

Community Benefit Plan Progress Report, 2011

Based on the Community Benefit Plan 2011-2013

Responding to the 2010 Needs Assessment



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Eden Medical Center Community Benefit Progress Report Prepared and Submitted by:

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Sutter Health:

Building Healthier Communities and Caring for Those in Need

Eden Medical Center is affiliated with Sutter Health, a not-for-profit network of 48,000 physicians, employees, and volunteers who care for more than 100 Northern California towns and cities. Together, we're creating for a more integrated, seamless and affordable approach to caring for patients.

It's better for patients:

We believe this community-owned, not-for-profit approach to health care best serves our patients and our communities – for multiple reasons. First of all, it's good for patients. According to the *Journal of General Internal Medicine* (April 2000), patients treated at for-profit or government-owned hospitals were two-to-four times more likely to suffer preventable adverse events than patients treated at not-for-profit institutions.

Our stockholders are our communities:

Investor-owned, for-profit health systems have a financial incentive to avoid caring for uninsured and underinsured patients. They also have a financial incentive to avoid hard-to-serve populations and "undesirable" geographic areas such as rural areas. In many Northern California's underserved rural locales, Sutter Health is the only provider of hospital and emergency medical services in the community.

Providing charity care and special programs to communities:

Our communities' support helps us expand services, introduce new programs and improve medical technology. Across our network, every Sutter hospital, physician organization and clinic has a special story to tell about fulfilling vital community needs.

Our Commitment to Community Benefit: Meeting the health care needs of our communities is the cornerstone of Sutter Health's not-for-profit mission. This includes directly serving those who cannot afford to pay for health care and supporting programs and services that help those in financial need.

In 2011, our network of physician organizations, hospitals and other health care providers invested a record \$756 million in benefits to the poor and underserved and the broader community. This includes:

- The cost of providing charity care
- The unpaid costs of participating in Medi-Cal
- Investments in medical research, health education and community-based public benefit programs such as school-based clinics and prenatal care for patients.

Sutter Health now provides \$2.7 million in charity care per week.

Executive Summary

Providing community benefits is a demonstration of Eden’s commitment to the health and well-being of those in our community who struggle with barriers in health care, such as access to quality health care due to socio-economic conditions and/or lack of insurance. Our community benefit activities are developed to reach out to not only those that are disadvantaged, but also provide support to our communities to help increase healthy outcomes. Our priorities for the 2011-2013 Plan Year are:

ACCESS

- Provide and improve access to care, services, and resources to the underserved and those with limited English proficiency by providing direct service to the community
- Participate in community organizations; contribute to initiatives and task forces in our community to continually assess the health needs of our service area and contribute our expertise when appropriate.
- Provide needed medical/health-related resources to the underserved and indigent patient population and those with limited English proficiency.
- Expand access to health risk prevention education by providing education in local community centers.
- Educate and train new and emerging health professionals.

CHRONIC HEALTH PROBLEMS

- Address problematic health issues such as heart disease, cancer, stroke, diabetes, pulmonary health, and obesity in our community.
- Offer screening opportunities to help identify people who are at high risk for heart disease and diabetes.
- Provide education programs that focus on identified health issues and obesity.
- Participate in outreach events with a focus on education and prevention of identified health issues and obesity.

VIOLENCE/INJURY PREVENTION

- Provide outreach and education opportunities emphasizing violence and injury prevention to reduce the number of violence and accident-related injuries and deaths in our community.
- Provide education, training, and counseling to reduce the number of injuries and deaths related to unintentional injury.
- Work with the youth in the community to reduce violence and injury.
- Participate and be a resource to community groups focused on violence prevention and unintentional injury.

