Kezirian, MD	Emergency Nurse Association Physician of the Year
Jennifer McDermott, MD	2011 WSPR Mead Johnson Travel Award
John Blossom, MD	Aurora Gold Award
Hani R. Khouzam, MD	2009-2012 American Medical Association Physician's Recognition Award with Commendation in Continuing Medical Education Fresno’s Best Doctors in the category of Addiction, Fresno Magazine
Ryan Berg, MD	2011 Excellence in Teaching Award UCSF Fresno Department of Cardiology  2010 Teacher of the Year Saint Louis University Department of Internal Medicine
John Ambrose, MD	Best Doctors in America, Years: 1992-1993, 1994-1995, 1996-1997, 1998-1999, 2000-2001, 2002-2003, 2004-2005, 2006-2007, 2008-2009, 2010-2011
Prakash Deedwania, MD	2010-2011 Best Cardiologists in America 2003-2012 Best Doctors in America 2010 Cardiologists of the year, Elliot Rappaport award, American College of Cardiology, California chapter

Jose Joseph Vempilly, MD	Faculty Research Award, UCSF Fresno
Robert Libke, MD	<ul style="list-style-type: none"> <li>• Heroes in healthcare Physician of the Year</li> <li>• Healthy Hands Leadership Award</li> <li>• Fresno Magazine’s Best Doctors</li> </ul>
Jeffrey Rosenfeld, MD	“Top Physicians” by Fresno Magazine
Lucian Maidan, MD	“Top Physicians” by Fresno Magazine

## **Culturally Appropriate Care**

Community serves a culturally and linguistically diverse community in which more than 100 languages are spoken.

For example, Community Regional in downtown Fresno, with 30% of its emergency department patients being non-English-speaking, has need for hundreds of interpreter interactions daily with patients and their families. Community is not reimbursed for these services, which last year cost \$460,000.

Patients’ language needs are identified during pre-operative appointments and phone calls, when they register at a facility or are admitted to the hospital. Additionally, referring primary care physicians are asked to provide information on language needs of patients. Non-English speaking hospital patients wear a wristband listing their primary language.

Interpreter services are provided at Community facilities 24 hours a day, 7 days a week. Community relies on certified in-house interpreters, local interpreters trained in medical interpretation, a telephone and American Sign Language video-conferencing interpretation service (Language Service Line with 3,000 interpreters and 170 available languages) and videoconferencing interpretation through a cooperative with 13 California public hospitals.

Additionally, employees called “Language Ambassadors” volunteer to help patients and families with non-medical-related questions in their native language. Bilingual employees wear a special employee badge to indicate they speak another language and can assist with interpreting. Languages spoken by these employees include Spanish, Hindi, Hmong, Punjabi, Farsi, Vietnamese and Filipino.

Doctors and nurses at Community Regional can adapt to 170 languages within minutes thanks to Community Regional’s participation in the Health Care Interpreter Network (HCIN). HCIN is a system of shared remote interpreter services currently operated by public hospitals in Northern California. Community Regional provides five interpreters full time for HCIN, in-person interpretation by appointment and end-of-life family meetings.

A presentation about accessing interpreter services has been added to new employee orientation. All new hires are now required to complete an on-line competency on when and how to access interpreter services. Clovis Community also has added HCIN services for its patients.

<b>Fiscal Year</b>	<b>CRMC Total Interpreter Interactions</b>	<b>CRMC Total Cost</b>
2009	17,570	\$838,480
2010	28,278	\$676,765
2011	44,263	\$460,599

Community’s commitment to providing culturally appropriate care continued last year, facilitated by a Cultural Competency Steering Committee. The committee and other strategic efforts were launched

following research conducted at Community Regional in 2009 by the Center for Multicultural Competence in Healthcare Organizations, an independent assessment group. The review was designed to measure the hospital's clinical and operational performance against the culturally and linguistically appropriate standards issued in 2000 by the U.S. Department of Health and Human Services' Office of Minority Health.

The survey identified these strengths, among others, at Community Regional: dedicated leadership and management; the HCIN; the Target 100 patient, physician and employee satisfaction programs; community collaboration; a knowledgeable physician community; and employee involvement.

Among other things, surveyors urged that Community Regional develop a strategic vision that includes cultural competency; assign a champion for that effort; enhance cultural competency training curricula; incorporate competencies into existing programs and policies; and increase community engagement.

Among hospital policies that have been reviewed and modified relative to culturally competent care: Patient Rights, Consent, Plan for Provision of Care, Advance Directives, Visitation, Interpreters/Translation: Non-English/Limited English Proficient & Deaf/Hearing Impaired, HCIN Interpreter Phone Policy, and In-Person Interpreter Sessions Policy.

In addition, the following Human Resources policies were reviewed: Affirmative Action, Family Medical Leave Act/California Family Rights Policy, and California Paid Family Leave Policy.

Last fiscal year, Community Regional engaged the services of Shane Snowden, director of the UCSF Center for LGBT Health & Equity, to provide training on gender-competent care aimed at ensuring quality care for all patients including gay, lesbian, bisexual and transgender patients to hospital leadership, managers and supervisors.

Chaplaincy Services staffers have continued to work with the Hmong, Islamic and Catholic communities to identify volunteers to provide support to hospitalized members of their respective communities. In addition, Community has worked closely with the Clinical Pastoral Education Program of Central California, a multicultural organization of local religious leaders, to help develop a hospital chaplaincy training program.

## **Community Connections**

Community continues to seek creative solutions and partnerships that offer health benefits to Valley's unique and growing needs. Community has increasingly focused on patients who lack access to primary care physicians and, as a result, repeatedly use the emergency department for their care.

In September 2009, Community Regional established the Community Connections program. Staff members (2.5 FTEs and an additional FTE added in 2011) have since worked with 188 clients attempting to provide intensive outreach and case management services. During last fiscal year, they provided:

- 1,204 face-to-face contacts (to clients, services providers, family);
- 2,876 additional telephone, e-mail, written contacts related to case management services;
- 4,075 services including assistance and linkage with services, attending appointments, and client services such as referral/enrollment assessments, consultation with service providers, care plan development, and monitoring and support.

Due to the special needs of patients with chronic diseases, Community Connections added a full time master's of social work employee in 2011 who is dedicated to frequent service users. Some have difficulty managing their diabetes because of housing, substance abuse, mental illness, lack of insurance or a primary care provider or inability to easily access public benefit and social services.

Community Connections links with internal as well as community-based organizations and social services resources. Community Connections is in the early stages of collaborating with Project BOOST, an initiative being implemented at Community Regional to reduce preventable hospital readmissions.

Community Connections continues to partner with the Housing Authorities of the City and County of Fresno, providing housing vouchers for individuals who have a disability and are homeless. The program also collaborates with agencies such as the Fresno County Department of Behavioral Health, Poverello House, Fresno medical respite centers, and the Fresno-Madera Continuum of Care.

Community Connections continues to track outcome data utilizing a pre- and post-enrollment methodology. The results below show success with a decrease in client utilization of Community Regional's emergency department, inpatient admits, and length of stay as well as the associated charges.

Many clients in their first months of enrollment were connected to a primary care provider, specialty clinics, insurance, mental health and substance abuse treatment, housing, and other benefits that contributed to decreased hospital utilization and increased their quality of life and overall stabilization.

September 2009-February 2011 Enrollment

<b>ED Visits</b>	<b>ED Charges</b>	<b>Admits</b>	<b>Admit Charges</b>	<b>Inpatient Days</b>
↓ 52%	↓ 51%	↓ 61%	↓ 59%	↓ 68%

Preliminary Data: Diabetes Frequent Users

<b>ED Visits</b>	<b>ED Charges</b>	<b>Admits</b>	<b>Admit Charges</b>	<b>Inpatient Days</b>
↓ 48%	↓ 50%	↓ 80%	↓ 81%	↓ 83%

Other achievements:

- Guest presenter for California State University, Fresno (CSU-Fresno) annual conference on the “War on Poverty: A Dream Deferred” surrounding issues of access to health care and community services. (March 2011).
- Collaboration with CSU-Fresno and Fresno Pacific University for program internship placements.
- Collaboration with CSU-Fresno and Tulare County Workforce Investment Board in developing and implementing curriculum and training for a community health worker program.
- The Corporation for Supportive Housing report, published on behalf of The California Healthcare Foundation, highlighting best practice frequent-user programs, which included Community Connections. ( [http://www.csh.org/ data/global/images/FrequentUserProgramsReport.pdf](http://www.csh.org/data/global/images/FrequentUserProgramsReport.pdf) )

**Medical Respite Center**

Community, in partnership with other health care providers, opened the Fresno Medical Respite Center in July 2011. The center provides eight beds for men at the Fresno Rescue Mission in downtown Fresno and two beds for women at the Mental Health System's Hacienda Facility, off Freeway 99 in central Fresno.

“This provides a bridge of care for those who no longer need acute medical attention as hospital inpatients,” said Stephen R. Walter, Community's corporate chief financial officer.

The center model has been successfully implemented elsewhere in California. Its goals include providing intermediate care in a more homelike atmosphere. The Hospital Council of Northern and Central California facilitated the creation of the respite center.

The Respite Center is expected to serve 200 to 300 patients a year. This program is expected to save money and also free up hospital beds. Homeless people tend to stay in hospitals 4.5 days longer than patients who have other options for recuperative care.

In addition to Community, which has provided \$25,000 and other support, partners include: Clinica Sierra Vista, which will evaluate clients before admission and provide follow-up; the Hospital Council; the Marjaree Mason Center; St. Agnes Medical Center; and Kaiser Permanente, which provided an initial planning grant for the program. The program also works collaboratively with Fresno Mayor Ashley Swearingen's Fresno First Steps Home project.

Patients may spend two to six weeks at the respite center. Their care will be coordinated through Clinica Sierra Vista social workers, who will help identify housing options through the Fresno-Madera Continuum of Care.

Community's inpatient Case Management Department works closely with the Medical Respite/Clinica staff to identify potential candidates for the program, and with Clinica to determine admission eligibility.

## **Chaplaincy**

Community Chaplain Grimaldo Enriquez serves as the hospital's representative to the Board of Directors of the nonprofit Clinical Pastoral Education Program of Central California and as treasurer. The program, which involves area hospitals and faith groups, is trying to develop a formal educational framework enabling the Valley to "grow its own" hospital chaplains, with the assistance of the Association of Professional Chaplains. Community has provided onetime seed money to assist the effort.

Chaplain Services of Community consists of one full-time chaplain, one-part time chaplain, three per-diem chaplains, 18 volunteer chaplains and a variety of community religious leaders.

The chaplaincy service has received and distributed about 100 complete Bibles, 200 large-print New Testaments, 20 pocket-size New Testaments and 100 Spanish-English New Testaments.

Also distributed:

- 600 Rosaries, donated by the group Our Lady Rosary Makers from St. Mary's Catholic Church in Visalia.
- 250 Our Daily Bread devotional booklets, donated by the RBC Ministries.
- 300 Catholic devotional booklets called "Our Living Faith," in English and in Spanish, paid for by the Fresno Catholic Diocese.
- 200 Guideposts Magazines and other devotional booklets donated by the Guidepost Foundation.
- Five copies of the New World Translation of the Bible, four copies of the Koran and three copies of the Book of Mormon.

Enriquez has officiated two weddings involving hospitalized patients without charge for the service, accompanying the spouse to the County Clerk's Office to obtain a marriage license.

Enriquez participated in a community panel televised by KNXT, the Valley's Roman Catholic TV station, focusing on mental health needs in the Fresno area. He also wrote a document, presented at a county mental health hearing, explaining the differences between spirituality and religion and how this distinction permits staff in mental health centers to address the needs of the whole person including the spiritual needs without conflicting with separation of church and state regulations.

Enriquez also continues to serve as a board member and treasurer of Clinical Pastoral Education of Central California. The nonprofit group has raised \$75,000 toward hiring a supervisor for a program to educate and train the next generation of Valley chaplains. The program's first course is scheduled for February 2012 with six students.

Through outreach with the Hmong Health Collaborative and Fresno Interdenominational Refugee Ministries, Community now has a directory of Hmong shamans who can be called to support Hmong patients. The department also assisted in selecting spiritual verses that were painted on the Reflection Room walls in Terry's House, a residence for families of critically ill patients at Community Regional.

## **Asthma**

The Children's Health Center treated children with asthma 1,100 times (visits) during the 2011 fiscal year, with the benefit of a Certified Asthma Educator on site to help them and their families better understand asthma and best practices for treatment.

In addition, approximately 250 children were seen in the Asthma Specialty Clinic and another 60 children were seen in the Allergy Specialty Clinic for extensive testing and specialized care that also included a Certified Asthma Educator.

Asthma educators at Community Regional are actively assisting resident physicians in understanding and following the care of asthmatics as outlined in National Institutes of Health guidelines.

The educators are involved in new programs designed to identify and assist with patients who rely heavily on the emergency department for their care, reducing rates of readmission and costs of care.

Chronic Airway Disease Management and Community Connections Outreach Programs have been initiated, and 139 fragile and complex patients have been interviewed for the program. Follow-up has helped patients receive better access to primary care, testing and diagnostics, and access to medications.

Workshops were held for a variety of audiences to increase asthma awareness, access to resources and to instruct caregivers of children.

