

Community Benefits Plan St. Rose Hospital



ST. ROSE HOSPITAL
Excellence Community
CORE VALUES
Compassion Partnership Service

MISSION

St. Rose Hospital provides quality healthcare to our community with respect, compassion and professionalism.

We work in partnership with our highly valued physicians and employees to heal and comfort all those we serve.

VISION

St. Rose Hospital will be the healthcare provider of choice in central and southern Alameda County.

We actively seek partnerships with all groups and individuals dedicated to improving the overall health of the diverse community we serve.

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HOSPITAL

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St. Rose Hospital 2010-2011 Community Benefits Plan
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Introduction

Since first opening our doors in 1962, St. Rose Hospital remains committed to meeting the challenges of identifying and providing access to health services for the residents of Hayward and its surrounding communities.

The enactment of SB697 not only provides us with the opportunity to reflect on what St. Rose has done to meet the needs of the community during the past fiscal year, but it also helps to validate our position as an advocate for healthcare in the community. St. Rose Hospital is proud to share its accomplishments in meeting the needs of our residents during this 2010-2011 reporting year and to report on our plans for the coming years.

Mission Statement

St. Rose Hospital provides quality health care to our community with respect, compassion and professionalism. We work in partnership with our highly valued physicians and employees to heal and comfort all those we serve.

Vision

St. Rose Hospital will be the health care provider of choice in central and southern Alameda County. We actively seek partnerships with all groups and individuals dedicated to improving the overall health of the diverse community we serve.



Commitment of Boards and Executive Staff

The mission of St. Rose Hospital is firmly supported by the Board of Trustees, the Foundation Board and Executive Staff.

The St. Rose Board of Trustees is made up of committed individuals from the community who believe in carrying out the mission of St. Rose. *(See Appendix A for a list of our Board of Trustees.)*

The Foundation Board of Directors includes community leaders and other prominent members of Hayward and the surrounding communities who support the belief of providing access to health care to all. The Foundation Board raises much-needed funds to expand services, open new healthcare centers and purchase equipment and technology to aid our healthcare team in providing quality care to our patients. Some examples of the Foundation's efforts include the expansion in the Cardiovascular and Diagnostic Imaging Services, pediatric services to low income families at the Silva Pediatric Clinic and most recently Women's Services at the Women's Center at St. Rose Hospital. The Foundation also assists in community outreach efforts and it supports much-needed programs/projects. *(See Appendix B for a list of our Foundation Board of Directors)*

The St. Rose executive staff is firmly committed to the Mission as evidenced in the strategic intent of the hospital. It is the hospital's goal to continually develop and enhance programs

that improve health care standards and delivery of care. We look to break down barriers that impede a person's access to medical services.

The St. Rose Community

St. Rose Hospital is located in Hayward, which today is known as the "Heart of the Bay" because of its central and convenient location in Alameda County. Hayward is the sixth largest city in the San Francisco Bay Area 3rd largest in Alameda County and ranked the 33rd most populous municipality in California.

Hayward's population has strong cultural and economical diversity. The city's population of 145,839 is comprised of 40.7% Hispanic or Latino, 34.21% Caucasian, 22.0% Asian and 11.3% African American. For more than 50% of the residents language other than English is used at home, 11.4% live in poverty and 17.2% have no health insurance.

The hospital's primary service area encompasses the cities of Hayward and Union City. (zip codes 94541, 94544, 94545, 94587).

Community Needs Assessment Process (CNA)

Working together to ensure that we understand the health needs of the population we serve and the role we play in the overall health system a Community Needs Assessment is conducted every 3 years.

The Hospital Council of Northern and Central California –on behalf of St. Rose Hospital, Alta Bates Summit Medical Center, Eden Medical Center, Kaiser Permanente, Valley Care Health System and Washington Hospital-commissioned the Alameda County Public Health Department to prepare Select Health Indicators for Cities in Alameda County, 2010.

Despite the wide diversity in background and responsibilities represented by the participants included in the Community Needs Assessment, there were surprising consistency about the specific health needs of the communities involved.

Analysis of CNA Information

The data gathered for the report is to inform the hospital community about the health status of the county and city residents; to identify gaps in services; and to assist in developing

programs and services that guide decision making in regards to the health needs of our community.

St. Rose Hospital has been faithful in its mission of providing access to health care to our community. Many of the critical issues identified by the CNA are issues that St. Rose Hospital has already identified and addressed:

Mental Health Services

St. Rose Hospital is not licensed for primary inpatient mental health services. We do work closely with John George Pavilion in San Leandro (part of the Alameda County Health System), and Morton Bakar Center (a geriatric/psychiatric facility) located in Hayward.

Mental Health counseling for children at the Silva Pediatric is funded through a grant funded by the Vesper Society.

Language /Culturally-Appropriate Services/Access

St. Rose Hospital is cognizant of providing access to our non-English speaking community for health care services. Because the hospital's service area contains a high concentration of Spanish-speaking families, many of our employees speak Spanish and a variety of other languages, such as Chinese, Tagalog and American Sign Language in order to meet the growing needs of our diverse community. St. Rose also utilizes the AT&T Language Interpreter Service.

The St. Rose Hospital Silva Pediatric Clinic is located in one of the most diverse Hayward neighborhoods known as the Harder/Tennyson neighborhood. The primary languages spoken in this neighborhood are English and Spanish. Based on this information, the staff of the Silva Pediatric Clinic is fluent in both languages.

Health Education

Health education plays an important role in the overall health and well being of our community. St. Rose is very active in providing education that reaches all ages in our community from prenatal education to senior aging issues.

Drug/Alcohol Abuse

St. Rose Hospital is not licensed to provide drug and alcohol treatment programs. We work with many agencies that provide these services and refer people seeking assistance for drug or alcohol abuse to the appropriate facility. Conference rooms are made available at no charge to community support groups such as Alcoholics Anonymous and Nicotine Anonymous, to provide our community with resources that are easily accessible to those seeking peer support.

Insurance/Health Coverage/Access to Healthcare

Obtaining Health Insurance and providing access to healthcare is a priority to St. Rose Hospital. St. Rose has been very active in providing outreach efforts to our uninsured population by caring for the uninsured through our charity program. We have hired three

full-time Financial Counselors to provide health insurance assistance and screening for our inpatients as well as patients seen in our Emergency Room. The hospital also hosts an on-site Medi-Cal Assistor to assist our patients and community with applying for Medi-Cal. Staff at the Silva Pediatric Clinic work in collaboration with the Family Resource Center to assist patients in obtaining Medi-Cal and other low income insurance options.

Children's Health

The Silva Pediatric Clinic is an example of how St. Rose actively seeks solutions to address the issue of children's healthcare access.

The shortage of pediatric dental services was the number one deficit in care that our clinicians found at the Silva Pediatric Clinic. St. Rose expanded the services of the Silva Pediatric Clinic to include dental services for the area's uninsured children.

Intra-County Disparities

St. Rose Hospital plays an active role in minimizing local disparities by serving as a bridge between our community and others. The Hospital President serves on the Board of Governors of the local managed Medi-Cal initiative. Hospital staff from many departments within St. Rose serve on committees and advisory boards to make sure that the local community's needs have a voice in county health planning.

Cardiovascular and Pulmonary Health Issues

In today's spectrum of cardiology and radiology services, the ability to perform interventional laboratory procedures is essential. After conducting an assessment of the health of our community, it was discovered that there were no health care facilities in our geographic region that had the capability to perform emergency angioplasty to treat heart attacks. To meet the needs of our community St. Rose Hospital expanded our Cardiovascular and Diagnostic Imaging Services. This upgrade in technology has had a direct impact in the quality care St. Rose Hospital is able to provide to the community.