2011 Community Benefit Value	Eden Medical Center
Benefits for the Poor and Underserved	\$23,427,487
Benefits for the Broader Community	\$6,264,078
Total Quantifiable Community Benefit	\$29,691,565

I. 2011 Progress Report on Community Benefit Plan

The following pages provide a progress report on some of the community benefit programs and activities conducted during 2011 for Eden Medical Center. These programs were created in response to the 2010 Community Needs Assessment – a collaborative report that helps our partners, other health providers, public agencies and leaders identify and prioritize areas of focus as they relate to the health of our communities. The areas of focus for Eden Medical Center are:

ACCESS

- Provide and improve access to care, services, and resources to the underserved and those with limited English proficiency by providing direct service to the community
- Participate in community organizations; contribute to initiatives and task forces in our community to continually assess the health needs of our service area and contribute our expertise when appropriate
- Provide needed medical/health-related resources to the underserved and indigent patient population and those with limited English proficiency
- Expand access to health risk prevention education by providing education in local community centers
- Educate and train new and emerging health professionals

CHRONIC HEALTH PROBLEMS

- Address problematic health issues such as heart disease, cancer, stroke, diabetes, pulmonary health, and obesity in our community.
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VIOLENCE/INJURY PREVENTION

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- Work with the youth in the community to reduce violence and injury
- Participate and be a resource to community groups focused on violence prevention and unintentional injury

For more information about the **2010 Community Needs Assessment**, including quantitative and qualitative data, visit Alameda County Public Health website at:
http://www.acphd.org/AXBYCZ/Admin/DataReports/cape_00_health_accities_fullrpt.pdf.

For more information on the **Community Benefit Plan 2011-2013** that this progress report pertains to, contact Colette Lee at LeeCA@sutterhealth.org.

Area of Focus: ACCESS	
Link to Community Needs Assessment	Providing access to medical and mental health services
Program Description	Provide inpatient mental health services and the continued provision of emergency room services at San Leandro Hospital to meet the needs of a community who would otherwise not be afforded local access. Provide basic laboratory and radiological services to a free clinic in San Leandro,
Goals and Objectives	Subsidize mental health services, emergency room services and a free clinic in the San Leandro community to those who are in need who would otherwise not be able to access care within their community
Strategy	Subsidize inpatient mental health services and emergency room services at San Leandro Hospital to respond to shortages in mental health services and access to emergency room services. Provide basic laboratory and radiological services to RotaCare, a free clinic located in San Leandro.
Baseline Information	<ul style="list-style-type: none"> • According to the 2010 Community Needs Assessment, in 2007 in Alameda County, one in five adults (19.4%) reported they needed professional help for their emotional health or alcohol use. Among those who reported needing professional help 39.2% did not receive help. • Eden's inpatient Psychiatric Services patients represent 66% Medicare/Medi-cal, 1% uninsured, and 33% commercial insurance. Reimbursements rates don't cover the cost of the provision of care, yet there is a need for mental health services. • From 2006-2008 there were 43,264 emergency room visits in Alameda County for mental disorders. Our primary service area is above the County rate for emergency room visits for mental disorders. • Emergency Room services provide critical services to the community who may not otherwise have access to urgent or emergent care on a local level. With San Leandro Hospital patients representing 80% Medicare/Medi-cal, 10% uninsured, and 10% commercial insurance reimbursement rates don't cover the actual cost of providing medical care. • Rotacare provides free healthcare to the neediest with the least access to care in San Leandro. The Clinic is staffed by one part-time receptionist and operated entirely by volunteers.
Affiliate's Contribution or Program Expense	\$3,531,807
Results	<p>By subsidizing mental health and emergency services and laboratory/radiological services:</p> <ul style="list-style-type: none"> • 446 patients received mental health services through Eden's inpatient program. • 28,110 people accessed urgent and emergent care through the Emergency Room Department at San Leandro Hospital. • 1,063 patients at the RotaCare Clinic were able to receive free basic laboratory and radiology services.
Amendment to Community Benefit Plan	N/A

Area of Focus: ACCESS	
Link to Community Needs Assessment	Community Collaborations
Program Description	Eden collaborates with many local and grassroots organizations and agencies. This process of identifying meaningful collaborations in our service area is ongoing.
Goals and Objectives	To continually assess the health needs of our service area and contribute our expertise when appropriate
Strategy	Participate in community organizations; contribute to initiatives and task forces in our community
Baseline Information	Community collaborations create strong relationships in the community giving the community a stronger support system with more access to community resources and information.
Affiliate's Contribution or Program Expense	Provide staff expertise and resources to assess and improve the health of our community - \$18,634
Results	Some of our partnerships include Davis Street Family Resource Center, Tiburcio Vasquez Health Center, Eldercare Alliance, American Case Management Association, Ashland Violence Prevention Collaborative, Castro Valley Community Action Network, Child Injury Prevention Network of the Bay Area, Safe Kids Coalition, Senior Injury Prevention Partnership, and many local schools, colleges and universities throughout the Bay Area.
Amendment to Community Benefit Plan	N/A