<b>Date</b>	<b>Title/Type of Event</b>	<b>Audience Served</b>
12/1/2010	Asthma workshop; ECAP grant presentation	Fresno County staff - case managers
12/8/2010	Webinar - asthma & indoor environment	Health & environmental professionals
12/10/2010	Train the Trainer in Asthma Education	CRMC respiratory care practitioners
2/1/2011	Asthma workshop; ECAP grant presentation	FUSD school nurses
2/22/2011	Asthma workshop; ECAP grant presentation	Staff, parents Fancher Creek Elementary
3/2/2011	Asthma workshop; ECAP grant presentation	Fresno Interdenominational Refugee Ministries
3/31/2011	Asthma workshop; ECAP grant presentation	Staff, teen parents of Cal-Safe Program, Sanger
4/13/2011	Asthma workshop; ECAP grant presentation	Staff, teen parents of Cal-Safe Program, Sanger
4/25/2011	Asthma workshop; ECAP grant presentation	Staff, parents Early Head Start Program
4/30/2011	Asthma Health Fair - CRMC 2nd Annual	Public: children, parents, vendors
5/26/2011	Evening News - KSEE Channel 24	Expert phone panel
6/1/2011	Central Valley Today - KSEE Channel 24	Television audience
6/13/2011	Asthma workshop; ECAP grant presentation	Staff, parents Franklin Early Head Start
6/27/2011	Hmong Television - Asthma & Lung Disease	Television audience
7/15/2011	Train the Trainer in Asthma Education	CRMC respiratory care practitioners

Community's Asthma Education and Management Program (AEMP) continues to educate individuals with chronic lung disease and their families. Last fiscal year, more than 160 new clients were served as well as returning patients for a total of more than 330 visits.

AEMP continues to work with First 5 Fresno County's Early Childhood Asthma Program, originally funded for two years, extended as a "Health Initiative" by the First 5 Commissioners. Last fiscal year, 186 families were served by a Certified Asthma Educator and a community health worker who provided many environmental assessments in family homes, as well as ongoing resources and education.

Collaboration continues with the Fresno Madera Asthma Coalition and its members, including the American Lung Association of California, UCSF – Fresno, Fresno County Department of Public Health, San Joaquin Valley Air District, Fresno and Clovis Unified School districts, Anthem Blue Cross, HealthNet, and private business owners.

## **Pulmonary Rehabilitation**

The Pulmonary Rehab program continues to serve individuals with moderate to severe chronic pulmonary disease, relocating in January 2011 to 159 Wayte Lane on the Community Regional campus.

Patients are educated to manage their pulmonary disease: 50% of the program is education; the remainder is physical training/exercise. The education is provided by a respiratory care practitioner, social worker and/or a dietitian. Upon completion, patients are eligible to participate in an exercise wellness program. Community is not reimbursed for either program. Last year, there were a total of 1,218 patient visits.

Community provides a support group that offers on-going education, follow-up and assistance to patients, their families and caregivers.

### **Huffers and Puffers 2010-2011 Luncheon/Support Group Calendar**

<b>Date</b>	<b>Speaker</b>	<b>Topic</b>
Sept. 15, 2010	Stacy Phillips, assistant to district attorney	Insurance fraud
Oct. 20, 2010	Dr. Helen Rockas	Signs and symptoms of stroke
Dec. 15, 2010		Christmas Party
Jan. 19, 2011	Susan Smith, marketing director for Del Haven Care	Options for senior care, assisted living
Feb. 23, 2011	Naomi Isaak, RN	Understanding the heart: How to use an AED.
March 16, 2011	Marilyn Carter, RRT	Benefits of pulmonary rehab
April 27, 2011	Karl Van Gundy, MD Lonnie Stivers	LVRS procedure and patient testimony
June 22, 2011	Marilyn Carter, RRT	Review inhaler techniques and respiratory equipment use

## **Diabetes**

The Community Diabetes Care Center (CDCC) served more than 1,100 patients with diabetes last fiscal year with more than 7,900 office visits. The center serves clients from five counties surrounding Fresno at two locations: the Sierra Community Outpatient Health Center and the Cedar campus. The staff includes five diabetes educators, one health educator, and four medical office assistants. In July 2011, an inpatient diabetes nurse practitioner was added.

The center cares for a high percentage of patients who would not otherwise get diabetes education: 70% of CDCC clients have Medi-Cal, managed Medi-Cal Blue Cross, managed Medi-Cal HealthNet (Cal Viva) or MISP as their payor source. The center is the only American Diabetes Association recognized education program in Fresno County that accepts patients with Medi-Cal or MISP as their insurance. Medi-Cal does not reimburse for diabetes education or nutrition education by a Registered Nurse or dietitian/certified diabetes educator.

The center is the only high-risk diabetes in pregnancy program in the valley. It is the only “Sweet Success Affiliate” in Fresno County. “Sweet Success” is the California Diabetes in Pregnancy Program, a state program for improving care for women with diabetes or who develop diabetes during pregnancy so their outcomes approximate those without diabetes.

Many of the women only have restricted Medi-Cal during pregnancy with limited visits. Eighty-seven percent of the pregnant women have Medi-Cal as their primary insurance. The center educates these women and their families on healthy eating habits for life and controlling their diabetes during pregnancy.

The center also sees homebound high-risk individuals with diabetes who have had previous hospital readmissions and frequent emergency department visits. The center provided 30 home visits to diabetes patients last year for no charge. The patients were seen by a Registered Nurse, Registered Dietitian or a diabetes health educator.

The center:

- Mentored four RNs who've returned to school to get their bachelor's of science degrees in nursing and one pursuing a master's of science in nursing, through CSU-Fresno, National University, Fresno City College or Fresno Pacific University. They receive college credits while working with the center to assist patients, fulfilling their requirements for clinical diabetes experience and community nursing.
- Trained four dietetic interns from United Health Centers in Reedley, providing clinical experience in diabetes, nutrition and diabetes during pregnancy;
- Provided diabetes experience for three master's of social work interns from CSU-Fresno;
- Continued to mentor four high school students in medical office assistant experience;
- Provided diabetes education to 40 in-home support service providers and community groups;
- Presented the Diabetes Mellitus Standards of Care to 100 UCSF Fresno Medical Education students, family health and internal medicine interns, residents and faculty;
- Provided nursing continuing education to 50 RNs in April 2011, 35 Certified Nursing Assistants in February 2011, and 40 RNs in March 2011;
- Participated in health fair booths at employees benefits fairs this year for the Community employees, 600 people attended; Central California Faculty Medical Group staff, 100 attended; Table Mountain Rancheria, 200 employees; Fresno County employees, 2,500 people; and D & H, 65 employees. The center provided diabetes and nutrition education, glucose meter information and referral forms for center treatment.
- Sponsored two Diabetes Alert Days with informational tables for the public in the Community Regional cafeteria. Diabetes risk-factors quizzes were distributed in English and Spanish. The program was advertised in the Fresno Bee,
- Videotaped a diabetes education program in November 2010 for the Hmong TV Channel 32.6 from the Community Diabetes Care Center which was translated into Hmong and aired on the TV channel; and
- Presented an in-service on diabetes in March 2011 to private physicians' office managers and referral staff. More than 70 people participated in the luncheon meeting, held in conjunction with Community's marketing department.

## **Dialysis**

In cooperation with the National Kidney Foundation (NKF), serving northern California, northern Nevada, Oregon, Washington & Alaska, volunteers from the Clovis Community Dialysis Center, Fresno Outpatient Dialysis Center and other organizations helped coordinate the fifth annual Kidney Early Evaluation Program (KEEP) in Fresno on Oct. 10, 2010.

Details:

- 112 people attended the screening (two did not meet KEEP inclusion criteria and three had incomplete screening information);
- Of the 107 who met the criteria and completed the screening, one had Stage 5 chronic kidney disease, two had Stage 4, 19 had Stage 3, five had Stage 2 and one had Stage 1.
- Of those who were screened: five learned they may have diabetes; 10, that they may have hypertension; 24, that they may have kidney disease; and 18, that they may have high cholesterol;

Thirty-six volunteers did the screening: eight were Community employees, including RNs, registered renal dietitians, clinical social worker and unit clerk. Two nephrologists also volunteered at the screening, including Dr. Joseph Duflot, who is medical director of both Fresno and Clovis Dialysis centers. One of Community's registered dietitians coordinated the event with the NKF Division Program Director.

## **Stroke**

In February 2010, Community Regional received the Joint Commission Certificate of Distinction as a Primary Stroke Center. This Gold Seal distinction recognizes Community Regional for providing evidence-based medical treatment for stroke patients.

Every 45 seconds, someone in America has a stroke. There are nearly 780,000 total strokes each year, the nation's third leading cause of death and a leading cause of long-term disability. Community Regional treats about 100 stroke patients a month.

As a certified Primary Stroke Center, acute stroke patients arriving in Community Regional's emergency department are seen within 15 minutes by a Stroke Alert Team that assesses if the patient meets criteria to receive the "clot-busting" drug, tissue plasminogen activator (t-PA). This drug can eliminate or decrease the disability caused by an ischemic stroke when given within three hours of symptom onset.

Stroke outreach this year included:

- A neuroscience symposium for medical professionals held at the UCSF Fresno Medical Education Building;
- Big Fresno Fair Seniors Day: A stroke booth provided information for approximately 500 people. Blood Pressure testing also was offered;
- May National Stroke Awareness Month: The stroke education booth at Fresno Southern Gospel concert offered education to about 1,300 people about stroke signs, symptoms and treatment;
- Community Regional participated in an AHA/ASA Saving Strokes event for stroke survivors at Riverside Country Club;
- Dr. Tanya Warwick pioneered the creation of a Fresno Area Stroke Task Force (FAST) in collaboration with the American Hospital Association. With representation from area hospitals, its goal is to educate the community on stroke signs and symptoms and rapid response for treatment.
- Community Regional developed a multimedia campaign around the concept of "Act FAST," a consumer educational campaign for early identification and rapid response to the signs and symptoms of stroke. Advertising included television, the web and direct mail to 30,000 households in the five-county area.

Act FAST represents the following:

- F=Face -- Ask the person to smile. If one side of the face appears crooked or drooping this person may be having a stroke.
- A=Arms -- Ask the person to lift both arms in the air -- if he or she has difficulty with one arm this too might be a sign that this person is having a stroke.
- S=Speech -- Ask the person to speak. If words are slurred or they are unable to speak, they might be having a stroke.
- T=T is for time -- If any of the above symptoms are present you must call 911 immediately to ensure a person reaches the hospital FAST.

## **Special Services**

Activities and outreach of the Community Special Services program included:

- Serving as co-chair and member of Community Action Council. The council was created to provide effective, community-centered services to those in Fresno County at-risk, infected and/or directly affected by HIV/AIDS through coordinated service delivery.
- Serving as partner/liaison with Fresno County Housing Authorities Shelter Plus Care Program, funded by the Stewart B. McKinney Homeless Assistance Act. The program provides tenant-based rental assistance to disabled, homeless individuals/families based on serious mental disorders, chronic alcohol and drug problems and/or AIDS or related diseases.
- Participating in *Common Ground's 100,000 Homes Campaign*. The Fresno Housing Authority partnered with other community agencies on a week-long effort to identify and help the homeless to obtain permanent housing.
- Participating for the second year as a site for the California Medical Monitoring Project, conducted by the U.S. Centers for Disease Control to collect information on needs/services involving HIV patients.
- Serving as a clinical trial site for a new HIV medication.
- The Clinic Medical Director completing training for high resolution anoscopy for anal cancer screening. Currently, patients needing screening must travel to San Francisco or Los Angeles.
- Volunteering at the Tzu Chi free medical clinics.
- Networking with First Five on community resources for HIV/AIDS pregnant women and HIV-exposed children.
- Participating in a Spanish-language education series sponsored by Gilead on HIV/AIDS medication adherence, health and wellness.
- Sponsoring "We Were Here," a documentary film about the first 30 years of HIV, at the Reel Pride film festival.
- Participated in planning a World AIDS Day event, scheduled for Dec. 1, 2011 at the Tower Theater.
- Providing Fresno County Department of Public Health with volunteers to assist with rapid HIV testing at the county and at special events such as Soberstock, National HIV Testing Day and Latino HIV/AIDS Awareness Day.
- Providing volunteers to work with AIDS Alliance at the national level.
- Collaborating with United Student Pride at CSU-Fresno.
- Participating in a health fair at Clovis Unified School District.
- Collaborating with other area hospitals to link patients with care.
- Participating in a health fair at Chowchilla Women's Prison.
- Providing HIV education to CSU-Fresno medical staff.
- Participating in Camp Care, an educational and relationship-building event for families affected by HIV/AIDS, sponsored by All About Care.
- Participating in a health fair with GayFresno Central Valley.