Alameda County Emergency Medical Services designated St. Rose Hospital as a "Stemi Receiving Center". Since this designation in 2004 we have performed over 800 emergent angioplasties and have maintained a door to balloon time close to 73 minutes, complying with the ACC's recommendation of 90 minutes or less. Not only are we exceeding the recommendations of ACC but provide a team effort with highly qualified cardiologists, cath lab staff, ICU staff to best reestablish blood flow to the heart muscle in a timely and safe manner.

Elective Percutaneous Coronary Intervention Pilot Program

To ensure that there are no gaps in Cardiology Services and new programs are developed, St. Rose Hospital sought and was chosen by the state of California to participate in the Elective Percutaneous Coronary Intervention (PCI) Pilot Program. This 3 year program provided for by Senate Bill (SB) 891 and the Health and Safety Code Section 1256.01

will allow the State of California to study the safety of elective PCI in hospitals without cardiovascular surgical services. The program began in June 2010 and will last through August 2013.

An average of 1,250 procedures are performed yearly in the Cardiovascular lab and continues to expand . There were 49 Elective PCI's performed under the new Elective Percutaneous Coronary Intervention Pilot Program beginning in June, 2010.

Summary

St. Rose Hospital is dedicated to be an active participant in the provision of health care services in our community as evidenced by our involvement in meeting these critical issues identified by the CNA. Our goal is to continue to meet these needs through direct service and community collaboration.

Community Benefit Plan Update

The plan that was submitted for fiscal year 2009-2010 listed four goals with supporting objectives. Our progress on these goals are discussed on the following pages:

I. Affordable & Accessible Primary Health Care

1. The Angelina Fontes Silva Pediatric Clinic

Since first opening its doors in August 1995, the Silva Pediatric Clinic has significantly increased its capacity from 3,499 visits in 1995 to 10,139 in FY 10/11. The Clinic is located at Eden Youth & Family Services in the Harder/Tennyson neighborhood of Hayward and was opened in conjunction with the Hayward Rotary Club.

Through an agreement with Children’s Hospital and Research Center in Oakland, physicians from the Pediatric Medical Multi-Specialty Group began providing full pediatric clinical coverage. The clinic also employs nurse practitioners, nurses, medical assistants, and front office support staff. Alameda County Public Health provides Maternal and Child Health Services and also has an office at the Silva Pediatric Clinic. With a generous grant from the Hayward Rotary Club, the Silva Clinic was completely remodeled and new equipment was provided to enhance patient care.

The Silva Pediatric Clinic offers mental health counseling from 4 Mental Health Therapists, 4 days per week provided by generous funding from the Vesper Society. In FY 10/11 there were 684 mental health visits and 143 patients seen from the Silva Clinic and Hayward community schools.

The Silva Pediatric Clinic Parents Preventing Childhood Obesity Program(PPCO) is a pilot obesity program started with the funding provided by Kaiser Permanente Community Benefits Program. Designed to prevent and control childhood obesity, the PPCO program selected high risk children based on the BMI and family history of co-morbidities associated with obesity. By educating parents and working with them directly in the earliest stages of child development, the PPCO program played a critical role in setting the foundation for families to adopt a life-long commitment to staying healthy. There were 46 patients who participated and at the end of the program year, over half had stabilized or decreased their body mass index (BMI). Also, the participants reported a 20% increase in fruits/vegetable consumption.

In FY 10/11 the Silva Pediatric Clinic gave a total of 1, 798 flu vaccines to pediatric patients at the clinic.

MEDICAL VISITS	FY 10/11
Total Number of Visits	10,139
Medi-Cal Visits / Healthy Families	9,697
No Insurance (Self-Pay)	271

To address the lack of local dentists that accept Medi-Cal and the long waits for dental appointments in Alameda County for low-income children, the Silva Pediatric Clinic expanded its services to include dental care. Funding from the Eden Township Healthcare

District and other generous granters allowed expansion of service hours at the dental clinic.

DENTAL VISITS	FY 10/11
Total Number of Visits	4,888
Denti-Cal Visits / Healthy Families / Alameda Alliance	3,778
No Insurance (Self-Pay)	337

2. St. Rose Hospital Community Care-A-Van

The 40- foot Community Care-A-Van is an innovative way to deliver affordable, quality school-linked healthcare to the children in the community who may not have access to services such as screenings, immunizations and primary medical care.

Working with the Hayward Unified School District, the mobile clinic provides on-site health services to 6 schools that were identified with the greatest need of supportive healthcare services. The mobile clinic visits each site at various times and operates three days a week.

CARE-A-VAN MEDICAL VISITS	FY 10/11
Total Number of Visits	457
All forms of Medi-cal/Healthy Families	417
PPO	2
No Insurance (Self-Pay)	7

3. Integrated Nurse Leadership Program

St. Rose Hospital was selected to participate in an innovative, patient safety initiative, Integrated Nurse Leadership Program (INLP). Members of the INLP team began their work in 2006, under a grant project funded by the Gordon and Betty Moore Foundation and facilitated through UCSF Center for Professionals. Along with several other Bay Area hospitals, St. Rose Hospital completed a two-year medication safety program and are currently involved in the second initiative to decrease mortality in sepsis patients also funded by the Gordon and Betty Moore Foundation.

4. St. Rose Hospital Women’s Imaging Center

The Women’s Imaging Center with state-of the-art technology is dedicated to assuring that women have access to high quality, early detection, screening mammography,

sonography, and needle breast biopsy. In addition to the digital mammography system the center offers bone mineral density testing and diagnostic ultrasound. The Women's Imaging Center is a component of the hospital's Diagnostic Imaging Service and is located on the hospital campus in the Medical Arts Building.

As part of our desire to provide preventive health services to the uninsured and underinsured, St. Rose has been working in partnership with the California Breast and Cervical Cancer Control Detection Program (BCCDP) and the Family Pact Program to provide high quality, low-cost breast cancer screening and follow-up services. The Cancer Detection Program targets minority women, forty years of age and older who are low-income, underserved and/or underinsured. Family Pact has no age restrictions and also targets the underserved and/or underinsured.

In FY10/11, the Women's Imaging Center and St. Rose Hospital Diagnostic Imaging Department provided 377 women with diagnostic breast screenings under the Cancer Detection Programs and Family Pact. The total of mammograms at the Women's Center and Diagnostic Imaging Department was 3,193. Also, there were 394 Bone Mineral Density tests.

5. The Women's Center at St. Rose Hospital

With a need to expand accessible and affordable women's health care services in the community St. Rose Hospital and Dephi Healthcare Partners, Inc. opened The Women's Center at St. Rose Hospital in May 2010. The Center is staffed with 7 board certified physicians providing 24/7 in house coverage for the Family Birthing Center and a nurse practitioner. The Center accepts most forms of insurance including Med-Cal. Since opening the center more than 1,000 patients that have Medi-cal or other public health insurance for low income individuals have been treated.

6. Access to Health Care for the Underprivileged/Charity Care Policy

St. Rose Hospital is a major provider of care for the Medi-Cal population; collectively referred to as the underinsured. Fifty-one percent of the patients admitted to St. Rose Hospital during FY 2011 were underinsured, comprising 44% who had Medi-Cal and 7% who were uninsured. Additionally, the hospital provided over 24,000 Emergency Room visits to underinsured patients. The cost to provide care to Medi-Cal beneficiaries greatly exceeds the reimbursement.

The St. Rose Hospital Foundation assists in providing funds to support hospital services and patient care. The Patient Assistance Fund is an annual appeal dedicated to providing direct support to patients and families who have no insurance or means to pay for medications, equipment and supplies when they are discharged from the hospital. In FY 10/11 over \$38,845 was raised to assist those patients who did not have the means to pay for important treatments and medications as they are discharged to home.