Area of Focus: ACCESS

Link to Community Needs Assessment	Provide access for community support groups to meet to provide peer support to those who are in need of emotional support to cope with the challenges they face
Program Description	Provide free meeting room space to support groups
Goals and Objectives	Provide a place to support psycho-social needs of people who are searching for understanding and support to help cope with the challenges they face.
Strategy	Provide free meeting room space to community support groups to provide a safe haven for them to express themselves, to be heard, and acknowledged from people who have walked in their shoes and understand the challenges.
Baseline Information	Finding support groups to meet psycho-social needs can be challenging as well as finding free meeting room space
Affiliate's Contribution or Program Expense	In-Kind Contribution of \$20,000 for hospital meeting room space
Results	In 2011, Eden had 16 active support groups meeting at both the Eden and San Leandro campuses. Groups dealing with issues of alcoholism, Alzheimer's Disease, baby care, care giving, mental health, gambling addictions, overeating, weight, and rheumatic disorders met at either the Eden or San Leandro campuses.
Amendment to Community Benefit Plan	With the opening of the new hospital, space allocation for community groups will need to be re-evaluated due to space constraints in the new facility. This will affect the ability of community groups being able to use the facility.

Area of Focus: ACCESS	
Link to Community Needs Assessment	Language barriers for Latinos can prevent women from seeking prenatal education due to lack of Spanish language classes.
Program Description	Provide free childbirth education classes and prenatal books to Latinos in Cherryland in Spanish
Goals and Objectives	Educate parents about the importance of prenatal health and equip parents with tools to be prepared for childbirth process and baby care.
Strategy	Provide free Spanish childbirth and prenatal education to pregnant women in their community to provide easier access to prenatal education program
Baseline Information	Transportation and accessing medical services can be a challenge for those with limited English proficiency and who have limited income.
Affiliate/Region's Contribution or Program Expense	\$10,681
Results	More than 100 "Healthy Pregnancy" books in Spanish were provided to patients at Tiburcio Vasquez Health Center, a low-income clinic that provides medical care in both Hayward and Union City. The Hayward Clinic is located in Cherryland, an area where 12% of households are linguistically isolated and where 47.8% of the population is Latino. Twenty-eight people also participated in the Spanish childbirth preparation classes at the Tiburcio Vasquez Health Center in Hayward. A certified Spanish-speaking Childbirth Preparation instructor, who also is an Eden Labor & Delivery nurse, teaches these classes.
Amendment to Community Benefit Plan	N/A

Area of Focus: ACCESS	
Link to Community Needs Assessment	Provide prescription drugs to patients who could not otherwise afford the cost.
Program Description	Through an agreement with Walgreens and Safeway, Eden pays for prescription drugs for up to the first three days for patients who require medication at discharge who would otherwise be unable to pay for them.
Goals and Objectives	To improve patient recovery after discharge
Strategy	Provide prescription drugs needed for ongoing patient care after discharge through the Pharmacy Indigent Program
Baseline Information	Some patients unable to pay for prescription drugs after discharge because they cannot afford them. This can possibly lead to slow recovery time, readmission, or relapse.
Affiliate's Contribution or Program Expense	\$24,626
Results	350 patients benefited from the Pharmacy Indigent Program and were able to continue with their medication plan following discharge.
Amendment to Community Benefit Plan	N/A