## **Trauma**

Trauma program staff members are actively involved with trauma system planning on local, regional and statewide levels. For example, Community Regional's trauma staff:

1. Continued to participate in Safe Kids Central Valley, a multiagency organization started by Community's trauma staff to promote injury prevention for children. Activities of this group included:
  - a. Walk for Thought — Fund raiser for the Pediatric Brain Injury Foundation
  - b. Spring into Safety — Health fair at Sunnyside High School
  - c. Car seat technician training course (Kathleen Cagle was an instructor)
  - d. Four car-seat, check-up events where parents could have seats checked for proper fit and installation. Seats were also given to qualifying, low-income families.
2. Violence Prevention/intervention program
  - a. For all victims of trauma related to violence seen in the emergency department
  - b. Collaboration between trauma, ED, and case management
  - c. Identifying high-risk individuals and providing them with community referrals to prevent further incidents
3. Fresno Fall Prevention program
  - a. New Coalition started by CSU-Fresno to address fall prevention strategies and resources in the community for the elderly population
  - b. Trauma and Physical Therapy staff represented on this committee
4. Transfer Center
  - a. Developed a "transfer gold pass," given to families of patients transferred to our facility from outlying facilities. It provides the families with directions, a special parking pass, important phone numbers, etc.

## **Sexual Assault Forensics**

In 1998, the Central California Faculty Medical Group partnered with Community to develop the Sexual Assault Forensic Examiners (SAFE) Program. An average of 135 victims and suspect cases present to the emergency department annually. This program provides immediate counseling services in conjunction with Rape Crisis Services, helps preserve crucial evidence and offers education to law enforcement, local colleges, medical and nursing staff and social services

Twelve Registered Nurses staff the SAFE program, each with a Certificate of Training as Sexual Assault Forensic Examiners. They are supervised by the SAFE Program Coordinator Karen Reid, SAFE RN, and the Medical Director, James Andrews, M.D., M.S., F.A.C.E.P. C.

The SAFE staff provides coverage 24/7 to victims who present at Community Regional and Clovis Community.

## **Table Mountain Rancheria Trauma Center and Leon S. Peters Burn Center**

The contract with Fresno County requires Community to maintain burn and Level 1 trauma services and an acute care facility in downtown Fresno. Community Regional operates the Table Mountain Rancheria

Trauma Center and Leon S. Peters Burn Center, the only combined burn and Level 1 trauma center between Los Angeles and Sacramento.

With a service area of 15,000 square miles, the burn center covers the largest service area of all burn centers in California. It provides a total spectrum of care for both children and adults who have suffered severe burns, including acute wound care, hyperbaric oxygen therapy, rehabilitation, outpatient services, plastic and reconstructive surgery and comprehensive social services, including survivor support.

Last year, 2,541 people were admitted to Community Regional for treatment of traumatic injuries, and 634 people were treated for burn injuries.

## **Mother's Resource Center**

The Mother's Resource Center (MRC) continues to offer high quality breastfeeding education and support to new parents. The center operates as a one of a kind service and receives referrals from many outlying areas.

The lactation team encourages exclusive breastfeeding by initiating breastfeeding as soon as possible following birth. Studies show skin-to-skin contact increases rates of bonding and adequate milk supply.

The center replies to requests for help quickly with a turnaround time of less than 24 hours for out-patient consults. Along with the services of in-patient bedside lactation support and out-patient private consultations, the center offers postpartum depression screening using the Edinburgh screening tool, which takes less than five minutes and gives an indication of depression. This helps a new mother identify and recognize an area of need.

The center's 3M Club (Mommies Making Milk) continues to grow with excellent outcomes for mothers and babies in our Level 3 NICU. "The Mama's Café," a breastfeeding care and support group for mothers, creates an atmosphere of companionship and camaraderie. Classes such as Breastfeeding ABC's, Breastfeeding and Going Back to Work and Breastfeeding in Special Circumstances continue to give individualized plans for care in many unique situations.

The Center for Breastfeeding Medicine seeks to offer best medical practices with physicians who specialize in diagnosing, treating and managing complicated breastfeeding problems throughout the state.

Other activities:

- The neonatal intensive care (NICU) and pediatrics units "adopted" two families of former patients for Christmas, providing gifts, toys and food for all family members. Donations came from nursing, respiratory therapy, social services, dietary and physical therapy.
- A pediatric staff member served on the Board of Camp Sunshine Dreams, a summer camp for childhood cancer survivors and their siblings, and also served as a camp counselor.
- A pediatric staff member worked with Fresno County First 5 advocating for children's programs.
- The NICU staff provided parent CPR classes for families of babies "graduating" from NICU.

<b>MATERNAL/CHILD SERVICES</b>	<b>DESCRIPTION OF BENEFIT/ACTIVITY</b>	<b>NEED ADDRESSED/ BENEFITED GROUP</b>	<b>GOAL ACCOMPLISHED</b>	<b>COMMUNITY PARTNERS</b>
<i>* 3M CLUB</i>	Breastfeeding	Breastfeeding support	Increased care.	Medela, Inc.
(Mommies Making Milk)	education for mothers of NICU babies	Group for mothers of NICU babies	Increased milk supply.	WIC
		Approximately 365 mother/baby dyads	Increased successful latch before discharge	
<i>*MAMA'S CAFÉ CLUB</i>	Breastfeeding support group	Breastfeeding support group for any breastfeeding mom	Increased longevity of breastfeeding	
<i>*BREASTFEEDING ABC'S</i>	Breastfeeding class	Class for first-time parents or those who've never breastfed	Understanding of milk Supply/basic breastfeeding ed.	
<i>*BREASTFEEDING AND GOING BACK TO WORK</i>	Interactive breastfeeding class	Class for moms going back to work	Less stress associated with returning to work	
<i>*BREASTFEEDING IN SPECIAL CIRCUMSTANCES</i>	Individualized breastfeeding class	Class for parents with special needs/concerns	Support during stressful situations	
<b>INPATIENT</b>	Bedside	Low breastfeeding rates; all breastfeeding	Increased breastfeeding rates	Babies First
<b>LACTATION EDUCATION</b>	education & hands-on assistance	moms and babies	17,213 consults	First Five
		17,213 consults	Breastfeeding rose	Medela, Inc.
			From 28.5% to 29.7%	WIC
<b>OUTPATIENT</b>	Breastfeeding	Follow-up breastfeeding help to encourage new mothers	Increased breastfeeding rates	Babies First
<b>LACTATION EDUCATION</b>	assistance and education	mothers		First Five
		487 consults	487 consults	Medela, Inc.
<b>MOTHER'S RESOURCE</b>	Revenue for lactation services;	Availability of breastfeeding products	Increased sales and products available	Parenting Concepts
<b>CENTER STORE</b>	Availability of breastfeeding	to mothers and babies		Medela, Inc.
<b>CENTER FOR BREASTFEEDING MEDICINE (Physician Staffed)</b>	Diagnose, treat & manage complicated breastfeeding problems	Mother-infant pairs who have medical issues	Resolved breastfeeding problems	Zenoff
		107 dyads		Modest Mamma
				Babies First
				CCFMG
				UCSF

## **Cardiac Response Project**

The Community Cardiac Response Project (CCRP) began in the early 1990s with the goal of placing Automated External Defibrillators (AEDs) in churches, businesses, homes and event centers throughout the Central Valley. These life-saving machines have been crucial in assisting lay people in performing successful cardiopulmonary resuscitation (CPR). The program has grown to include providing American Heart Association classes to employees, organizations, families and high school students.

CCRP has now placed more than 700 AEDs. The Fresno Unified School District has achieved its goal of placing at least one to three AEDs at each of its high school, middle school and grammar school campuses. In addition to teaching the school staff members, the school district is now training interested high school students to be on safety teams to assist in school disaster drills. This year, the West Hills College District has started placing AEDs throughout its campuses.

## **Organ Donation**

Community Regional collaborates with the California Transplant Donor Network to assure that every family who has the opportunity to donate is given the information to make an informed decision. While caring for families of our community, the network was able to save 129 lives through organ transplantation from September 2010 to October 2011. Additionally, there were 53 tissue donors from Community Regional, assisting facilities such as the Leon S. Peters Burn Center.

## **Workforce and Education**

Among other activities:

- Community is a member of the Partnership for Health Professions Education of the UCSF Fresno Latino Center for Medical Education and Research, which advances development of health professionals at the junior high, high school and college levels.
- Community's post-graduate year one (PGY1) pharmacy residency program continues to help address the shortage of pharmacists in the Central Valley.
  - Community has continued accreditation from the American Society of Health System Pharmacists, the national accrediting organization for pharmacy residency programs.
  - Community's residency program allows residents to learn and expand their clinical knowledge base by working with the most experienced people in a multi-disciplinary health care system. Pharmacists also serve as preceptors to help develop the residents' skills, knowledge base, and mentor them with various projects that help patient care, and give positive exposure for Community's reputation nationally through pharmacy residency showcases, research poster sessions and presentations.
  - Residents are encouraged to participate in research projects that directly impact patient care, providing cost savings to Community, or work on performance improvements within pharmacy services. Each resident is required to present these findings at a national conference poster presentation each December, a final summation of the project is presented at a regional conference towards the end of the residency year, as well as a "plan, do, study, act" project that is submitted to the Best Practices Summit. Current research project titles: "Comparing the cost of treating acute agitation in the emergency department with and without the use of a standardized order set" and "Cost effectiveness of levetiracetam versus phenytoin for early post traumatic seizure prophylaxis."

- Community continues to use a patient satisfaction tool called the “Med Check” Program. Pharmacy residents provide education to patients about side effects on selected medications in the hospital. This initiative is beneficial to both pharmacy residents and patients, as pharmacy residents gain experience in counseling patients, and patients have a better understanding of their medications’ side effects.
- A total of 21 residents have successfully completed the residency program. Community currently employs 9 of the 21 for an employment rate of 43%.
- Community also gives back to the pharmacy profession by having residents and clinical pharmacists precept and mentor University of California, San Francisco and Thomas J. Long, University of Pacific pharmacy students.
- Residents are afforded the opportunity to give a lecture which provides continuing education credits for pharmacists, in conjunction with the UCSF School of Pharmacy.

Nine Community Regional pharmacists were selected for teaching awards by the UCSF Fresno Pharmacy Education Program by the class of 2011.

**Apple for Excellence in Teaching Awards:**

- Staci Anderson, PharmD, BCPS of Community Regional
- Julius Chang, PharmD, BCPS of Community Regional
- Michelle Chang, PharmD of Community Regional
- Harlan Husted, PharmD of Community Regional
- Marisa Mendez, PharmD, BCPS of Community Regional
- Nancy Nkansah, PharmD, BCPS, UCSF Fresno MMS clinic and Community Regional
- Amy Royston, MS, PharmD, BCPS of Community Regional

**Longs Foundation Award for Excellence in Teaching:**

- Ogochukwu Molokwu, PharmD, MScMed of Community Regional

The Apple for Excellence in Teaching Award is a school-sponsored teaching award and represents all the preceptors nominated for the Longs Teaching Award by the graduating seniors. Apple awardees reflect excellence in precepting. The Longs Award is the highest given by the UCSF School of Pharmacy.

Also, Community Regional’s Clinical Lab has provided a California-approved accredited clinical training experience for the Clinical Lab Scientist (CLS) intern program since 2008. The training is affiliated with California State University, San Jose.

Once a week, students participate in Internet learning with curriculum provided by CSU-San Jose. Clinical training is 52 weeks in which interns work in chemistry, hematology, microbiology, serology, phlebotomy and transfusion services. Upon completion of the internship, students are qualified to sit for the American Society of Clinical Pathologist (ASCP) license exam. If the exam is passed, the student is granted a California state license.

The CLS workforce is aging, with many older than age 50, and the position is hard to recruit nationally. Community Regional has trained six students since 2008 and has retained four in CLS positions. Community Regional has two 2 CLS interns that started in September 2011.

## Volunteer Services

Clovis Community's volunteer department partners with many schools and programs, enabling students to receive practical experience.

Partnerships include:

- Fresno County Office of Education -- ROP students from Clovis East and Clovis North high schools
- Fresno City College -- Radiology tech and pharmacy tech students
- CSU-Fresno -- dietary and nutrition students
- "HandsOn Central California" -- A Central Valley agency for the leadership of volunteer programs, networking with other local agencies
- Southern San Joaquin Valley Area Council -- Member and host
- Northern California Directors of Volunteer Services -- Member
- Loma Linda University
- San Joaquin Valley College -- Surgical tech students
- Institute of Technology

Last year, 13 Clovis volunteers were hired into Community's workforce. Volunteering provides a department an opportunity to see how an individual performs and can lead to employment.

Other types of volunteers include hospital Guild members, adult and student walk-ins, the unemployed and professionals.

Guild volunteers served 9,026 hours at a cost savings of \$182,776 to Clovis Community. For this period a total of 27,414.82 hours of service were donated by all volunteer types with a savings of \$555,150 to the hospital.

The Guild also provides tray favors for the patients on all major holidays. Guild members have donated handmade items to dialysis and family birth patients. These include afghans, baby blankets and hats. Many members have also participated in "Operation Gratitude," providing hats for the U.S. military.

From Community Regional's volunteer services, adults and youth:

1. Shuttle Service – 36,643 transports for 2011

Community Regional uses two golf carts to transport patients and visitors from the parking structure and parking lots to various locations on campus.

2. Daily Service Calls – 48,159 assists for 2011
  - a. Taking patients after discharge from their rooms to their cars.
  - b. Assisting departments with filing, answering phones and special projects.
  - c. Delivering flowers to patient rooms from the front desk.
  - d. Delivering patient mail.
  - e. Picking up and delivering to the laboratory and returning reports.
  - f. Specially trained group assists with feeding patients.
  - g. Helping the guest ambassadors at the front desk.
  - h. Sitting at information desks to help answer questions for family members.
  - i. Assisting the nutrition department by delivering special and late trays to patients.