One measure of St. Rose's commitment to providing access to all is seen in the provision of charity care. The Charity/Indigent Policy (*Appendix E*) defines how the hospital addresses charity care.

II. Access to Health Education and Preventive Services

1. Community Education

St. Rose Hospital delivers community based health and wellness programs focusing on Healthy People 2020 indicators. Education programs are developed annually based on HP 2020 and Community Needs Assessments.

	Total Number of Classes/Events	Total Number of Participants
Community Classes	2	109
Support Group Meetings	335	3,350
Health Fairs	3	2,400
Blood Pressure Clinics	10	250
Lamaze	24	100
Individualized Diabetic Education	2	15
Breastfeeding	12	66
Newborn	3	13
Sibling	4	5
Bariatric	2	22
Total	397	6,330

Community Classes and Support Groups

We continue to provide many health maintenance programs including Lamaze, Infant Massage, Breastfeeding Basics, Physician Lecture Series, and Parenting Classes. As in the past we hosted a Heart Health class in February which was attended by 79 community members.

We offer free Lamaze classes to those delivering at St. Rose free-of-charge with great success. Eight classes were held with a total of 108 couples in attendance of which 98% delivered at St. Rose.

The education department also continues to host support groups such as Nicotine Anonymous (NA), Alcohol Anonymous (AA), Mommy and Me, Grief Support Group, Co-Dependents Support Group, Overeater Anonymous, HOW,UFANDA(Diabetic Support Group) Caregivers Support Group, Myasthenia Gravis Support Group, and Look Good Feel Better (Cancer Support Group). Also offered are Acupressure and Relaxation Classes, Quarterly Nutrition Classes and Monthly Blood Pressure Clinics.

Community Health Fair and Wellness Programs

The Health Fair held during tent week was very successful with 90 vendors participating and over 1,300 attendees. St. Rose staff and physicians donated over 250 volunteer hours. A wide variety of health and wellness screenings were available including:

- 530 free flu vaccines
- 200 blood glucose and cholesterol screenings were provided free of charge
- 200 free oral cancer screenings
- 50 Helmets /Helmet Safety Program
- Fire Safety and Drug Prevention Programs
- 215 Blood Pressure Screenings

There were 23 employees who volunteered their time and skill at the Health Fair. Partnerships like these provide health screening for members of our community who may not have the means to pay for preventive services. *A more detailed report of St. Rose Hospital's involvement in community activities can be found in Appendix F.*

Monthly blood pressure clinics are held in the lobby the last Friday of each month and free of charge to the community with 250 people screened.

Individualized diabetes classes are scheduled free-of-charge to patients after discharge to, instruct on glucose monitoring, diet options, and other diabetic wellness issues. During this past year we have instructed 30 patients about diet and use of home glucometers.

2. Health Career Programs Community Classroom Training Projects

St. Rose Hospital continues to seek new and innovative ways to meet the nursing/healthcare shortage and create employment opportunities.

We have collaborated on several programs to train and recruit into healthcare fields:

A. RN Residency Program

In collaboration with CSUEB and the California Institute for Nursing and Health Care, the Education and Training Department has actively participated in the RN Residency program which assists in helping newly licensed RN's to get advance training and opportunity for possible hire.

B. Bay Area Collaborate Nurse Recruitment Program

We remain active in the Bay Area Collaborate Nurse Recruitment Program to increase enrollment in nursing programs at the local college level by offering additional clinical sites and serving on advisory committees for Chabot College, Ohlone College, Cal State East Bay, and Samuel Merritt School of Nursing.

Our proven leadership methods introduce public health and community building principles that encourage students to meet their achievement goals beginning in high school. Our students become involved in community events throughout the county that promote healthy lifestyles and positive social change (e.g., community health fairs, food drives, holiday events for the children, summer camps and fundraising events).

C. Additional Student Training Programs

Additional ongoing career enhancement programs are offered in collaboration with colleges and educational institutions such as CSEB, Ohlone, Chabot, Samuel Merritt, Fresno State, and Fast Response. In 2011 188 students received 19,144 hours of hands-on clinical training at St Rose Hospital. The following grid reflects the type of students, length of rotation, and school affiliation.

Student Type	# of Students	Clinical Hours
Bay Area Medical Academy	1	40
Carrington College	5	720
Chabot College Nursing Students	119	4,893
City College of San Francisco	2	288
Cornerstone College	2	400
CSEB (Residency Nurses)	7	2,184
Heald College	1	132
Institute of Medical Education	3	1,800
Kaplan	1	200
Merritt College	2	1,612
Midwestern University	1	160
Mission Valley ROP	1	120
National College of Technical Institution	1	160
Ohlone College	18	2,385
Samuel Merritt University	7	704
San Joaquin Valley College	4	878
Toro University	10	2,140
UC San Diego	1	4
University of Southern California	1	384

3. Health Insurance Outreach

Providing opportunities for obtaining health insurance and access to healthcare is a priority to St. Rose Hospital. The hospital has increased the number of our Financial Counselors to include 3 employees. The Financial Counselors provided screening and evaluations for patients with no insurance and also assess their eligibility for Medi-Cal or other insurance programs geared at underinsured individuals and families. One counselor is dedicated to assisting our inpatients and the other two counselors work in the ER to assist those patients who are cared for in that department. In the Emergency Room the St. Rose Hospital Financial Counselor assisted 1,876 patients below poverty level. The inpatient counselors helped 769 patients all of which were screened and 359 were approved for (CMSP) County Approved Medical Services.

The counselors also provided our patients insurance information and appointments with our OSME (On Site Medi-Cal Enrollment) assistors. The Medi-Cal assistors are at the hospital every other week. In FY10/11 there were 281 patients approved for Medi-Cal and 1,583 approved for charity programs including CMSP (now known as HealthPAC).

The Silva Clinic staff also works to assist families with no insurance to obtain Medi-Cal and other insurance products for underinsured families. Families are referred to the Family Resource Center on the campus of the clinic to have assistance with Medi-Cal insurance applications.

4. The St. Rose Community – Beyond the Four Walls

St. Rose employees serve our community within the hospital, and we also take our involvement beyond the four walls. The hospital encourages employees to volunteer their time and participate in a variety of community activities, including:

- Health Fairs
- Community Festivals
- Community-Based Programs
- School Career Fairs

Women's Health Fair

In observance of Women's Health Month Assemblymember Mary Hayashi, 18th district and St. Rose Hospital co-sponsored the 4th annual Women's Health Fair. This free health fair provided access to important health screening, bone density, body mass index, blood pressure, hearing, vision and more. Representatives from local agencies such as the American Cancer Society, American Heart Association and American Lung were available to answer questions. A speaker series with prominent local physicians and healthcare providers shared their knowledge and expertise about today's women's health issues. Over 1,000 women attended and 150 people volunteered their services. There were 200 glucose/ cholesterol checks and health professionals from the hospital lead 30 minute demonstrations throughout the event including food and nutrition, back safety and self breast exams.

Community Blood Drives

St. Rose Hospital and the American Red Cross co-sponsored 2 blood drives in FY10/11. More than 78 units of blood were donated by community members and staff at St. Rose Hospital.

Get Fit, Get Healthy

St. Rose Hospital is equally committed to improving the health of the community and our employees. The Get Fit, Get Healthy Program was an innovative way to include the employees and the community in a weight-loss, fitness and education program. The program consisted of a weekly weigh-in, and walks with the physical therapy department.

Phase three of the Get Fit, Get Healthy Program was a success. There were 83 participants, losing a total of 160.2 pounds. Weekly Zumba classes are in full swing with 35 motivated individuals attending each session.