Area of Focus: ACCESS

Link to Community Needs Assessment	Provide access and resources to the under/uninsured population to prevent delay in getting needed care.
Program Description	Provide transportation to those with no means of transportation after being discharged from hospital or Emergency Room and provide transportation to psychiatric patients who participate in day treatment program who have no means of transportation
Goals and Objectives	To provide access to hospital services and resources to those without transportation
Strategy	Provide van transportation and taxi vouchers to those with no means of transportation either to access services or to return home after care.
Baseline Information	Some patients, upon discharge, have no means of returning home. Some psychiatric outpatient patients have no transportation to hospital to receive care.
Affiliate's Contribution or Program Expense	\$82,305
Results	Eden provides taxi vouchers (\$22,305) for patients at both San Leandro and Eden campuses who have no means of transportation. Eden pays for a part-time van driver to provide van service for outpatient psychiatric patients (\$60,000). This service provides patients the ability to continue to seek mental health treatment that may not otherwise due to lack of transportation.
Amendment to Community Benefit Plan	N/A

Area of Focus: ACCESS

Link to Community Needs Assessment	Ensuring future healthcare workers receive the skills, training and experience they need for us to build a sustainable workforce.
Program Description	Students work alongside clinical staff to learn valuable clinical experience, patient care, and treatment and assessment skills.
Goals and Objectives	To build a sustainable health care workforce for our community
Strategy	Provide exposure, training, and experience to students working toward healthcare degrees
Baseline Information	
Affiliate's Contribution or Program Expense	\$2,519,970
Results	More than 500 students participated in preceptorship and intern programs so students could work alongside clinical staff to gain valuable clinic experience in a multi-disciplinary environment.
Amendment to Community Benefit Plan	N/A

Area of Focus : CHRONIC HEALTH PROBLEMS

Link to Community Needs Assessment	Risk reduction and prevention education to reduce chronic health problems in the community
Program Description	Create community awareness to health problems, such as heart disease, diabetes, stroke, and cancer to help prevent/reduce/manage diseases.
Goals and Objectives	Increase health and wellness in community; reduce risk factors that increase chances of developing diseases, and provide tools to help people manage chronic diseases
Strategy	Provide community health education opportunities in local communities to support chronic disease reduction.
Baseline Information	The Community Needs Assessment conducted in 2010 identified heart disease, diabetes, stroke and cancer as high risk diseases affecting our service area. Childhood obesity is also an issue within our school districts and can also be a contributing factor to future health problems in children when they reach adulthood.
Affiliate's Contribution or Program Expense	\$58,562
Results	<p>Community education is one way to help educate the community about disease prevention, risk reduction and management. As part of Eden's education and outreach programs, Eden offers education programs, a speakers' bureau, and screenings and participates in health fairs and other outreach events to help educate the community about chronic disease prevention.</p> <p>Accomplishments:</p> <ul style="list-style-type: none"> • 371 participated in Eden's diabetes education programs • 1,200 third graders from Castro Valley and Hayward Unified School Districts were taught how to make healthy food selection and how to avoid the spread of infections through proper hand washing through interactive activities • 1,843 people participated in heart disease risk reduction education through various outreach programs. Screenings such as cholesterol, blood pressure, and body fat screening also helped identify those who were at higher risk of developing heart disease. The screenings provided Eden the opportunity to counsel individuals on ways they can lower their risks and to direct people to see their physician for follow-up care. • 5,324 people were educated about breast and prostate cancer prevention and the importance of screenings through various outreach opportunities in our service areas, including Castro Valley, Hayward, and Oakland. • 2,000 people were educated about stroke prevention and risk reduction through various outreach events. • 175 seniors, caregivers of the elderly and those with chronic health conditions received free senior flu vaccines (provided by the Eden Foundation), staff nurses and nurse interns provided their expertise to immunize participants • 39 people received free Tdap vaccinations in an effort to prevent the spread of pertussis and protect newborns from contracting the infection.
Amendment to Community Benefit Plan	N/A