# Other Examples of Community’s Service

## Fresno Heart & Surgical Hospital

In mid-2006, Community became the sole owner of what is now the Fresno Heart & Surgical Hospital, a non-profit facility focusing on cardiac, bariatric, minimally invasive and general surgery. Education programs and outreach efforts provided by Fresno Heart & Surgical last fiscal year included:

- September 2010: Central California Women’s Conference, American Heart Association “Heart Walk”
- October 2010: Valley Teen Ranch Fashion Show Luncheon, Bob Martin Memorial Golf Tournament
- February 2011: Blood Pressure Booth in FH&SH Lobby for National Wear Red Day, American Heart Association “Go Red Luncheon and Fashion Show,” Make-A-Wish Gala
- March 2011: Camp Taylor Dinner, Fresno State student Nick Cook interning in Administration
- June 2011: Clovis Unified School District “Parade of Decades,” American Heart Association “Heart Ball,” UCLA student Jennifer Holmes interning in Administration
- Various members of the management team volunteered to serve on local not-for-profit boards and committees including American Heart Association, Women’s Initiative, Craig School of Business Advisory Council, Make-A-Wish Foundation
- Donated approximately \$57,000 of outdated linens and materials to Medical Ministries International for overseas medical missions

Education programs included:

Date	Name of Class	Presenter	Attendance
8/25/2010	Cardiac Assist Devices	Subashini Daniel, MD	30
9/01/2010	Get Up Close/Personal with a Cath Lab Tour	Dalpinder Sandhu, MD	23
9/08/2010	Abdominal Pain	Praneetha Narahari, MD	35
9/22/2010	Community Acquired Pneumonia	Sreeveena Vaddirreddy, MD	28
10/06/2010	Gallbladder Disease	Praneetha Narahari, MD	29
11/03/2010	Hardening of the Arteries, What it Means to You and How to Prevent It	J. Philip A. Hinton, MD	42
11/17/2010	Hypertension – Signs & Symptoms and What You Should Do About It	S. P. Dhillon, MD	47
2/09/2011	Irregular Heartbeats: Causes & Cures	Michael Gen, MD	48
2/16/2011	Cardiac Assist Devices	Subashini Daniel, MD	21
2/23/2011	Difference Between Good/Bad Cholesterol	Cyrus Buhari, MD	40
3/02/2011	Mini-Med School Lecture on Pancreatic Tumors	Susan Logan, MD	33
3/16/2011	Colon Cancer	Saber Ghiassi, MD	27
3/23/2011	Carotid Artery Stenting	Rohit Sundrani, MD	31
3/30/2011	Gallbladder Disease	Praneetha Narahari, MD	27
4/06/2011	Minimally Invasive Colon Surgery	William Carveth, MD	28

## **Clovis Community Medical Center**

Clovis Community's outreach focused on several public events highlighting the importance of breast health and screening mammograms while promoting the Marjorie E. Radin Breast Care Center. Among the groups involved in this outreach were the Deaf and Hard of Hearing Services group, the Central California Association of Health Underwriters, the general public, local high school and college students, as well as the medical staff.

### **Student Education/Mentoring programs**

Clovis Community served as a clinical training site for University of the Pacific and University of California San Francisco pharmacy students. Fourth-year pharmacy students were precepted by Clovis Community pharmacists during a six-week clinical rotation which provided rigorous training in such areas as hospital practice and internal medicine. Additionally, Clovis Community participated in the Doctors Academy Summer Clinical Internship Program which provided hospital pharmacy experience to a Valley high school student. The hospital's staff also served as mentors to several local high school and college students who were considering careers in health care.

The Clovis Community Physical Therapy department also mentored high school students by offering them exposure to physical therapy in an acute or outpatient setting. This program is offered to undergraduate college students who need physical therapy volunteer hours in order to apply to a physical therapy school. Students have the opportunity to "shadow" a physical therapist. Through a partnership with local colleges Clovis Community hosts clinical rotations which give students real experience in patient management including treatment techniques, documentation standards, resource utilization, regulations/compliance and reimbursement.

### **Central California Women's Conference**

In September 2010, the Radin center was a sponsor of the annual Central California Women's Conference held at the Fresno Convention Center, drawing 3,000 people. Those who visited Clovis Community's booth learned more about the importance of breast health and screening mammograms.

### **Central California Association of Health Underwriters**

A presentation was given October 2010 to more than 100 local health care brokers comparing the risks and benefits of minimally invasive procedures with other forms of surgery. The educational forum provided information about hospital length of stay, complication rate comparisons, economic impacts and return to work statistics.

### **Susan G. Komen Race for the Cure**

Clovis Community/Marjorie E. Radin Breast Care Center participated in the annual Susan G. Komen Breast Cancer Foundation's Race for the Cure held in October 2010 at CSU Fresno. The 2010 Race for the Cure was a success and drew more than 7,500 participants. The focus of the booth at this event was to provide educational information about general breast health and the importance of screening mammograms. Clovis Community and the Radin center staff formed a walking team and made a donation to Komen in addition to providing a sponsorship.

## **Radin Tour for Deaf, Hard of Hearing Services Clients**

Clovis Community/Marjorie E. Radin Breast Care Center hosted a tour and seminar for Deaf and Hard of Hearing Services clients in October 2010. Staff learned that deaf women are hesitant to get screening mammograms because of communications barrier and fear of what to expect. Mammography technicians and breast educators provided education through interpreters and information about the importance of monthly self-breast exam and screening mammograms.

## **Tough Enough to Wear Pink/Clovis Rodeo**

The Radin Breast Care Center was a sponsor of the Annual Clovis Rodeo and the Tough Enough to Wear Pink events held at the Clovis Rodeo Grounds in April 2011 in support of breast cancer awareness. The Radin Breast Care Center was also the recipient of \$2,500 from a portion of event ticket sales.

## **Monthly Educational Seminar**

Clovis Community offered on-site monthly educational seminars to the public on topics such as weight-loss/bariatric surgery, weight-loss related procedures, diabetes, GERD procedures and fertility. Information was provided by physician speakers, and educational materials were distributed to seminar attendees. (September 2010 – August 2011)

## **Memberships/Sponsorships**

Clovis Community was a proud sponsor:

- Angel Babies Walk/Run Fundraiser held at Woodward Park - benefitting Hinds Hospice
- Annual Clovis Mayor's Breakfast held at the Clovis Memorial Building – benefitting Clovis Community Foundation
- Clovis Rodeo – 97<sup>th</sup> annual rodeo
- Clovis Chamber membership – member since 1987
- Clovis Unified School District - school athletic programs
- Fresno-Madera Medical Society Foundation's Dr. Robb Smith, Jr. Memorial Golf Tournament held at San Joaquin Country Club – proceeds benefitting the Central California Blood Center
- UCSF Valley Visions Event at Rancho Vista Del Rio - benefitting UCSF Foundation

## **Physician Continuing Medical Education (CME)**

In response to requests from Clovis-based physicians, Clovis Community began offering CME courses to physicians on the Clovis campus in the fall of 2010. These included:

- November 2010           Dr. Dineshi Liyanage
  - “Excellence in Care to the End: Tailoring Palliative Care for the Terminally Ill Patient”
- January 2011            Dr. Ravi Rao
  - “The Current Standard of Lung Cancer Screening – Making Sense of the Confusion “
- April 2011               Dr. Nadeem Rahman
  - “What’s New in Prostate Cancer?”
- July 2011                Dr. Pushpalatha Arakere
  - “The Evolving Challenges of MRSA Infections: From the Hospital Into the Community”

## **California Cancer Center**

- **Skin Cancer Screening held June 4, 2011 at the California Cancer Center**

The goals were to:

- Educate the Fresno community about the risk of skin cancer, types of skin cancer, what it looks like, populations affected, prevention methods, and treatment options.
- Identify those who participated in the screening and had abnormal appearing areas and refer them for follow-up care.
- Reduce the late stage cancers in the participants and help prevent skin cancer through education and resources for help.
- Encourage participants to share with their friends and families the information provided and thereby reach a much larger segment of the community.

The results:

- Sixty-seven people were screened by doctors and a nurse practitioner.
- Some were referred for follow-up to dermatologists, family doctors or Community clinics.

- **Breast Cancer Screening on Oct. 9, 2011 in cooperation with the Tzu Chi Clinic**

The goals were to:

- Reach out to a very vulnerable population with few who have access to health care or insurance and frequently do not speak English.
- Reduce the number of late-stage diagnoses through screenings and educating about prevention, early diagnosis and treatment.
- Give resources for follow-up biopsy and, if needed, treatment to those found with abnormal symptoms.

The results:

- 47 patients were screened by doctors. Over half needed referrals for follow-up care, either for mammogram and/or biopsy.
- Resources were provided for follow-up.
- Information on cancer was provided in English and Spanish.

- **Breast and Cervical Cancer Educational Presentation at the Evangel Home on July 8, 2011 in cooperation with the Cancer Detection Program: Every Woman Counts.**

The goals were to:

- Educate a high-risk population about breast and cervical cancer risks, prevention, resources for care, and treatments.
- Expand the information to their families and friends through written educational material.
- Reduce the number of late stage diagnoses by increasing awareness of symptoms, use of prevention methods, and options for diagnosis and treatment.

The results:

- Partnered with the Cancer Detection Programs: Every Woman Counts to present educational information to 13 women at a women's shelter.

- Provided written information on prevention, early diagnosis and treatment for the attendees and their friends and families.
- **Ovarian Quilt Hanging held Oct. 17, 2011 at the California Cancer Center**

The goals were to:

- Increase awareness of the signs and symptoms of ovarian cancer among women of all ages.
- Increase early detection and treatment.
- Disseminate information that will be shared with family and friends of attendees.
- Decrease the mortality rate of ovarian cancer patients through early diagnosis and treatment.

- **American Cancer Society's Daffodil Days held March 22-23, 2011**

The goals were to:

- Support the American Cancer Society (ACS) programs that help cancer patients, including research, prevention, early diagnosis, treatment support such as transportation and lodging, and survivorship.
- Raise money for ACS by selling daffodils (\$935 was raised).
- Support patients by supporting the ACS Gift of Hope through donation of money and by giving daffodils to the patients in their name.
- Provide continuing education.

- **American Cancer Society's Relay for Life held April 30, May 1, 2011**

The goals were to:

- Support the ACS's many programs that assist patients with multiple needs.
- Assist in educating attendees using written material and one-on-one contact.
- Support and celebrate survivorship.
- Raise funds for ACS through sponsorship and activities at the event; \$7,000 was raised.

The California Cancer Center was a sponsor of the event.

- **Leukemia and Lymphoma Society's *Light the Night Event* held Oct. 22, 2011 at Woodward Park.**
- **American Cancer Society's *Strides for Life***
- **Susan G. Komen *Race for the Cure* held Oct. 29, 2011 at CSU-Fresno**

For each of these events, the goals were to assist in raising funds for their many programs that support cancer research, patient care/outreach and education.

Sponsorship was given to each event and additional fundraising done for *Light the Night* and *Race for the Cure* through teams.

The center had a booth at each event, disseminating educational material regarding early detection, treatment options, resources and survivorship.

- **Man-to-Man Prostate Cancer Support Group, meeting third Wednesday of each month**

The group focuses on education about prostate cancer, treatment options, side effects, coping, support and survivorship. The group invites the spouses and significant others to attend the educational hour with the men. They divide into separate groups for the second hour. The group invites speakers from the medical professions and others with expertise in areas of interest to patients.

The California Cancer Center:

- Continues to maintain a patient library with books and resources for patients, families and the community.
- Provides an education table in the lobby two times a week as an outreach to patients.
- Provides a therapy dog on site once a week for patient and staff support.

## **Stewardship**

In fiscal year 2010-2011, despite the continuing economic downturn, Community Medical Foundation's donor-investors once again responded generously giving \$6.7 million in gifts and in-kind services on behalf of Community programs and services, exceeding the previous year's total by more than \$700,000.

Examples of last year's generosity included a pledge of more than \$1 million by Pete Peters to the proposed Clovis Community Education & Conference Center and a \$1 million estate pledge from Norman Fries. Also, grateful patients provided several six-figure gifts.

Terry's House, a key charitable project to assist the families of hospital patients, opened in January 2011 with a celebration involving more than 250 people.

Terry's House is a 17,000-square-foot, two-story home providing lodging for families whose loved ones are receiving critical care across the street at Community Regional.

Made possible by a lead gift from Tom Richards, CEO of the Penstar Group, Terry's House was named after his brother Terry Richards, who experienced a serious trauma at age 5 when he was severely injured in a car accident. For months, his mother traveled 80 miles a day to see her son while he was recovering.

The home features two stairways, an elevator and caters to varying abilities, with wide corridors and ample windows to offer an open, comforting and healing environment. Terry's House is entirely dependent upon private gifts and contributions to sustain it. It is staffed with support from Community, but to help keep operational costs low, volunteers perform many of the home's daily functions.