Auxilian Program

In addition to outreach efforts outside of the hospital, St. Rose has a very active Auxilian program wherein community members volunteer to assist our staff with clerical and patient support. In FY10/11, there were a total of 52 active Auxilians that volunteered over 13,535 hours of service.

III. Increase Children's and Youths' Opportunity for a Brighter Future

1. High School / College Programs

The St. Rose Hospital Youth and Adult Student Volunteer program currently has 33 volunteers, 15 youth and 18 adults. They have recorded a total of 2,360 hours of service this fiscal year. There were 1,750 adult volunteer hours and 600 youth volunteer hours. Most of the participants in the program are from local High Schools and Colleges.

The departments, mentoring these students were; Diagnostic Imaging, Emergency Services, Family Birthing Center, Foundation, Health Information Services, Cardiopulmonary Services, Occupational Health Clinic, Purchasing, Silva Pediatric Clinic, and Human Resources.

St. Rose has been a partner in the Transition into Employment Program though Eden Area Regional Occupational Program for many years. This is a community based vocational preparation training program wherein disabled teens are coached and mentored into appropriate career paths. An instructor for EROP supervises the students at St. Rose four days a week during school hours. St. Rose Hospital provided 1,440 hours of training to these students.

SHINE / Students Helping in the Needs of Everyone

This programs main focus is to provide volunteer opportunitis for high school and college students with an interest in pursuing healthcare careers. Each student is asked to make a 9-month commitment working 1-day a week and 1weekend shift a month. The role of the student includes greeting guests, discharging and admitting patients also working in the hospital Gift Shop.

The Shine program started in August of 2010 with 9 students and has grown to a total of 26 students, volunteerting 6,000 hours of service.

The FACES for the Future Program

The St. Rose Hospital (FACES) is a 2-year internship program for high school students in the 11th and 12th grades. Through classroom training, hands-on experience at the Hospital and the Silva Pediatric Clinic, tutoring, mentoring, college preparation and psychosocial support, FACES inspires students to complete demanding academic courses, assist them in applying for higher education and equip them with the interpersonal skills and confidence needed for success. FACES reaches out to 20-30 Eden Area Regional

Occupational Program (EAROP) students who live in low-income and ethnically diverse areas in Southern Alameda County. Our focused population are socio-economically disadvantaged students who are at risk of dropping out of high school. Many are living a life of unemployment, under-employment, and/or welfare that need support and motivation to stay in school and go on to college to pursue healthcare professions.

Our proven leadership methods introduce public health and community building principles that encourage students to meet their achievement goals beginning in high school. Our students become involved in community events throughout the county that promote healthy lifestyles and positive social change (e.g., community health fairs, food drives, holiday events for the children, summer camps and fundraising events).

3. Hayward New Start Tattoo Removal Project

The Hayward New Start Program, gives the youth in our community who may be involved in gangs the opportunity for change by removing visible gang and drug related tattoos. This removes a potential visible barrier to gainful employment and lifestyle change. St. Rose Hospital, along with Kaiser Permanente, perform the actual tattoo removal with the program support afforded by Eden Youth Center and the City of Hayward.

There are 29 active and 15 new participants in the Hayward New Start Program. The program requires that participants be enrolled in a course of study to either receive a high school diploma, GED certificate, or job training. They are also required to perform 50 hours of community service. Treatments are only given to those participants who keep up their program requirements.

4. Every Child Counts Program

Every Child Counts (ECC) funded by revenue from the 1998 Proposition 10 tobacco tax, works to ensure that every child reaches his or her development potential. Every Child Counts focuses on children and families from prenatal to age five years.

The Silva Pediatric Clinic partners with Every Child Counts as a host for the “SART Program” (Screening, Assessment, Referral and Treatment). This program was established to implement a family centered, coordinated accessible system of community support, prevention, and treatment that meets the developmental and behavioral needs of Alameda County children 0-5 years of age.

IV. Community Collaboration & St. Rose's Commitment

St. Rose Hospital's constant presence assures our community of our commitment to the provision of quality health services. St. Rose actively works with government and community agencies and organizations to ensure that local health needs are addressed.

1. Latino Business Roundtable

One such example is the Latino Business Roundtable which was developed to support the large Latino population of Hayward. St. Rose Hospital, Hayward Chamber of Commerce and Bay Valley Medical Group work collaboratively with the Latino Business Roundtable to assist the Latino Business Community who would like help with their existing business or are interested in starting a business of their own.

Monthly meetings are hosted at St. Rose Hospital with guest speakers and resources such as:

- Access to business networking
- Representation at all levels of government
- Economic development through business promotion
- Information on Hayward demographics
- Solutions to community challenges
- Access to healthcare and educational opportunities.

2. Immunization Clinics

We have worked closely with Alameda County Public Health and the Hayward Unified School District to make certain the children of our community have access to immunizations. Working together, Hayward Unified School District, Alameda County Public Health and St. Rose Hospital, provide free immunizations clinics to the children of Hayward to ensure that children meet their immunization requirements in a timely manner.

3. The Hayward Day Labor Center

The Hayward Day Labor Center was developed and partially funded by the City of Hayward. The center provides a safe place for skilled laborers and residents to transact a business agreement in a professional environment. There more than 400 individuals working out of the Center who are highly qualified for all types of work.

The St. Rose Hospital Occupational Health Clinic implemented a program to assist The Day Labor work force by offering healthcare services free of charge to the uninsured, predominately migrant workers at the Center who receive minor injuries, while on the job.

St. Rose Hospital places value in our youth as our future leaders. This is evident in our active involvement with many of Hayward's high schools such as Tennyson and Mt. Eden High Schools. Many of our employees volunteer their time and talent when they participate in the school's Career Days. Employees share information about their careers and the opportunities that await the students should they choose a career in healthcare.

These are just a few highlights of our efforts to reach out into our community through our working relationship with other organizations. (*Appendix D is a reflection of the magnitude of our involvement and our concern for a healthy tomorrow.*)

Goals & Objectives for Fiscal Year 2011/2012

I. Affordable & Accessible Primary Health Care

1. The Silva Pediatric Clinic

The Silva Pediatric Clinic will remain the focal point for affordable access for the residents of the Harder/Tennyson neighborhood and for those in Hayward without health insurance. However, we are making every effort to offer access to no-cost and low-cost health coverage through our Health Families Application Assistant located at the clinic. With a goal of 12,000 visits for pediatric medical care and 5,000 visits for dental care, the clinic remains committed to answering the needs of our community.

St. Rose Hospital Community Care-A-Van is operated and staffed by the Silva Pediatric Clinic. The provision of continued access to health care for children who have the greatest need for these services remains the primary goal of the Community Care-A-Van. In FY11/12 the Care-A-Van will be on site at the schools to ensure health screenings, immunizations and primary care are available. The Care-A-Van will also participate in events in Hayward and the surrounding communities.

Efforts to add new services at the Silva Clinic will assist the residents of our community. The Reach Out and Read Program is available at the Silva Pediatric Clinic. As one of California's sites promoting literacy, children from six months of age to five years are given books at each well-child visit.

Patients receive mental health services at the Silva Pediatric Clinic for a number of reasons: issues of migration, depression, anger management, crisis intervention, anxiety and academic under-achievement and problems associated with school. We anticipate more referrals from the Community Day School at Silva Clinic for adolescent mental health services. The Silva Pediatric Clinic will continue to offer new mental health services through funding from the Vesper Society.

Funding from the Kaiser Permanente Community Benefit Grant program made it possible to start the Healthy Eating program to educate parents about practices in and outside the home that can lead to successful prevention and control of childhood obesity. The outcomes of the Silva Clinic's Parents Preventing Childhood Obesity Program was far reaching and with lasting impact.