Area of Focus : VIOLENCE/INJURY PREVENTION

Link to Community Needs Assessment	Reduce violence and unintentional injuries and deaths
Program Description	Reduce unintentional injuries and reduce violence through Trauma Prevention Programs and events
Goals and Objectives	To reduce falls, create a better awareness of how to prevent injuries from motor vehicle accidents and reduce violence in youth.
Strategy	Provide education and counseling
Baseline Information	<p>The 2010 Community Needs Assessment reported that</p> <ul style="list-style-type: none"> • Emergency room visits for unintentional injuries are above the County rate for Hayward, Oakland, Castro Valley and San Leandro • Motor vehicle crash are the leading cause of death among US teens ages 16-19 years • Homicide mortality rates are above the County rate in Oakland and San Leandro
Affiliate/Region's Contribution or Program Expense	\$80,909
Results	<ul style="list-style-type: none"> • 39 people participated in Car Seat Safety Education and Safety Inspection events. Parents-to-be are taught early on about the importance of proper seat restraints for infants and young children and how to install car seats correctly. • Each year, Eden coordinates the <i>Every 15 Minutes Program</i>, a program for junior/senior high school students that illustrates the ramifications of drunk driving. 1,500 students, along with their parents,, and staff from the hospital participate in the program. • A Senior Fall Prevention Fair was held at the San Leandro Senior Center. Seventy-five seniors participated in various activities including medication management, fall risk evaluations and educational presentations. • Sixty-two people participated in emergency preparedness education to help the community become better equipped to handle themselves in a disaster. • Nine at-risk youth, hospitalized with penetrating wounds, were introduced to the "Caught in the Cross Fire" gang diversion program.
Amendment to Community Benefit Plan	N/A

II. 2011 Community Benefit Values

Sutter Health affiliates and many other health care systems around the country voluntarily subscribe to a common definition of community benefit developed by the Catholic Health Association. Community benefits are programs or activities that provide treatment and/or promote health and healing as a response to community needs.

The community benefit value for Eden Medical Center is calculated in two categories: **Benefits for the Poor and Underserved** and **Benefits for the Broader Community**. Below are definitions for each community benefit activity:

Benefits to the Poor and Underserved

- **Traditional Charity Care** – Free or discounted health care services provided to the uninsured and underinsured populations.
- **Unreimbursed Cost to Medi-Cal** – The “shortfall” created when the facility receives payment below the costs of treating public beneficiaries.

Benefits for the Broader Community

- **Non-Billed Services** – Activities with no individual patient bill, therefore no deduction from revenue is shown in the traditional statement of revenues and expenses.
- **Cash Donations and In-Kind Donations** – Dollars and other items such as staff time and supplies donated by a facility to a community-based program or agency.
- **Education & Research** – All community, patient, and medical education such as community lectures, nursing student rotations and physician/clinician training.

Community Benefit Summary 2011

Eden Medical Center

Benefits for the Poor and Underserved	Community Benefit
Traditional Charity Care	\$11,819,775
Unreimbursed costs of Public Programs	
Medi-Cal	\$10,922,099
Other Benefits for the Poor and Underserved	\$685,613
Total Quantifiable Benefits for the Poor and Underserved	\$23,427,487

Benefits for the Broader Community	Community Benefit
Non-Billed Services	\$3,711,799
Cash and In-Kind Donations	\$20,000
Education & Research	\$2,519,970
Other Community Benefits	\$12,309
Total Quantifiable Benefits for the Broader Community	\$6,264,078

III. 2011 List of Community Partners

At times, Eden Medical Center's community benefit efforts may involve investing in partnerships that fundamentally improve community health. In doing so, we acknowledge that our role goes beyond providing care or a service to supporting those organizations that have shown measurable impact in meeting an identified community need.

We are proud to support the following community organizations as we work collaboratively to help create healthier communities.

Alameda County Household Hazardous Waste
Alameda County Public Health
American Heart Association
Ashland Cherryland Violence Prevention Collaborative
California State University East Bay
CARF Rehabilitation facilities in Alameda County
Carrington College
Castro Valley Community Action Network
Castro Valley Education Foundation
Castro Valley Library
Castro Valley Unified School District
Centro de Servicios
Child Injury Prevention Network of the Bay Area
Child Passenger Safety Work Group
City of San Leandro
Commpre
Davis Street Resource Center
Eden Area Regional Occupational Program
Foothill High School
Hayward Area Recreation District (HARD)
Hayward Library
Hayward Senior Center
Kenneth Aitkens Senior Center
March of Dimes
National College of Technical Instruction (NCTI)
Ohlone College
Palomares Elementary
Rota-Care
Safe Kids Coalition
Samuel Merritt Nursing School
San Francisco State University
San Leandro High School
San Leandro Library
Senior Injury Prevention Partnership of Alameda County
Tiburcio Vasquez Health Center
Touro University
University of California San Francisco