Last fiscal year, Terry's House:

- Served 573 families from January to September 2011. Guests came from 25 states and three foreign countries.
- Was assisted with a total of 568 volunteer hours.
- Had six meals cooked by groups in the community: (UPS, 4-H, Junior League, Terry's House staff, Mike Shirinian - Owner of The Elbow Room, and Terry's House volunteers).
- Was assisted by the Ladies of Mathews Harley-Davidson, who decorated the house each month to provide a warm environment for guests.

Also, in gifts and benefit activities:

- The Peters family established the “Leon S. Peters Family Host Program” with a \$300,000 donation to assist families who cannot afford the nominal nightly fee to stay at Terry’s House. Of that, \$16,745 was utilized in FY 10-11.
- Junior League -- \$2,500
- UPS Foundation -- \$25, 000
- PM Farming Company/Mid Valley Labor Services -- \$40,000
- Actagro -- \$10,000
- RBC Wealth Management -- \$4,000
- Community Regional Dining Services -- \$8,000
- Rock’n JK Farms -- \$15,000
- Belmont Country Club’s Women’s Tournament
- G. L. Bruno Tournament
- The Elbow Room Golf Tournament

## **Political and Other Advocacy**

Community’s leadership team continues to provide campus tours, participate in forums and provide issues briefings involving local, state and federal elected and appointed officials.

Members of the leadership team also traveled to Sacramento and Washington, D.C., to advocate for the Valley’s health needs. Community is a member of the Maddy Associates program at California State University, Fresno, which fosters civic engagement, leadership training and policy analysis in the Valley.

Last fiscal year Community continued its multi-year partnership with the Hospital Council of Northern and Central California, area hospitals, emergency services and county staff to address the growing public-health crisis brought on by cutbacks in Fresno County’s behavioral health services, including the so-called “5150” patients. The coalition and its members held multiple individual and community meetings and also made presentations to the Fresno County Board of Supervisors. That board, acknowledging that mistakes were made in reduction of behavioral services, promised in January 2011 to fast-track reopening of a crisis intervention center, an action that had yet to occur when this report was published.

As part of this hospital collaboration, Community helped publish a community needs report in July 2011, which assessed various health problems throughout the region drawing on data research by Fresno State’s Center for Health Policy Research. Community has published the report on its Internet site and, with its Hospital Council partners, is preparing to renew research for another needs report. The findings of such reports help health institutions to prioritize their responses and assist community organizations in pursuing grants and other funding toward solutions.

Community also retained the services of Shane Snowdon, a nationally recognized expert on gender-sensitive patient care, who provided educational seminars on the special needs of gay, lesbian, bisexual and transgender patients to nurses and administrative staff at Community Regional as well as corporate staff.

Community also advocated for the Valley’s health needs through its membership in the California Hospital Association, Private Essential Access Community Hospitals Inc., and the Fresno Economic Development Corporation. Community has been a leading public advocate for efforts by the University of California, Merced, to establish a Valley medical school.

Community also continues to provide strategic leadership via the Fresno Healthy Communities Access Partners, a nonprofit organization consisting of 11 health and community organizations working together to improve access to health care for medically underserved communities in Fresno and the Valley.

Community is proud of its accomplishments to date, but also mindful of unmet challenges. Community staff and physicians also contribute thousands of hours as volunteers for civic, cultural, social justice and health groups, often serving in leadership positions and as mentors.

These organizations and activities include: United Way of Fresno, Fresno Rescue Mission, Poverello House, National Alliance for the Mentally Ill, Fresno Chorale, Knights of Columbus, Fresno State Project Management Institute, Central California Korean Historical Society, Fresno County Sheriff's Air Squadron and Fresno Rotary clubs.

Among other things, Community has provided:

- \$50,000 to the Steven N. Parks Endowed Chair in Surgery at UCSF.
- \$25,000 to Habitat for Humanity for the Lowell Community Development project.
- Financial and volunteer support to All About Care, a non-profit interdenominational ministry that gives practical, emotional and charitable support to those with HIV/AIDS and their families, for its Camp Care, a summer gathering for families affected by HIV/AIDS.
- Financial support for the Champions of Justice event sponsored by the Central California Legal Services, Inc.; the Fresno State Foundation; Children & Families Health Initiative of Fresno County; Court Appointed Special Advocates for Children; Central California Women's Conference; San Joaquin Valley Town Hall; Survivors of Suicide Loss; National Alliance for the Mentally Ill; and
- Financial and advertising support to the West Fresno Health Care Coalition, a nonprofit group dedicated to the health and well-being of those living in West Fresno.

## **Media Outreach**

Besides working actively with local media to bring important health and medical news to the public, Community continues to produce its health care advocacy website [www.medwatchtoday.com](http://www.medwatchtoday.com), which saw more than 120,000 page views last year. The site, launched in 2007, is updated regularly with health news, videos, feature stories and leadership blogs. The online video library was made more visible in July with the expansion of Community's YouTube channel, which now holds more than 175 videos and has tallied about 340,000 views. Community's corporate Facebook account has had more than 1,500 people "like" our page and 93,696 post views on our stories.

Additionally, Community has had weekly segments aired on "Healthcare Heroes," a nationally syndicated reality TV show that reached 80% of the U.S. television market, including nine of the 10 largest markets – reaching nearly 90 million households. The half-hour episodes highlighted Community's physicians, staff and services through patient stories. Show topics ranged from the birth of twins to awake brain surgery, knee replacement surgery and a day-in-the-life of Community's Oakhurst urgent care center.

Here is a sampling of other noteworthy efforts as published on [www.medwatchtoday.com](http://www.medwatchtoday.com):

# Respite center for homeless patients

Fresno's homeless residents now have a safer place to continue their medical recuperation after discharge from area hospitals.

Community Medical Centers, in partnership with other health care providers, has opened the Fresno Medical Respite Center, which will provide eight beds for men at the Fresno Rescue Mission in downtown Fresno and two beds for women at the Mental Health System's Hacienda Facility, off Freeway 99 in central Fresno.

"This provides a bridge of care for those who no longer need acute medical attention as hospital inpatients," said Stephen R. Walter, Community's chief corporate financial officer, at a July 6 press conference at the Fresno Rescue Mission.

The center model, although unique to Fresno, has been successfully implemented elsewhere in California. Its goals include providing intermediate care in a more homelike atmosphere.

Because of a scarcity of outpatient remedial resources in the community, particularly during these hard economic times, some homeless patients tend to have unnecessarily prolonged, expensive hospital stays. Those stays are as much as 4.7 days longer than average patients, according to the Hospital Council of Northern and Central California, which facilitated the creation of the respite center.

In addition to Community, which has provided financial and other support, partners include: Clinica Sierra Vista, which will evaluate clients before admission and provide follow-up; the Hospital Council of Northern and Central California; the Marjaree Mason Center; St. Agnes Medical Center; and Kaiser Permanente, which provided an initial planning grant for the program.

Patients will spend two to six weeks at the respite center. Their care will be coordinated through Clinica Sierra Vista social workers, who will help identify housing options through the Fresno/Madera Continuum of Care.

"Once the center is fully operational, our other hospital colleagues from across the county will also participate in the use and support of the center," said Lynne Ashbeck, regional vice president for the Hospital Council. "We also look forward to working with (Fresno) Mayor Ashley Swearingen's 'Fresno First Steps Home' project as we move ahead."



Fresno Rescue Mission CEO the Rev. Larry Arce speaks at the opening of the Fresno Medical Respite Center, which assists homeless patients who no longer need acute hospital care. To Arce's right is Stephen R. Walter, Community's corporate chief financial officer; Pamela Kallsen, executive director of Fresno's Marjaree Mason Center; and Pilar De La Cruz-Reyes, RN, medical respite project manager for the Hospital Council of Northern and Central California.

## **FRESNO BEE EDITORIAL: Respite care will help Fresno-area homeless**

***Posted at 12:00 AM on Sunday, July 10, 2011***

Health-care services for the homeless are limited, and that increases the likelihood that minor illnesses will become more serious. That's costly for the patient and for taxpayers, who likely will pay for an emergency room visit by Fresno's homeless population.

But recuperative care for the homeless is also a problem. It's difficult enough recovering from an illness, but when your recuperation comes while living on the street, complications often set in.

That is changing, according to an announcement last week. The Fresno Medical Respite Center is providing care for homeless patients for up to six weeks. The center will operate in two locations: The Fresno Rescue Mission in downtown will offer eight beds for men and the Mental Health System's Hacienda facility west of Highway 99 will offer two beds for women.

This is a joint venture between Kaiser Permanente, Saint Agnes Medical Center, Community Medical Centers, Clinica Sierra Vista, the Marjaree Mason Center and the Hospital Council of Northern and Central California. They are to be commended for stepping up to offer a solution to this problem in our community.

The Respite Center is expected to serve between 200 to 300 patients a year. This program not only will save money in the long run, but also free up hospital beds. Homeless people tend to stay in hospitals 4.5 days longer than patients who have viable options for recuperative care.

"Our community is a better place today because of this resource," said Lynne Ashbeck, regional vice president of the hospital council.

We agree. While services for the homeless have been lacking over the years, our community has done much recently to improve the plight of those living on the street. The Fresno Medical Respite Center is the latest service to help the homeless.

## Terry House offers refuge for families



Jessica Albina and Gilbert Herrera visit baby Anastasia in the NICU. Terry's House has made it possible for them to be close to their little one – day and night.

Seeing the new building being built on Fresno and R streets on the way to their weekly doctor's appointment piqued Jessica Albina and Gilbert Herrera's interest – but they never dreamed it would become their home away from home when they most needed it.

Just six months earlier – on Jan. 11, 2011 – Terry's House celebrated its grand opening and soon after started taking in families needing lodging while their critically ill or injured loved one recovered at Community Regional Medical Center across the street. Albina and Herrera became temporary residents a day later. They ended up staying nearly 5 months and have been among the 454

families who have found respite in the 20-room Terry's House since its opening.

In November, Corcoran residents Albina and Herrera learned during a routine doctor visit that their baby had a life-threatening condition. Albina was five months pregnant.

"We were heartbroken," Herrera said.

Baby-in-utero Anastasia had a problem that needed a higher level of care so the couple was sent to Community Regional to see perinatologist Elizabeth Woods – an obstetrical subspecialist concerned with the care of the mother and fetus at risk for complications.

Dr. Woods diagnosed the baby with "gastroschisis," a birth defect in which an infant's intestines stick out of the body through a defect on one side of the umbilical cord. In the best interest of Anastasia, her physicians decided to deliver the baby at 37 weeks, an optimal time for her condition. Albina recalls the delivery: "I just remember seeing the top of her head and all her hair. I was scared because even after C-section babies, you get to hold your baby at least on your chest and I couldn't – and it broke my heart because I couldn't."

Knowing their baby would probably be in the hospital for several months, the couple was worried about where they would stay since they lived so far away. Neither wanted to leave her side for a minute.

"Then here comes Terry's House," Albina said. "The third day I was in recovery, my social worker came in and said 'you know about Terry's house?' And I told her no." Albina asked if it was the building that had been under construction that she had seen when she came to Community Regional for her appointments.

"We had no idea what it was and kept saying 'I wonder what they're building there, some kind of business, maybe like a doctor's office or something?'" Albina said. "And she told us, 'no it's a place where you can stay to be close to your baby.'"

"You don't want to be away from your baby or your family. That's the one thing you don't want to be," Herrera said. "Being three minutes away and a walk you know there are times we told the nurse, 'Hey, we're only across the street if you need us, call us, we'll be there.' And we've went over at midnight because she woke up and they were feeding the baby ... then I could put her back to sleep myself."

The couple moved into Terry's House in February, shortly after it opened and was in residence through the end of May. Being off work with their baby for so long left the couple in a financial strain. That's where the Leon S. Peters Host Family Program kicked in and helped them out with some of the costs. The program was established by the Peters' family to help those who can't afford lodging stay close to their critically ill or injured loved one while he or she recovers.

"And they've helped even doing payments on the place, like how much we pay here and they've waved stuff around and they say wait until you're more able to pay if you're more financially stable, you can always come give us a donation," said Herrera, who shared the meals he cooked with other Terry's House residents.

Terry's House has 20 guest rooms, a kitchen, dining room and living room with a library. It also includes a family resource center, exercise room, laundry facility, reflection room and outdoor healing garden for its guests. It was built entirely by donations and is sustained by gifts from the community. For people like Anastasia's parents – a long way from home – it's a godsend.

And in the words of so many others who have come to its doors over the last six months, Herrera emotionally summed it up: "Thank God for this place ... Terry's House ... Thank God."

## **Clovis Community awarded Komen grant for lymphedema treatment**

Clovis Community Medical Center's lymphedema clinic received a \$50,000 grant from the Susan G. Komen for the Cure® foundation to help provide treatment to breast cancer survivors.

According to Sharon Johnson, executive director of the Central Valley affiliate of the Komen foundation, the grant will be used specifically to give women effective and timely treatment of lymphedema, axillary web syndrome and related conditions regardless of cultural barriers or their ability to pay for services.



Clovis Community provides education and treatment to about 125 women a year who suffer from lymphedema, an accumulation of lymphatic fluid that causes swelling in the arm that can develop after breast surgery.

"In the current economic climate, many women are without insurance or are underinsured," said Lynn Gilbank, a physical therapist and certified lymphoma therapist, who works with lymphedema patients. "This grant will give patients who otherwise couldn't afford it, access to the treatments they

need. We're so thankful."