As we move forward it's important to keep focused on our many outreach services including improving the immunization rate in the Hayward schools. St. Rose Hospital will work with Hayward Unified School District and Alameda County Public Health in providing free immunization clinics to Hayward students. It is our goal to make sure immunization are available to students during FY 11/12. The plan is to offer flu shots for pediatric patients and their families; accomplished by hosting flu shot clinics in FY 11/12. We will also be working with The Kids' Breakfast Club, an organization that provides free breakfasts to low-income children during school vacations.

2. St. Rose Hospital Women's Imaging Center

The Women's Imaging Center offers digital mammography, bone mineral density testing and ultrasound. It is important that women who may never otherwise receive the necessary screening that is crucial to detect breast cancer in the early stages have these services available.

It is our goal to make sure the appropriate patients have access to services through the Family Pact/Cancer Detection Program and Medi-Cal programs, and also to assist uninsured and underinsured women in the community.

3. The Women's Center at St. Rose Hospital

The Women's Center had a very successful year and the goal is to continue offering comprehensive women's services and to increase our patient volume to 1,500 women. It's critical that we offer this service to women with all types of insurance including Med-Cal and presumptive Medi-Cal to ensure quality health care is available all women.

4. Improving Access to Specialized Health Services

The Education and Training Department, in collaboration with Human Resources and outside educational facilities, will continue to evaluate, develop, and implement new training programs to fill vacant healthcare positions. Through this ongoing evaluation process we help meet the demands of an ever-changing healthcare field to better serve our community.

5. Integrated Nurse Leadership Program (INLP)

Through funding from the Gordon and Betty Moore Foundation the Sepsis initiative has decrease mortality in sepsis patients by 15% meeting last years goal. The project has provided an opportunity to revise the Speis Protocol orders, implement screeing of all patients in the ED, ICU and Medical Surgical units as well as involve the nurses in the process. In an on-going effort to sustain these results, and education and training plan has been implemented for new nurses, and it is included in annual competency days. With increased secreeing and timely delivery of care in ER, ICU and in-patient units, we will continue to reduce Sepsis mortality and length of stay by additional 5% next fiscal year.

6. Cardiovascular and Pulmonary Health Services

The Cardio-Vascular Lab "Stemi Receiving Center" met and exceeded expectations for FY10/11. More than 1,000 procedures were performed in the lab. "Door to Balloon time" for angioplasty is significantly lower than The American College of Cardiology recommended time of 90-120 minutes at 70 minutes; one of the lowest treatment times in the county.

In FY11/12 Cardio-Vascular Lab average "Door to Balloon Time" will continue to decrease, the patient volume will increase by 10 per month and the new Percutaneous Coronary Intervention (PCI) program will see 50 elective procedures and publish results and recommendations on the PCI Program to the California Legislature.

7. Ambassador Committee

The Ambassador Committee is comprised of respected community members who represent a broad base of organizations and affiliations within the service area of St. Rose Hospital. The role of the Ambassador is to serve as a communication link between a particular community group and the hospital and to assist in raising funds for the hospital. Future efforts will be to have open forums with senior communities to inform them of healthcare resources in Hayward and surrounding communities.

II. Access to Health Education & Preventive Services

St. Rose Hospital remains committed to providing health education and preventive services in our community. We plan on continuing to fulfill that commitment by offering a wide variety of health related educational programs based on feedback from community members.

Our goals over the next year include:

Increase the number of classes offered in multiple languages through community partnerships. Further develop our community resource library with materials offered in multiple languages so all members of the community and staff can have access to educational materials. Continue our annual Health Fair events. Promote services through our marketing department and community based partnerships. Provide opportunities for educational experiences in the workplace setting to students through collaborative relationships and grant funding.

III. Increase Children's and Youths' Opportunity for a Brighter Future

1. St. Rose Youth Volunteer/ SHINE Programs

St. Rose Youth Volunteer Program, Shine Program, and Transition Into Employment Program are successful programs dedicated to improving and shaping the lives of the next generation. In the FY11/12, we would like to increase our total number of youth volunteer hours to 8,000. It is also our objective to expose these future leaders to different career opportunities in the medical field, as well as give them critical experience to successfully transition into the workplace setting.

2. Hayward New Start Tattoo Removal Project

For many ex-gang members or people trying to begin anew, the Hayward New Start Tattoo Removal Project gives them the ability to achieve that goal. With the continued efforts by St. Rose Hospital, Kaiser Permanente, the City of Hayward and the Eden Youth & Family Services, it is our goal to have an average of five new participants in the program each year and to continue ongoing treatment and completion of treatment to the 29 participants enrolled in the program.

3. FACES For the Future

Through funding from the City of Hayward, California Endowment, Hayward Rotary Club, State Street and Cal-Grip FACES will continue to meet the Four Key Elements of the program: Health Careers Exploration, Academic Enrichment, Wellness Support and Youth Leadership Development.

FACES will expand its growth and Partnership opportunities by providing additional entry points for recruitment as well as work with school-based clinics and other hospitals to provide diverse internship sites for students.

This addition to service will provide avenues for a wide range of learning opportunities while preparing students for higher education. FACES will also strengthen partnerships with local high schools and colleges in a collaborative effort to provide college preparation, tutoring and mentorship programs.

It is the goal of FACES at St. Rose to continue participation efforts with Puente, Chabot, CSUEB, Mentoring in Medicine, Hayward Adult School and other public health entities to ensure students are prepared for college.

IV. Community Collaboration

St. Rose Hospital will continue to participate with Alameda County Public Health Department and other Hayward community-based organizations such as the South Hayward Neighborhood Collaborative to address the health needs of the Harder/Tennyson neighborhood.

Alameda County Public Health has designated this area for specific outreach activities that were determined by the following resources— public health nurse, social worker, outreach worker, and an analyst – that worked in the neighborhood and with those in the community to identify health needs. Alameda County’s resources mentioned above published an in-depth evaluation of the needs of South Hayward and indicators for Service. The goal in the next year will be to continue the partnership and serve the needs addressed by the Evaluation of the South Hayward and the Community Needs Assessment.

V. Summary

St. Rose Hospital’s Mission of service to our community continues to be enhanced by the community benefit planning process.

Our mission to provide quality health care to our community with respect, compassion, and professionalism is our priority. This begins with the deep commitment of our board of Trustees and Foundation Board and is strengthened by partnerships with our skilled physicians, valued employees and volunteers. It also includes close collaborations with community groups and collective work with public officials and leaders. We will continue to reach out beyond the hospital’s campus and work within the neighborhoods to help improve the overall health status. *Appendix G* provides an overview of these goals, objectives and measures of success.

It is our goal for the upcoming year to further expand the community's awareness of our effects by distributing the results of our Community Benefit Plan to our city and county officials, health associations, and other public forums. Despite the uncertain times in the healthcare industry, St. Rose Hospital continues to serve our entire community. We understand that value is not just a summation of the material assets, but rather the richness of service that actively engages the hospital with the community.