The Central Valley affiliate of the Komen foundation awarded 10 grants totaling \$356,216 to programs providing breast cancer services in the Fresno County area. Clovis Community's grant was among the largest awarded.

The lymphedema clinic at Clovis Community is part of the Marjorie E. Radin Breast Care Center which has earned a gold seal from the American College of Radiology and is one of just a few centers in the country with a Certified Quality Breast Center of Excellence designation from the National Quality Measures for Breast Centers.

## **'Go Red' model is chief nurse and heart patient's grandma**

Fresno Heart & Surgical Hospital's chief nursing officer has been working in cardiac care since 1987, but it was a very personal experience with heart surgery that propelled her into advocating for the American Heart Association (AHA). And this year Cynthia Cervantes is modeling a red dress along with a little heart patient at the AHAs annual Go Red for Women Fashion show and lunch on Feb. 11.

Her modeling partner is her granddaughter Alexandria. And it was Alexandria's birth and eight-hour open heart surgery one week later that put Cervantes in the role of sitting outside the operating room.



"Being a nurse in this situation almost made it worse, because I knew too much information about the possibilities," said Cervantes, who at the time was director of Fresno Heart & Surgical's Cardiac Evaluation Center. Fresno Heart & Surgical has been named the best in the Fresno region for overall cardiac services and awarded five stars in heart attack treatment by HealthGrades®.

Cervantes knew that her granddaughter was in the best of hands, but still the family had to prepare for the worst. If Alexandria survived surgery, she would likely require many medications, and many more surgeries.

But Alexandria surprised her family and doctors. She did remarkably well and hasn't needed the medications that were prepared for her. She may need additional surgeries in the future, but they are not expected at this time. Cervantes says, she was aware and utilized the resources of the AHA, and she felt safe knowing the physicians operating on her granddaughter had been contributors to this research. It was not long after that Cervantes began contributing her time to the American Heart Association. She says it is important for parents and individuals of any age to know that there are enough resources and information for any condition and they are available through the AHA.

Cervantes has been involved with the American Heart Association as a board member for the past five years. Her modeling at the Go Red event is another opportunity for Cervantes to speak out and show support and awareness for heart disease.

Alexandria now regularly attends school and is involved in cooking classes, plays on the swings at the park, puts puzzles together on her own, loves the snow and plays with her little sister, Juliette. Just this past Christmas, Alexandria participated in the Christmas program at her school with all the other children.

## Woman uses radio to give voice to breast cancer fight



It's a word no one wants to hear, "It's – cancer." But in October 2010 that's exactly what the diagnosis was for 48-year-old Liz Ray, general sales manager for KJewel radio station in Fresno.

"I was always good about getting my annual mammograms and doing self checks," Liz said, who was shocked by the news. She had gotten a mammogram every year since she turned 40, never smoked, and had no history of breast cancer in her family, but her mammogram in late September 2010 at the Marjorie E. Radin Breast Care Center at Clovis Community Medical Center revealed a small, dark mass that needed further investigation.

She returned to the Radin Breast Care Center for another look and was diagnosed with breast cancer. Within days of getting the news she hit the airwaves at KJewel and talked about it for breast cancer awareness month. There was no doubt or fear in her voice. No tears. No sounds of a woman who just had life-changing news. There was only advice for others.

"Get your mammogram," she said.

Liz became a symbol of strength to those around her during this difficult time. She even found herself reassuring her coworkers that everything would turn out OK.

Bev McCann, nurse coordinator at the Radin Breast Care Center echoed many of the same sentiments about Liz as her coworkers did.

"As far as processing goes she was sort of a poster child," McCann said.

She remembers Liz being very focused on her recovery with a "do what we gotta do" attitude through surgery and chemotherapy. McCann said Liz was upbeat and ready to fight. One day McCann called Liz in the middle of chemotherapy to ask if she would tell her story and pose for a few pictures and Liz said, "Sure, I've got some great wigs!"

Liz attributes her good attitude to faith and her wonderful support. On the day she started chemotherapy she video Skyped with her son who was studying abroad in Italy to see that he had shaved his own head for her first appointment.

"The support I received from my doctors and the staff at the Radin Center was incredible," she said. She recalled at her first consultation all her doctors and nurses were there for support: "It was an awesome thing to have everyone there all at once. It made my decision so much easier to make and helped me feel calmer about the process."

Liz chose to do her treatment at the Radin Breast Care Center for many reasons. It was extremely important to her to be close to home.

"I have busy career, two boys and a husband," Liz said. She was also influenced by the experiences of other women. Liz has a friend whose sister went to the Bay Area for treatment and she told Liz if it was her she would stay at the Radin Breast Care Center.

"That meant a lot to me," Liz said. "I knew she could make a better comparison of the care than I could."

But what swayed her decision most were the people. "My doctors and the staff were compassionate, helpful and so informative. They took care of everything, every step of the way. From beginning to end they were there."

Liz has finished her chemotherapy and is ready to move forward as a cancer survivor.

"I am so grateful and fortunate that I was taken care of at Radin," she said. "Support is so important and that's what I received."

## **Fresno State students' try for world record helps neuroscience patients**

Marketing students at California State University, Fresno applied concepts learned in the classroom to events they hoped would earn spots in the "Guinness Book of World Records" – and they raised money for Community Regional Medical Center's neuroscience institute.

Every year, senior marketing students take on a project that attempts to break a world record. This year it was for the largest water balloon fight – a record held by Brigham Young University with 3,000. There was no charge, but participants were asked to donate to the Dan Brown Legacy Fund, established in memory of the late Fresno State football defensive coordinator who died of a brain tumor. The Fund aids the Central California Neuroscience Institute on the Community Regional campus. Students helped raise \$7,100.

The goal on April 15 was to attract as many people as possible to the Save Mart Center parking lot to break the record for the biggest water balloon fight. They missed the mark when some in the crowd jumped the gun and started throwing water balloons early and when others failed to register their presence at the gate.

To help with publicity, three former Bulldog football players now in the National Football League joined the crowd: quarterback David Carr of the San Francisco 49ers, quarterback Tom Brandstater of the Miami Dolphins and Tyler Clutts of the Cleveland Browns.

Vincent Ricchiuti, who leads the volunteer group Encore at Community, called the students "rock stars" for their monumental efforts on behalf of spine and brain patients in the Valley. Ricchiuti helped form a group of young professionals called Encore to help Community Medical Centers' foundation raise funds. They reached a \$225,000 milestone during football season with all funds going to the Dan Brown Legacy Fund.

"I haven't heard the final numbers on what was raised by Fresno State, but I got a text that it was more than \$7,000," Ricchiuti said. Students sold donated tee shirts for \$5 apiece and asked for donations at the gate. "We're very honored to be the recipients. I just think it's very cool that the students at the university saw the value in connecting with the local hospital and helping Valley families stay close to home for this crucial medical care."



Crowds, at what was expected to be the biggest ever water balloon fight, mug for cameras.

In announcing the start of the Dan Brown Legacy Fund's establishment, Fresno State Football Coach Pat Hill urged others to help in building the new program. "We have an opportunity to save some lives here in Fresno," Hill said. "You don't have to go elsewhere. I've said for my 14 years here that we don't have to take a backseat to anybody and this hospital is once again proving it."

***To learn more about the Dan Brown Legacy Fund call Community Medical Foundation at (559) 459-2670 or visit [DanBrownLegacyFund.org](http://DanBrownLegacyFund.org).***

## **Brain surgery gives time to teacher, novelist, opera composer**



High school teacher, novelist and opera composer Jonathan Rainbow with the poster for the last opera he directed.

High school teacher, novelist and opera composer Jonathan Rainbow experienced something that hadn't been a part of his busy life before—headaches.

"I don't get headaches. That's not something that happens to me very often. It was different. It was not a "headache, headache," Rainbow said. "It was a little more severe and I thought well, something's going on here."

When his headaches didn't stop, Jonathan was taken to the emergency department in Visalia, then transferred to specialists at Community Regional Medical Center, who diagnosed a brain tumor and then offer him choices for treatment that ultimately gave him and his family a precious gift.

Community Regional has a Neuroscience center of excellence, which includes a 52-bed neuroscience unit dedicated to spine and brain patients and a combination of neurosurgical technologies and services offered only a few places in the country. The technology includes the Gen4 CyberKnife®, two 64-slice CT scanners, new neuroscience operating suite, three-dimensional real-time surgical imaging equipment and faculty surgeons from UC San Francisco, one of the nation's top medical schools.

The CT scan from Visalia had shown a dark mass in Rainbow's brain, but the visual wasn't quite clear enough. Using MRI technology at Community Regional, neurosurgeon Meg Verrees could see the dark mass was of great concern so she determined a biopsy would help diagnose Rainbow's problem.

"The result was that I had large tumor in my brain. It wasn't going anywhere," Rainbow said. "There were things they could do to reduce its size, but there was no fix for it. So it was a terminal diagnosis."

Dr. Verrees was undeterred by the terminal diagnosis and gave the Rainbow family some options: "We wanted to think at what point are we offering him a benefit? A: We want you to enjoy life. B: We want you to stay you. We don't want you to be changed. We want you to be you and we want you to enjoy life and those are the two important things that I wanted to give to him. And that was important to him."

Rainbow said although he was urged to go elsewhere he knew Fresno as where he would stay for care.

"We have a really, really good doctor. We have a really, really top notch surgeon and that's it. I'm not going anywhere else."

Together, Dr. Verrees, Rainbow and his family decided they wanted the tumor removed. He underwent brain surgery at Community Regional. The surgery was a success for Jon – over the next months he would be able to enjoy his family and all the activities that made his life special.

Referring to Dr. Verrees, Rainbow said: "She took a personal interest in us and I don't expect her to take a personal interest in every single patient ... So when I did my opera a while later and the opera was down in Visalia, Dr. Verrees came with one of her staff to listen to my opera."

"He took a tremendous amount of joy in that. Being able to give him the opportunity months and months after surgery, to have him be able to enjoy the screening of that and being at the opening of his opera was really neat," Dr. Verrees said.

Jon knew his diagnosis was terminal and he wanted the months following the surgery to be the best he could have. He was so grateful to his family and his physician for their love and care.

***On June 8, 2010, Jonathan Rainbow lost his battle with brain cancer. His family considered their extra year with him a gift.***



Neurosurgeons use state-of-art imaging technology at Community Regional Medical Center.

## Teens' calendar project aids Radin Breast Care Center



The calendar's dedication page features Yosemite High School students John Ditomaso and Devon Grant with their mothers.

When the time came to choose her high school community service project, senior Devon Grant had one thought — Mom. Devon's mother had just been diagnosed with breast cancer in June and was preparing for her surgery at the Marjorie E. Radin Breast Care Center at Clovis Community Medical Center. She teamed up with Yosemite High School classmate John Ditomaso, whose mother was treated at the Radin Breast Care Center in 2006, and made a calendar to benefit the center as a tribute to their mothers.

Devon decided to create the calendar for her project as way to support and motivate her mom, Nan Grant, after receiving the shock of her cancer. "I knew if I stayed strong I could motivate her," she said. "I thought the calendar would be something nice to do for her and well as help others."

Nan Grant said she was honored that her daughter chose to support the Radin Breast Care Center since the hospital has played such a big role in her life since her surgery in August. "They've been great to me," she said. "There is never a time I have a question that's not answered or a concern not taken care of."

She still remembers walking into the center for the first time to drop off paperwork and being greeted by Nurse Coordinator Bev McCann. "I think we talked to her for 45 minutes the first time," she said "Bev has been amazing. She's been my contact since August."

Her doctors, breast surgeon Deborah Gumina and plastic surgeon Stephen Zuniga have also been supportive throughout the whole process. "I really appreciate them and feel cared for," she said.

Devon felt that doing the calendar could help the Radin Breast Care Center the way Radin staff helped her mom.

Like Devon, John felt the calendar was more than a community service project: "My mom has helped me so much. I wanted to show her how much she has meant to me and as a way to say thanks before I leave for college."

He remembers how hard it was to see his mother so weak after her surgery and how much support she received from the Radin Breast Care Center.

"I really want to give back to them for helping my mom," he said.

Devon and John spent two months over the summer gathering their friends together to pose for the photos and took more than 7,000 pictures. They chose a summer theme for the calendar so it would be "smiley, bright and fun," John said. Their moms spent \$2,500 to make 500 calendars.

"I knew it would be a big undertaking," Nan Grant said. "I didn't know how big until now. We're still trying to sell them."

So far, they have sold approximately 275 calendars for \$10 each and raised over \$300 for the Radin Breast Care Center after breaking even on production costs. They still have a way to go to their goal for a gift. "I just want to make sure we give the Radin Center as much as we can," Devon said.



Another page in the calendar shows a get-together over a campfire at scenic Bass Lake.

## Remembering Alice A. Peters

Alice A. Peters, a longtime generous donor-investor in Community Medical Centers, passed away on Jan. 24 at the age of 97.

Rob Saroyan, vice president of Community's Foundation, called Mrs. Peters a "a great friend and tremendous philanthropist." He said, "We have so many wonderful memories of Alice and her husband – the late Leon S. Peters – and know, along with him, she will be remembered as an example and an icon of philanthropy throughout our Valley, especially to the hospital."