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- Appendix A: Hospital Board of Trustees, October 2011
- Appendix B: St. Rose Hospital Foundation, Board of Directors, 2011
- Appendix C: Nonquantifiable Benefits
- Appendix D: Charity Care Policy/Uncompensated Costs
- Appendix E: Community Benefit Activity – Unreimbursed Costs
- Appendix F: Goals and Objectives

Appendix A

Hospital Board of Trustees, October 2011

Hayward Sisters Hospital, (A California nonprofit corporation dba St. Rose Hospital)
27200 Calaroga Avenue, Hayward, CA 94545-4383, 510-264-4000

Officers

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Gary Smith, Vice Chair

Michael P. Mahoney, President & CEO

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 Alan McIntosh, Vice Chair
 David R. Elkins, Immediate Past Chair
 Catherine E. Carlson
 James P. Hanson
 Brian Schott

Pamela A. Russo, RN, Executive Director
 Michael P. Mahoney, St. Rose Hospital President & CEO

Foundation Board of Directors

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Julie Greer	Joel Thornley
Christine Hernandez	Annette Warren
Ronald F. Ivaldi	Robin Wilma
Sydney Kohara	Sr. Antoinette Yelek, CSJ
Margaret "Peggy" Lepore	Bing Young, MD

Appendix C

Nonquantifiable Benefits

St. Rose Hospital works collaboratively with a wide variety of community organizations to ensure that issues about the health and welfare of our residents are being addressed.

Alameda Alliance for Health	Alameda County Office of Education
Alameda County Public Health	Alzheimer's Services of the East Bay
American Cancer Society	American Red Cross
Bay Valley Medical Group	California Transplant Donor Network
Chabot College	City of Hayward
Congregations Organized for Renewal	Eden Area Jobs for Youth
Eden ROP	Eden Township Healthcare District
Eden Youth and Family Center	Emergency Shelter Program
FESCO	Fremont Bank Foundation
Glad Tidings Health Ministry	Gordon and Betty Moore Foundation
Hayward Adult School	Hayward Chamber of Commerce
Hayward Coalition for Youth	Hayward Coalition for Youth Steering/Policy Committee
Hayward High School	Hayward Police and Fire Department
Hayward Tattoo Removal Program (Hayward New Start)	Hayward Unified School District
Health Insurance Counseling and Advocacy Program (HICAP)	Healthy Families – Alameda Alliance for Health
Healthy Families – Alameda County	Immunization Partnership of Alameda County (IPAC)
Intero Foundation	Kaiser Foundation Health Plan
Knights of Malta	Morton Bakar Center
New Haven Unified School District	Ohlone College
Rotary Club of Hayward	So. Hayward Economic Development Coalition
South Hayward Healthy Start Neighborhood Collaborative	South Hayward Neighborhood Collaborative
Spectrum Community Services	Tennyson High School Advisory Board
Tiburcio-Vasquez Clinic	The California Endowment
The Kid's Breakfast Club, Inc	Union City Police and Fire Department
Vesper Society	The Hayward Day Labor Center

Both the California Department of Health Services and California Medical Assistance Commission have categorized St. Rose Hospital as a “disproportionate share hospital” per the criteria established for Senate Bill 855 (SB855) and SB1255 programs. The criteria are fundamentally based upon serving a disproportionately large volume of low income patients and must also meet other Federal criteria.

During 2011, 51% of the patients admitted to St. Rose Hospital were underinsured including 44% Medi-Cal eligible and 7% uninsured. Over 15,000 underinsured children were treated at the hospital's pediatric clinic and 24,000 underinsured patients were served in the hospital's emergency room. St. Rose Hospital is the only disproportionate share hospital in Central and Southern Alameda County. None of the aforementioned services includes the large number of Medicare patients who have also low-incomes.

In addition, the hospital provides many programs and services at nominal or no charge, which are designed to benefit the broader community. These programs and services include health and well-being education, medications and medical supplies, a short-stay OB program, and an education reimbursement program. The hospital also operates a 24-hour physician-staffed emergency program. The costs for these services are included in operating expenses in the consolidated statements of operations and changes in net assets.

The hospital maintains records to identify and monitor the level of charity care it provides the community. These records include the amount of charges foregone for services furnished under its charity care policy. The following information measures the level of charity care provided and uncompensated cost by program during the years ended September 30, 2011 and 2010 excluding supplemental funding*.

	2010	2011
Uncompensated cost of charity care	\$7,760,000	8,218,325
Uncompensated cost of Medi-Cal services*	\$20,271,000	20,200,303
Uncompensated cost of Medicare services**	\$8,896,000	8,619,233

* During the year, SRH received supplemental funding from the State and County.

**Supplemental funding includes: County Funding, IGT matching, CMAC funding, SB855 funding

Appendix D

St. Rose Hospital, Charity Care and Self Pay Discounts

1. Purpose

To establish and promulgate the policies and procedures related to the administration of Charity Care and self-pay discounts by St. Rose Hospital.

2. Definitions

2.1 “*Charity Care*” means inpatient and outpatient medical treatment and diagnostic services for uninsured or underinsured patients who cannot afford to pay for the care according to established hospital guidelines. Charity Care does not include bad debt or contractual allowances from government programs and insurances, but may include government and insurance co-payments or deductibles, or both.

2.2 “*Bad Debt*” is defined as expenses resulting from treatment for services provided to a patient and/or guarantor who, having the requisite financial resources to pay for health care services, has demonstrated by his/her actions an unwillingness to comply with the contractual arrangements to resolve a bill or satisfy their outstanding obligations.

2.3 “*Contractual Allowance*” is defined as the difference between the level of payment established under a contractual agreement and the patient’s billable charges. For the purpose of this policy for uninsured or underinsured patients, shortfalls as defined by the difference between payments and charges will be treated as charity services.

3. Policy

3.1 Non-Discrimination

This hospital shall render services to all members of the community who are in need of urgent or emergent medical care regardless of the ability of the patient to pay for such services. The determination of full or partial Charity Care will be based on the patient’s ability to pay and will not be abridged on the basis of age, sex, race, creed, disability, sexual orientation or national origin.

3.2 Determination of Eligibility

This hospital shall strive to determine Charity Care eligibility before providing services, if possible. If complete information on the patient’s insurance or financial situation is unavailable at the time of service, or if the patient’s financial condition changes, the designation of Charity Care may be made after rendering services. All efforts will be made to establish whether the patient is eligible for Charity Care before leaving the hospital.

3.3 Confidentiality

The need for Charity Care may be a sensitive and deeply personal issue for recipients. Confidentiality of information and preservation of individual dignity shall be maintained for all that seek charitable services. Orientation of staff and the selection of personnel who will implement this policy and procedure should be guided by these values. No information obtained in the patient’s Charity Care application may be released unless the patient gives express permission for such release.

3.4 Staff Information

All hospital employees in registration, financial counseling, patient accounting, billing, and emergency areas will be fully versed in the hospital's Charity Care policy, have access to the application forms, and be able to direct questions to the appropriate hospital representatives.

3.5 Charity Care Representative

The financial counselor has been designated to coordinate outreach efforts and oversee Charity Care practices. Upon financial counselor's approval, the account write-off is submitted for final approval to the Business Office Supervisor (up to \$4,999), Manager of Business Services (\$5,000 and above) and the Vice President of Finance (\$9,000 and above).

3.6 Physician Participation

The hospital will support physicians with admitting privileges and others who provide services at the hospital to provide a certain level of Charity Care for patients that the practitioner sees on the hospital premises.

3.7 Staff Training

All staff with public and patient contact are trained to understand the basic information related to the hospital's Charity Care policy and procedures and provide patients with printed material explaining the Charity Care Program.

4. Identification Process

4.1 Registration

Patients receiving healthcare services shall be registered in the patient accounting information system. Those patients without insurance will be registered as Self-Pay in accordance with the hospital's applicable policy.

4.2 Identification

The hospital will attempt to identify all cases that qualify as charity care at time of admission. Patients identified as possible charity cases will be referred to a financial counseling representative to assist with the Charity Care application process and/or other financial assistance.

4.3 Retrospective Identification

Retrospective charity care candidates are identified by the business office and referred to a financial counselor.

4.4 Elective Procedures

Patients who desire elective services who are uninsured or have large insurance deductibles must first meet with a financial counselor to discuss financial arrangements. The financial counselor is then responsible for completing the MediCal screening eligibility. The patient may be referred to Alameda County Medical Center (ACMC) otherwise known as County Medical Services Program (CMSP).

Appendix D

St. Rose Hospital, Charity Care and Self Pay Discounts

4.5 Screening

Uninsured patients will first be screened for MediCal and/or other State or local program eligibility using the hospital's designated Screening Worksheet. Qualified registration staff or a financial counseling representative may complete this screening process. Those uninsured individuals who do not qualify for MediCal and/or other State or local financial assistance programs will be eligible for a discount under the hospital's Charity Care/Self Pay Discount Program and should complete a Charity Care/Self Pay Discount application. If unable to contact the patient, the hospital will default to the 500% poverty guidelines at time of first billing to patient.

5. Application Process

5.1 Application

Each patient desiring financial assistance, or wishing to apply for Charity Care, must complete a Charity Care/Self Pay Discount application. A family member under certain circumstances may complete applications. Patients who do not have insurance may qualify for Charity Care based on their monthly or annual income and their family size. Patients having insurance may also be eligible for Charity Care for the portion of their bill that is not covered by insurance, including deductibles, coinsurance, and non-covered services.

5.2 Application Assistance

The hospital's financial counseling team will provide application assistance to patients. Translation services and assistance will be offered to all patients.

5.3 Requests for Information

The hospital shall send anyone who requests information on the hospital's Charity Care Program a letter and application form. Charity Care requests may be proposed by sources other than the patient, such as the patient's physician, family members, community or religious groups, social service organizations, or hospital personnel; however, the patient shall be informed of such a request.

5.4 Timing

All attempts will be made by the hospital to have the patient fill out a Charity Care / Self Pay Discount application at the time services are rendered. The application process may also be handled retroactively for those instances that the patient was unable to complete the application at the time of service or discharge.

5.5 Charity Care Likelihood

If there is reason to believe that the patient is eligible for charity care (i.e., the patient is unemployed and/or homeless or lives in a shelter) the patient's record may be considered for Charity Care.

6. Application Review Process

6.1 Eligibility Criteria

6.1.1 Charity Care Review

Upon review of the patient's financial and employment situation as completed in the Charity Care application, the financial counselor will determine whether the patient qualifies for Charity Care.

6.1.2 Charity Care Criterion

To qualify for Charity Care, a patient's monthly or annual income must be at the baseline (or lower) of the Federal Poverty Guidelines; however, uninsured or underinsured patients who exceed this guideline may still be eligible for some type of discount according to a sliding scale established by the hospital. Total assets can be taken into account.

6.1.3 Uninsured Discount Criterion

Prior to sending uninsured patients a copy of their itemized bill, a discount based on the Medicare reimbursement will be applied to their account. The patient will be charged the DRG rate for inpatient services and the APC for outpatient services.

6.1.4 Acceptable Criteria

The following criteria may be used to determine the Eligibility of a patient for charity care:

- Gross income, family size, and employment status

6.1.5 Financial Information

Verification of financial information is needed. The hospital shall request such financial statements and information from the patient. Patients may use a variety of information to substantiate financial circumstances, such as paycheck stubs, W-2 forms, income tax returns, unemployment or disability statements. If those items are unavailable, a signed letter of support from individuals providing for the patient's basic living needs will be accepted.

6.1.6 Expired Patients

Patients who have died and have no documentation of estate are deemed to have no income for the purpose of determining Charity Care eligibility.

6.1.7 Failure to Provide Information for Charity

Failure to provide information necessary to complete a financial assessment may result in a negative determination, but the account may be reconsidered upon receipt of the required information.

6.2 Approval

6.2.1 Approval Process

Once the Charity Care application has been reviewed and approved, the financial counselor will sign-off on the application and forward to the Business Office for appropriate authorization according to the criteria established by the hospital for Charity Care write-offs.

Appendix D

St. Rose Hospital, Charity Care and Self Pay Discounts

6.2.2 Approval Notification

The patient shall be notified in writing within twenty (20) working days after receipt of the Charity Care application and any supporting materials as to whether the patient qualifies for the Charity Care Program.

6.2.3 Continuing Eligibility

If the patient has applied and obtained Charity Care within the last twelve (12) months and the patient's financial circumstances have not changed, the patient shall be deemed eligible for Charity Care without having to submit a new Charity Care application.

6.3 Denial

6.3.1 Denial Notification

If a patient is denied Charity Care, the patient shall be informed within twenty (20) working days of the denial. All reason(s) for denial shall be provided.

7. Alternative Payment Arrangements

7.1 Reduced-Cost Care

Upon denial of a patient's Charity Care application and where the hospital determines that a reduced fee payment is appropriate, the hospital will reduce the charge of the care provided to the patient to current applicable Medicare DRG or APC rate.

7.2 Payment Plan

The patient will be afforded the opportunity to pay that amount not to exceed twelve (12) months, interest free. Patients are not sent to a collection agency until no payment has been made for 90 days.

8. Notification

8.1 Posting

There are posted notices advising of our Charity and Self Pay Discount Policy for financially qualified individuals and self pay patients. They are posted in the Emergency Room, Admissions Office, Outpatient Care Center, Family Birthing Center, Therapy Department, Women's Imaging Center, and the Business Office.

8.2 Patient Notification Inside Hospital

The hospital shall provide patients with oral and written notice of the hospital's Financial Counseling and Charity Care/Self Pay Discount Program. Uninsured patients will be given a Medi-Cal application and a Healthy Families application at time of service in the emergency room and outpatient services. Written information will be contained in the patient information folder received at admission or during in-room visits by the financial counselor.

8.3 Patient Notification with Bill

When billing uninsured patients, notice of the following is included:

- Statement of charges for services rendered
- A request that the patient inform us if they have insurance coverage
- A statement informing patient they may qualify for Medicare, Healthy Families, Medi-Cal or other coverage
- A statement informing patient how to access all applications
- A statement informing patient of Charity & Self Pay Discount Policies & how to apply
- The name and telephone number of hospital employee to obtain information about financial assistance

9. Collection Activity

9.1 Restriction on Referral

Patients are not sent to collections without having an opportunity and adequate time to develop an alternative payment arrangement.

9.2 Equitable Payment Schedule

In all instances, the hospital will make all efforts to work with the patient to determine an equitable payment schedule, interest free, considering the patient's financial and medical circumstances.

9.3 Charity Care Notification

People are not sent to collections before receiving advance notice about the availability of Charity Care and adequate time in which to apply for Charity Care.

9.4 Prohibition on Medical Record Notation

No notations will be made in the patient's medical record regarding financial matters, including whether the patient paid all or part of any medical bill.

10. Record Keeping

10.1 Internal Record Keeping

All completed Charity Care applications will be retained and kept on file for seven (7) years. A copy of the patient's Charity Care application and all correspondence with the patient regarding the Charity Care application, approval, denial and appeal will be maintained in the patient's file.

10.2 Accounting

Charity care shall be recorded using the direct write-off method and shall comply with all accounting regulations by the American Institute for Certified Public Accounting

11. Reporting

11.1 External Reporting

The hospital shall aggregate anonymous information regarding the provision of Charity Care. The hospital shall provide a copy of the hospital's Charity Care Program and report the amount of Charity Care provided in cost and charges in its annual financial statements. The hospital shall file a copy of the hospital's Charity Care Program with all appropriate local and state agencies.