The Peters name appears many places in Community's hospitals made possible by the foundation started by Leon S. Peters. Among them are the Leon S. Peters Rehabilitation Center and the Leon S. Peters Burn Center at Community Regional Medical Center, and the Leon S. & Pete P. Peters Future Generations Center at Clovis Community Medical Center.

Saroyan remembered Mrs. Peters as "a humble woman who was well respected, loved and set an example for others to emulate, and who appreciated hard work."

She once said, "My husband started with nothing. He didn't have an education beyond high school and neither did I. But after working very hard, with never as much as a day off from work, he was able to start his own foundation in 1959."

Alice and Leon Peters shared a great many things besides an enduring 41-year marriage. They didn't have any children but thought starting the foundation was a way of leaving their legacy for others, Saroyan said. She told Saroyan, "Charity work is part of life. We all have to do some of it." And she did ... for so many people, from all walks of life.

Besides the numerous programs and facilities the Peters Foundation supported over decades, Alice was committed to nursing education and established the Alice A. Peters Nursing Scholarship in 2002.



"There are so many wonderful things Alice and her family have done for Community and the people of our Valley," Saroyan said. "While we at Community will miss Alice terribly, her legacy and memory will be very much cherished by us all."



## Donors celebrate opening of Terry's House

More than 250 donors celebrated the completion of Terry's House on Jan. 6, touring what was a labor of love for local building trades people who gave their time and heavily discounted materials.

The 17,000-square-foot, two-story house will lodge families whose loved ones are receiving critical care at the downtown Fresno hospital, which serves burn and trauma patients from a region the size of Connecticut, Rhode Island and New Jersey combined. Terry's House was built so families can have a meal, shower, sleep – stay strong for their loved one in the hospital. "This was built entirely with private donations," said Jack Chubb, Community Regional Medical Center's chief executive officer, "so we're literally surrounded by generosity and that's a really wonderful feeling."

Terry's House features 20 guest rooms with private baths, in-house refrigerators, activity lounge, sitting areas, living room with library, kitchen/dining area, family resource center, reflection room, exercise room, laundry room and a healing garden.

"What has occurred here is beyond our wildest dreams... and beyond the parameters that were drawn," said Tom Richards, CEO of Penstar Group. He provided the start for the house with a \$500,000 donation and asked that it be named in honor of his brother Terry.

More than 40 years ago, Tom Richards' older brother Terry was hospitalized after a car accident. Richards remembered the emotional toll it took on his entire family, especially his mother, having his brother being cared for 80 miles away. She drove daily to spend time at her then 5-year-old's bedside during the five months it took for him to recover. Richards said so many people have experienced something similar that it's been easy to find support for the project.

"We never planned this," Richards said looking around the spacious reception area. "All of the subcontractors who came together on this project – and many of them who called the moment Community



Fresno Mayor Ashley Swearingen celebrates the opening of Terry's House with Jack Chubb, CEO of Community Regional Medical Center.

started this to see how they could be involved – not one of those contractors dropped out during these tough economic times but they've contributed more as we went along. They have donated roughly one third of the cost of Terry's House."

Richards said the reason Terry's House looks so luxurious with tile and granite and upscale lighting is that subcontractors arranged for discounts on those building materials. "Because of them, we were able to leverage your contributions," said Richards.

Fresno Mayor Ashley Swearingen called Terry's House a jewel for the community and a gift that Fresno residents had provided for the rest of the Valley since Community Regional serves burn and trauma patients from a 15,000-square-mile area.



Community's Board of Trustees' Chair Susan Abundis accepts a ceremonial key to Terry's House.

"How do you appropriately say thank you for this?" Susan Abundis, new chair of Community's Board of Trustees, said as she accepted the ceremonial key to the house.

## Cardiologists' gift pumps up services

California Heart Medical Associates (CHMA) pledged \$100,000 to Community Medical Centers,

targeting half for the Clovis Community Medical Center expansion and half for cardiovascular services at Community Regional Medical Center.



Katie Zenovich, executive director of Community Medical Foundation, noted: "This is the first gift to the Clovis Expansion from a cardiovascular group. It is truly awesome. Hopefully it will encourage other medical groups to also contribute to the campaign, which will benefit their patients."

"From a cardiovascular view we want to make sure that the Clovis catheterization lab is the best it can be so our Clovis patients don't have to travel elsewhere," said Dr. Bipin Joshi, a cardiologist with CHMA which also includes Dr. Lakhjit Sandhu and Dr. Khoi Le. Drs. Joshi and Sandhu have been participating in a catheterization lab pilot project at Clovis. The hospital was one of six statewide chosen to study the safety and effectiveness of elective angioplasties in hospitals that do not have open heart surgery on site.

Dr. Joshi said he's seen firsthand how busy Clovis Community has become – particularly in the emergency room, which is projected to see 50,000 patient visits annually and will be three times larger once the expansion is completed.

The five year, \$300 million expansion plan will nearly double Clovis Community's bed capacity and give every patient a private room. Expansion of the outpatient care center was completed in October 2009, expanding the Marjorie E. Radin Breast Care Center, creating a new dedicated endoscopy center, adding four new operating rooms and creating a home for the hospital's highly acclaimed fertility center. Additional plans call for a five-story patient bed tower, a dedicated women's and infants' pavilion and larger emergency department. All are already under way and the entire project is scheduled to be completed in 2013.

## Doctor's good deed in Emergency Department



It takes special people to work in the ED at the Valley's only Level 1 trauma center at Community Regional Medical Center – and Dr. Ed Lowder is one of them.

Dr. Lowder, a clinical faculty and emergency medicine physician working over the holiday weekend, didn't tell anyone the kind deed he did – but one of his co-workers found out.

When two college-aged sisters from Southern California were in a vehicle accident and came into the ED, they were treated and released about midnight – stranded with nowhere to go. Their friends in Los Angeles had been called and were on their way to pick them up, but the car broke down.

And like most patients who come in from a traffic accident – their clothes were ruined or cut up in order to treat them earlier in the day. So when Dr. Lowder saw them hanging around in hospital gowns he helped to find them some clothes and took them to a nearby hotel, paid for the room and saw them safely to the door.

"Every now and then I'm moved by a situation and I have to intervene," he said. "They were about the same age as my kids."

It's not the only time he's helped. Dr. Lowder shared a couple of his more eventful experiences. About a year ago a blind, senior gentleman who didn't speak English was being discharged. Staff couldn't reach the family by phone and a taxi driver probably wouldn't be able to help the man to his door. An ambulance seemed excessive to Dr. Lowder, so he offered the man a ride.

"When I pulled up to his neighborhood it was about 2 a.m. and I couldn't see the numbers on the outside of the houses," Dr. Lowder said. "So after going back and forth down the street a couple times and making several U-turns, a cop flashed his lights and pulled me over."

Dr. Lowder said that after explaining the situation to the policeman, the officer got back in his car and flashed his spotlight down the houses to find the right address. Dr. Lowder took the man to his door and saw that he made it safely inside.

That's not the only awkward moment he's had doing good deeds for those in need.

"I had a guy come in with chest pain about two years ago and after we got him all taken care of he asked if we could get his wife home," Dr. Lowder said. "So I volunteered to take her."

The man had mentioned the neighborhood where he lived but when they got there, the wife had no idea which house it was. A little taken aback, Dr. Lowder called her husband and asked for his address.

The man apologized because he'd forgotten to tell Dr. Lowder his wife had mild dementia and sometimes forgot where she lived.

Needless to say, he now asks a few more questions before he gives someone a ride home when they're stuck.

But that hasn't stopped him from helping his patients. When there's a need he tries to help, even if it means giving out his cell phone number to patients so they can check in with him about their condition, when they're alone or don't have an appointment for awhile.

His colleagues say he's one of those special people – the kind it takes to work in one of the busiest EDs in the state.

Dr. Lowder just says it's what he does – helps others.

"Rather than 'pay back,' I hope anyone I help will 'pay forward' – do something similar for someone else when the opportunity arises," he said.

# Rocker Eddie Money Visits Regional

Patients at Community Regional Medical Center felt like they had "two tickets to paradise" when singer, Eddie Money visited the 9th floor neuroscience unit and 6th floor Leon S. Peters Rehabilitation Center at the downtown hospital before his Dec. 2 concert at the Tower Theatre in Fresno. A portion of the proceeds from Money's acoustic "Very Special Christmas Show," benefited the Dan Brown Legacy Fund.

Encore, a group of philanthropic young professionals, helped create the Dan Brown Legacy Fund to honor the late coach's fight against brain cancer. The fund helps support the Central California Neuroscience Institute at Community Regional – a place where patients have access to treatment for diseases and disorders ranging from epilepsy to brain tumors to Lou Gehrig's Disease.

Brown who coached 12 seasons with Fresno State, spent two years battling a brain tumor, driving back and forth to the Bay Area for treatments even as he continued on the football field. He died in March 2009 at the age of 50, leaving behind his wife Mindy, six children and four grandchildren.

Encore set a goal of raising \$250,000 by the end of this year's football season and had reached \$200,000 by the Nov. 27 Fresno vs. Idaho game dedicated to Dan Brown. Dr. Tanya Warwick, medical director of Community Regional's stroke program, and Dr. Jeffrey Rosenfeld, chief of neurology for UCSF, accepted a check from the group on the rain-soaked football field that day.

Vincent Ricchiuti, a former Fresno State volunteer coach who helped found Encore, said he was excited to see the turnout and how much the game meant to Brown's family. "There were 56



Rock star Eddie Money talks with neuroscience rehabilitation patient Dennis Reynolds in the Leon S. Peters Rehabilitation Center.



From left to right: Dr. John Edwards, medical director of the Leon S. Peters Rehabilitation Center; Eddie Money; Katherine Toscano-Smith, manager, 9 West neuroscience; Dr. Tanya Warwick, medical director of the Stroke Program at Community Regional in the Neuroscience Unit at Community Regional Medical Center.

family members at the game. His brothers and sisters came in from all over – from Alaska and the Philippines even," he said.

Ricchiuti says other organizations have generously helped the cause with the Pardini family donating use of their banquet facility and catering services for 550 people who came to a pre-Thanksgiving fundraising event. He said KMJ radio has been helping get the word out, running public service announcements asking people to text "Brown" to 85944 to make a \$10 donation to the Dan Brown Legacy Fund. And Fresno Judge Jon Kapetan helped involve Money, who was hospitalized with neurological problems in the late 1990s, in the effort.

"Eddie Money kept telling all the nurses in the hospital 'There's a special place in heaven for you.' I really appreciated that," said Dr. Warwick. She was invited on stage with the rock singer at his concert to help explain the fundraising aims.

"There are a lot of neurological illnesses in the Valley, but we don't get as much care as people on the coast because of shortage of resources and experts in the Valley. The goal of the Dan Brown Fund is to equalize things and give people access, so people don't have to travel to the coast or LA," Dr. Warwick said. "I did see people get their phones out during the concert to text and give."

Ricchiuti vowed to keep on raising money so others with brain or spine injuries or diseases can stay close to home for treatment. "By no means is this ending after the football season," he pledged.

## Hotel meals, room service come to Clovis hospital

For most patients, hospital food is something to avoid. The cafeteria setting mixed with food lacking taste is reason enough to keep healthy. However, Clovis Community Medical Center is changing the way patients think about their hospital meals.

Starting Wednesday, Nov. 17, Clovis Community has a "room service" method for patient meals called "Cuisine on Call." The new nutrition program features a restaurant-style menu and flexible meal times. Cuisine on Call is an effort to improve patient health and satisfaction.

"The whole point is to do our part to help the patients heal," said Paul Luchi, director of Nutrition & Dining Services. "Food helps. Now, they can order what they want which means they are more likely to eat it, which makes them happy and satisfied while getting the nutrients they need."

Before "Cuisine on Call" was implemented, all patients received standardized meals, which were served at 7 a.m., 11:30 a.m. and 5 p.m. regardless of when the patient was ready. Now, room service is offered between the hours of 7 a.m. and 7 p.m. Patients are allowed to order by phone at any point during this period, so they are able to eat when they are



Chen Chang Vue, a nutrition care clerk at Clovis Community Medical Center, delivers breakfast to a waiting patient on the first day of the Cuisine on Call program.

hungry. To ensure patients are still eating three meals a day, the orders are monitored by nutrition and nursing staff. If a patient does not call for a meal, they are called by a nutrition care clerk who asks if they would like to order something.

On top of having more freedom to eat when they want, patients have more choices than ever before. For breakfast, patients can order anything from pancakes, sausage and eggs to toast and coffee. For lunch and dinner, they can choose from charbroiled salmon to New York steak or stir-fry. Patients can even order milkshakes if their diet allows.



Robert Riley, a cook at Clovis Community, serves up scrambled eggs and pancakes specially ordered by a patient through the Cuisine on Call service.

At the beginning of their stay each patient speaks with a physician who creates an individualized diet plan for them. If a patient's diet needs to be restricted or specialized, the kitchen accounts for that, modifying recipes or suggesting alternative choices. Once the meal is prepared the kitchen expeditor reviews the meal for accuracy, appearance, temperature, quality and compliance with the patient's diet.

From the hospital's standpoint, operations are the same as before. The nurses and staff are doing the same amount of work prior to the change, but "we're just kicking it up a notch for our patients," Luchi said.

Clovis Community is one of a few select hospitals offering this service in central California and hospital staff has big hopes for the unique program. "It makes the patients happy because they get a choice and their food is made just for them," Luchi said.

## Fresno Heart & Surgical employee honored by Heart Association

Raylene Rowe, Fresno Heart & Surgical Hospital's lead of patient financial services, was one of two people recently honored by the American Heart Association with a Big Heart Award for her volunteer work.

The etched glass heart is annually awarded to someone who displays a deep commitment to helping educate and eradicate heart disease. Cardiovascular disease is the number one killer of all Americans and heart disease kills more women than all forms of cancer combined.

Rowe, a 7-year employee of Fresno Heart & Surgical, worked as a team captain for the 2010 Heart Walk, recruiting walkers and keeping them motivated. Her team was among the top fundraisers this year.



# First 5 grant boosts Community's asthma program for children

Community Medical Centers received \$60,000 in grant money from First 5 Fresno County for the Community Asthma Education and Management Center. This grant is a continuation of the \$200,000 grant the center received in early 2009 for its Early Childhood Asthma Program.



The asthma program offers information and support for families with children suffering from asthma, focusing on teaching parents and children about asthma's symptoms, treatments, environmental triggers and how to manage the affects of asthma in their daily lives. Fresno County has been called California's asthma capital: nearly one in three children in Fresno County suffer from asthma—twice as many as the state average, according to the California Department of Health. The rate of children visiting the emergency room in Fresno County for asthma-related symptoms is 60 percent higher than the rate statewide.

Taneka Hopkins of Fresno holds her son while Patti Burton, Community's certified asthma educator and respiratory care case manager explains how to use different asthma medications to help him breathe easier.

**(photo courtesy of the Fresno Bee)**

"No one else is offering everything we are accomplishing through this grant," said Patti Burton, certified asthma educator and case manager for

Community Medical Center's Asthma Education and Management Program. The services provided include: one-on-one family education and educational materials, case management, Exhaled Nitric Oxide Testing, Pulmonary Function Screening Spirometry, Asthma Action Plans for children and families and community awareness and education.

One service specific to the early childhood program is home assessments provided by the grant. A Community health worker identifies home triggers and offers suggestions and remedies.

Since program implementation, the early childhood program has received several recognitions. It has been considered a model program on a national level and was listed as one of the active community asthma programs in the nation at the National Asthma Forum Summit in Washington DC in 2010.

"It is exciting to see the outcomes of the grant," said Kendra Rogers, Executive Director of First 5 Fresno County. "First 5 is very proud of our partnership with Community Medical Centers. It is wonderful to see their commitment to children ages 0 to 5, especially those in serious need."

To date, The Community Asthma Education and Management Center has reached out to more than 350 families, enrolled 133 children and conducted at least 50 home visits for environmental assessments.

"Without the financial support of First 5 Fresno County, our asthma program would not be able to help nearly as many Fresno children and families suffering from asthma," Burton said. "We are ever grateful to First 5 Fresno County for recognizing the importance of these interventions for the children 0 to 5 years in our communities and continuing their funding."

## Community doctors among 2010's Top 10 Professional Women



Dr. Tanya Warwick (far left), medical director of Community Regional Medical Center's Stroke Center, and Dr. Joan Voris, associate dean of UCSF Fresno Medical Education program, were among those honored Oct. 21 by the Marjaree Mason Center at its annual Top Ten Professional Women awards ceremony.

The ten women are selected based on strides they've made in their professions, service to their communities, and how they have served as positive role models to other women. The awards ceremony attracts more than 800 people a year, and for more than 25 years, the event has served as the primary fundraiser for Marjaree Mason Center domestic violence services.

Dr. Warwick leads a team of specialists at Community Regional, which recently earned the Gold Seal of Approval™ from the Joint Commission for Primary Stroke Centers. She's also passionate about educating the public about how to spot the signs of a stroke and get treatment early to save brain function.

Dr. Voris helps mentor more than 200 medical residents who train at Community Medical Centers' hospitals in Fresno annually.

## Nurse honored by Trauma Intervention Programs

Community Regional Medical Center's labor and delivery nurse Terrie Wilson was honored by the Trauma Intervention Programs (TIP) on Sept. 17 for her work in helping families who lose newborns.

The "Salute to On-Scene Heroes" awards ceremony recognized the efforts of emergency responders from agencies providing direct support to the victims of traumatic events. Honorees were selected by TIP volunteers from local firefighters, peace officers and medical personnel who are on the front line every day and go above and beyond their assigned duties.

Wilson was honored as a 2010 On-Scene Hero and accepted the award on behalf of the "whole team of heroes" she works with in the hospital's maternal child department. Wilson has been a registered nurse at Community Regional for five years and goes out of her way to provide comfort and invaluable mementos of a lost infant to families during their grief. One family who lost a newborn said Wilson lifted their spirits by giving them closure and making them feel it was

okay to let go. Wilson said she tells grieving parents that being a mother or a father is not determined by how long a child's lifespan is – every moment and memory should be treasured.

TIP is a national voluntary, non-profit organization that works closely with local first-responders to provide help to those emotionally traumatized in emergency situations. TIP of Fresno was founded in 1994 and serves the Central Valley.

## Night of awards honors clinicians at Community Regional

Community Medical Centers' clinicians were highly honored at the fourth annual Business Street Online Healthcare Heroes Awards Gala on Thursday, Sept. 23, at the downtown Fresno's Banker's Ballroom.

Awards were presented in five categories and three finalists were picked from numerous nominees throughout the Valley. The categories included physician, nurse, healthcare professional, innovation and volunteer.

Community nominees were awarded the highest honors in both the physician and innovation category as well as receiving top-three honors in the healthcare professional and nurse category.



**Dr. Pervaiz Chaudhry** was awarded the top honor in the physician category. When it comes to matters of the heart, Dr. Chaudhry has a unique record among area cardiac surgeons ... he performs the most beating heart surgeries in the Valley. Beating heart surgery is when the physician performs a bypass surgery while the heart is still beating. Other cardiac surgeons will use the heart-lung bypass – a machine that works to pump blood through the body while the heart is stopped so the surgeon can operate. On average nationwide, beating heart surgery is performed about 22% of the time. However, Dr. Chaudhry performs beating heart surgery in 90% of his cases.

Community Regional's Lung Nodule Program won the Innovation Category award at the event. Representing the program for Community Regional are (left to right) registered nurse navigator Kathleen Norkunas, and Drs. Michael Peterson and Karl VanGundy. Photo courtesy of Business Street Online.

Beating heart surgery provides Dr. Chaudhry's patients with more benefits than the heart-lung machine, like better preservation of heart function, better survival rate (especially among high-risk patients), a reduced hospital stay and quicker recovery, less chance for heart rhythm, kidney, or liver complications and a reduced risk for neurological injury, including stroke and memory complications.

Just ask his patients who have seen miraculous results or the patients who no one else would operate on as the risk was so high – Dr. Chaudhry is a compassionate surgeon with a quick sense of humor and comforting manner who provides hope to those in critical need.

**Dr. Michael Peterson**, chief of medicine for the UCSF Fresno Medical Education Program, accepted the top award for innovation won by Community Regional Medical Center's Lung Nodule Program – a first of its kind program in the Central Valley and one of only a handful in the country. Comprised of a multidisciplinary team of specialists that includes pulmonologists, thoracic surgeons, radiologists, pathologists, radiation and medical oncologists working together,

the key objective is to significantly reduce the time from detection to treatment, ensuring greater likelihood of positive outcomes.

To expedite the evaluation and treatment of lung nodules, Community Regional's team of experts conduct weekly meetings to evaluate new cases and recommend a customized course of treatment. The program simplifies the process for the patient while alleviating unnecessary procedures and office visits. If the patient is at high risk for lung cancer or diagnostic tests indicate the lung nodule is cancerous, further testing or immediate treatment is recommended. Benefits for the patient include early detection, timely treatment, consideration for minimally invasive surgery or CyberKnife therapy as well as optimizing treatment of late-stage lung cancer.

The program was developed through a collaboration of Community Regional and UCSF Fresno Medical Education Program and is one of only a handful in the country and the first in central California.



Registered nurse Bruce Eliason, director of cardiovascular services at Community Regional, accepts his award at the Business Street Online Healthcare Heroes Awards Banquet in September. Photo courtesy of Business Street Online.

**Registered nurse Bruce Eliason**, director of cardiovascular care at Community Regional was recognized for his and the department's many achievements over the last few years. Eliason has been instrumental in bringing leading edge treatments to the Valley for cardiac patients and for helping to keep patients close to home while they are undergoing treatment.

**Registered nurse Maureen Rico-Buxman** was recognized in the nurse category for her dedication to her job in the Intensive Care Unit (ICU) at Community Regional. Rico-Buxman earned two bachelor's degrees in biochemistry and psychology before earning her nursing degree at Fresno State. Her co-workers say she is dedicated, compassionate and caring and known for her ability to care for the sickest of patients.

**Dr. Dominic Dizon**, CCFMG Faculty Practice, was recognized in the physician category for his numerous endeavors to improve health care in the Valley. From his work with residents to his dedicated community service Dr. Dizon is well known for his altruistic efforts. Dr. Dizon is an associate clinical professor of medicine at UCSF and serves as the medical director of Community Regional's Deran Koligian Ambulatory Care Center.

During the awards gala, a special tribute video and photo gallery was presented in honor of the late **Dr. Steven N. Parks**, who received the Healthcare Heroes Lifetime Achievement award in 2008. Dr. Parks died in August 2010. He built his career by dedicating himself to the sickest patients and victims of trauma. He was heavily involved in surgical education and taught generations of surgeons in Fresno.

Dr. Parks was internationally recognized for his expertise in trauma surgery and teaching. He was sought after in many countries to present at trauma conferences, where he taught Advanced Trauma Life Support. Since 1982, Dr. Parks served as the chairman of surgery and the program director for the surgical residency at the UCSF Fresno Medical Education Program. He also was the chief of surgery at Community Regional. Throughout his lifetime he won many awards and was recently recognized with the Steven N. Parks Endowed chair of Surgery in 2009, established to continue his legacy of service and surgical education in Fresno.

## Former Fresno State footballer gives generously to Dan Brown Legacy Fund

Brian Panish sees himself as a champion for the underdog, as the guy who will help even the playing field for those in need. The southern California attorney took on that role first in the 1970s playing defense on the Fresno State football team, then later fighting in the courtroom for victims of personal injury and product liability cases, and most recently by helping those in the Fresno area afflicted with brain, spine and nerve damage or disease.

In honor of former Bulldog football coach Dan Brown, who was a good friend, Panish has given \$50,000 to the Dan Brown Legacy Fund to support the Central California Neuroscience Institute at Community Regional Medical Center. His gift brings the fund up to \$155,000, more than 60% of the way to the \$250,000 goal by the end of the college football season, said Vincent Ricchiuti, leader of the Encore Group which is spearheading the legacy fund effort.



"We're always fighting for the underdog in this firm. That's all we do. And in a way Fresno is treated as an underdog too. Fresno should have the top medical facility," said Panish, who is best known for a \$4.9 billion award he won against General Motors (GM). The award – at the time, the largest personal injury and product liability verdict in U.S. history – went to a family that was badly burned when the gas tank in their GM SUV exploded in a rear-end crash. That case brought Panish up to Community Regional's burn unit where his clients were flown for treatment after hospitals near the crash couldn't treat all the victims.

"I think it's very important for people to have something there in Fresno for treatment," Panish said. "Dan Brown was one of my best friends. He would have to travel to San Francisco and back for his treatment. I know one of the treatments he was able to get in Fresno and it made it so much easier on him and his family. Fresno is a large enough metropolitan area that it ought to have this kind of institute."

Panish and Ricchiuti, former assistant director of football operations at Fresno State, were both with Brown in March 2009 the day he died of brain cancer. Brown, who coached 12 seasons at Fresno State, the last seven as defensive coordinator, was 50 and left behind a wife, six children and four grandchildren.

Ricchiuti recounted that he and Brown would meet up with Panish for Rose Bowl games before the coach got cancer. "Our relationship grew even stronger when Brownie got sick," said Ricchiuti. "Panish doesn't even live here...but I'm sure he probably feels the same way Coach (Pat) Hill does when he says, 'Why not have the best here in Fresno. This hospital is proving that.'"

The Central California Neuroscience Institute is a collaboration of Community Regional, UCSF Fresno and private physicians and includes a team of experts providing top-notch care to patients' throughout the state. It is the only teaching, research and treatment institute for complex neurological conditions in the Valley, and offers prevention, diagnosis, management and treatment for stroke, brain tumors, dementia, epilepsy, Parkinson's Disease and more. Because of significant expertise in these specialties, the Institute has received a center of excellence designation, and is supported by some of the world's most advanced technology.

## **Investing in Valley's Future**

Community is more than 100 years old. We are locally owned. We reinvest whatever we earn into bettering the health of this community. We don't send it to Wall Street or to a remote corporate headquarters. Community has a long history of growth, of doing more for the Valley's well-being than any other area health care institution and of having a vision for the future.

**The 2010/2011 Community Benefits Report was prepared by John G. Taylor, director of public affairs, Community Medical Centers, Fresno, CA**