Appendix E

Community Benefit Activity – Unreimbursed Costs FY 10/11

Date	Organization	Donation	In-Kind	Volunteers
2010-2011	Alcohol Anonymous, Nicotine Anonymous, Cancer Support, Grief Support, Latino Business Roundtable	Conference Rm Space (Meetings)	\$60,000	
2010-2011	Integrated Nurse Leadership Program		\$50,000	60 Volunteers 9,600 hours
10/10	Hayward Firefighters Charitable Fund	\$1,250		
10/10	Hayward Chamber' Police Officer Awards	\$1,200		
10/10	Tiburcio Vasquez Health Center Festival for Health	\$500		
12/10	Silva Clinic Christmas Party	\$1,000	\$2,000	20 Volunteers 150 Hours
03/11	Hayward Education Foundation	\$760		
03/11	HERS Breast Cancer Foundation	\$500		
4/11	TPC San Francisco Bay, LLC	\$2,500		
5/11	Hispanic Community Affairs Council	\$250		
5/11	Ohlone College Foundation (Citizen of the Year)	\$750		
6/11	City of Hayward	\$1,000		
6/11	Tiburcio Vasquez Health Center	\$400		
6/11	Pro-Amigos Golf Tournament	\$500		
6/11	Always a Dream Foundation	\$1,700		
6/11	Moreau Catholic High School	\$500		
6/11	Ohlone College Foundation	\$1,800		
6/11	Chabot College Breast Cancer Awareness Campaign	\$165		
7/11	United Seniors of Oakland and Alameda County	\$500		
7/11	Greater Hayward area Recreation & Park Foundation	\$750		
8/11	George Marks Children's House	\$250		
10/11	Hayward Volunteer Dinner	\$1,000		
	Total	\$17,275	\$112,000	80 vol./ 9,750 hours

Appendix E

Community Benefit Activity / Unreimbursed Costs

Community Health Fairs

Date	Event	Attendance	Number of Volunteers	Volunteer Hours	Unreimbursed Expenses
10/10	St. Rose Hospital Health Fair (Vendors)	1,300	90	240	\$14,000
10/10	St. Rose Hospital Health Fair (Staff/Physicians)	1,300	23	180	\$10,000
10/10	Flu Shot Station (Health Fair)	530	10	40	\$11,250
10/10	Screening Stations (Health Fair)	615	20	80	\$2,500
10/10	AAPIO Health Fair (150flu shots)	1,000	2	12	\$2,000
11/10-09/11	Silva Pediatric Flu Shot Clinics	1,798	3	40	14,000
10/10	Tiburcio Vasquez Health Center (150 flu shots)	150	2	10	\$4,000
11/10	Dr. Troung (110 Flu Shots)	110	2	8	\$1,000
04/11	Business Expo	400	2	6	\$2,000
05/11	Silva Pediatric Clinic Hayward Stroll – Helmet Safety	200	5	40	\$5,000
06/11	Fremont Bank Health Fair (2 days)	300	3	48	\$3,000
06/11	Hayward Chamber Street Fair	3,000	2	6	\$1,000
07/11	Hayward Chamber Street Fair	3,000	2	6	\$1,000
08/11	Hayward Chamber Street Fair	3,000	2	6	\$1,000
9/11	St. Clements Church Health Fair (screenings)	2,000	3	24	\$2,000
10/10-09/11	Seasonal Flu Shot Clinics	2,000	18	24	\$20,000
10/10/11	City of Hayward Health Fair (30 Cholesterol Screening)	1,000	3	6	\$1,000
10/10/11	Our Lady of the Rosary Festival (200 flu shots)	1,000	3	6	\$2,000
	Total	22,703	195	782	\$96,750

Appendix E

Community Benefit Activity / Unreimbursed Costs

Community Outreach and Events

Date	Event	Attendance	Number of Volunteers	Volunteer Hours	Unreimbursed Expenses
10/10	Tattoo Removal Day	21	4	4	\$5,000
12/10	Tattoo Removal Day	21	4	4	\$5,000
02/11	Tattoo Removal Day	21	4	4	\$5,000
4/11	Tattoo Removal	21	4	4	\$5,000
6/11	Tattoo Removal	21	4	4	\$5,000
8/11	Tattoo Removal	21	4	4	\$5,000
FY10/11	Patient Assistance Fund	n/a	n/a	n/a	38,845
	Total	126	24	24	\$68,845

Summary

Total Benefit Activity FY10/11

	Attendance	Volunteers	Volunteer Hours
Community Benefit Activity	N/A	80	9,750
Community Health Fairs	22,703	195	782
Community Outreach and Events	126	24	24
Total Community Benefit Activity	22,829	299	10,556

Summary

Total Unreimbursed Cost FY10/11

	\$ Value Volun. Hrs	Monetary Donation	In-Kind	Unreimbursed Expenses	Total
Community Benefit Activity	\$243,750	\$17,275	\$112,000	N/A	\$371,325
Community Health Fairs	\$19,550	N/A	N/A	\$96,750	\$116,300
Community Outreach and Events	\$600	N/A	N/A	\$68,845	\$69,445
Total Community Benefit Activity	\$263,900	\$17,275	\$112,000	\$165,595	\$558,770

Community Benefit Plan, Goals & Objectives FY11/12

Project	Goals/Objectives	Time Frame
Affordable & Accessible Primary Healthcare		
The Silva Pediatric Medical and Dental Clinic	12,000 medical services visits	FY11/12
	5,000 dental services visits	FY11/12
	Free Immunization Clinics	FY11/12
	10 Flu Shot Clinics	FY11/12
	500 medical visits at the Community Care-A-Van	FY11/12
Women's Imaging Center	400 Screenings under BCEDP / Family Pact	FY11/12
	400 Bone Mineral Density Test	FY11/12
Cardiovascular Services	<i>Stemi Receiving Center</i> to increase patient volume by 20 patients per month.	FY11/12
	2,000 Coronary Diagnostic Procedures	FY11/12
	20 Elective PCI Procedures	FY11/12
Access to Health Education & Preventive Services		
Health Education	Continue and add community education classes	FY11/12
	Free Cancer Ed. & Screening	FY11/12
	Participation in Community Events	FY11/12
	Increase participation and attendance at the St. Rose Hospital Health Fair	FY11/12
Healthy Families Program	Ensure that each uninsured family that comes to the Silva Pediatric Clinic, and Emergency Room are given information about affordable health insurance options, such as Health Families, Medical, etc.	FY11/12
Increase Children's & Youth Opportunities for a Brighter Future		
St. Rose Adult & Youth Volunteers	Increase hours and enrollment in the Adult and Student Volunteer Program, Shine and FACES program	FY11/12
	Increase membership and hours Auxiliary	FY11/12
New Start Project/Tattoo Removal	Average 5 new participants per year to enter the program	FY11/12

Appendix F

Community Benefit Plan, Goals & Objectives FY11/12

Community Collaboration / St. Rose Commitment to Community		
Community Vaccination Clinics	2,000 Seasonal Flu Vaccination	FY11/12
Latino Business Roundtable	Supply meeting space/speakers for the Latino Business Roundtable monthly meetings	FY11/12
Healthcare Resources for Low-income Seniors in Hayward	Bring health education classes to low-income senior housing complexes in Hayward	FY11/12
	Coordinate programs and classes that address the healthcare needs of our senior population	FY11/12
Blood Drives	Sponsor 2 additional Blood Drives with 10 more donors	FY11/12
Get Fit, Get Healthy	Kick –off Phase 4	FY11/12
	Add 25 community member or staff to the 5K walk	FY11/12
City of Hayward Day Labor Center	Continue working with the Day Labor Center to ensure that health care is provided for minor on the job injuries to the Day Labor work force	FY11/12
Alameda County Public Health Department & Other Community-Based Organizations	“Healthy Living for Life” Nutrition Program (two classes)	FY11/12
	Every Child Counts Program, increase screening to 350.	FY11/12
	Participate in 5 Pediatric Immunization Clinics	FY11/12