



**MPTF**

**MOTION PICTURE &  
TELEVISION FUND**

# **COMMUNITY BENEFIT REPORT 2012**

**MPTF (Motion Picture & Television Fund)  
Woodland Hills, California**

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## Introduction: Overview

MPTF (Motion Picture & Television Fund) is celebrating 92 years of serving California's entertainment community with high quality health and human services.

In 1921, in the early days of Hollywood, entertainment industry pioneers, including Mary Pickford, Douglas Fairbanks, Charlie Chaplin and D.W. Griffith, founded MPTF as a safety net for the pioneers of moving films. In the first year, 17 grants of assistance totaling \$700 were given to industry members in need. From these fledgling grants, we have grown to care for our own in many ways: with an acute care hospital, health care services, child care, social services, older adult care, long-term care and residential assisted living, as well as retirement services.

MPTF strives to answer the pressing and persistent needs of the entertainment community. Primary care health centers, with embedded social workers, are located in areas where industry members live and work and many maintain extended hours. In January 2006, MPTF started a Disease Management Program for industry members.

Charitable assistance remains at the heart of MPTF's array of community services. Help is available to assist with mortgage payments, rent, car payments, health insurance premiums, caregivers, residential retirement care, childcare, and more. On its Wasserman campus in Woodland Hills, charitable assistance is available to existing, as well as incoming, residents who find themselves without access to sufficient financial resources. In these cases, MPTF not only provides a residential subsidy, but also supports the health care, pharmaceutical, and caregiving needs of its residents.

MPTF's philanthropic efforts are largely supported by members at all levels of the entertainment industry, as well as community and family foundations, and state and federal government grants. In 2003, MPTF received a generous grant from the Cheryl & Haim Saban Family Foundation that supported the construction of a new wellness and therapy center on its campus. The Saban Center for Health and Wellness provides aquatic and land-based therapies for residents on the Wasserman campus as well as for industry members in the community. It opened its doors July 18, 2007. An additional gift, from the actress Jodie Foster, provided a warm water therapy pool. Since the opening of the Saban Center, MPTF has had over 3,000 entertainment industry members come through its doors.

We believe the mission created in 1921 by its founders – to “take care of our own”—is core to the ongoing activities of the current generation of MPTF.

## **MPTF'S PRESIDENT/CEO ROBERT BEITCHER**

Robert Beitcher, has been President/CEO of the Motion Picture & Television Fund (MPTF) since 2010. He has been a senior executive in the entertainment industry for 30 years, having held leadership roles at Lucasfilm, Jim Henson Productions, Paramount Pictures, Technicolor, and Panavision. Beitcher has been an MPTF board member since 2007.

In accepting the appointment, Beitcher said, "I have been in this industry for over 25 years and I love this organization, what it stands for and all that it does for our community. I am absolutely committed to doing everything I can to enhance the Fund's ability to meet the growing need for health care and social services now and in the future, and to continuing the charitable mission of the Fund. With the support of its outstanding staff, the Fund has an exciting opportunity to address the growing needs of our industry members in innovative and progressive ways."

## **MISSION STATEMENT**

### **MPTF (MOTION PICTURE & TELEVISION FUND)**

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Our mission is to create a sense of community among entertainment industry workers and cultivate their philanthropic spirit in support of sustaining a safety net of programs and services for the benefit of fellow industry members in times of need.

## **MPTF COMMUNITY BENEFIT PLAN**

### **A. CONSISTENT WITH MPTF'S MISSION, VISION, AND VALUES, WE WILL CONTINUE TO SERVE CALIFORNIA'S ENTERTAINMENT COMMUNITY WITH CHARITY CARE IN AREAS SUCH AS:**

- Medical care, including the unpaid cost of service to Medi-Cal and Medicare patients;
- Community services, including traditional charity care, social services counseling and referrals, and financial grants of assistance;
- Retirement care housing subsidization;
- Wellness, childcare, and other community service programs.

### **B. WE WILL CONTINUE TO LEAD COMMUNITY COLLABORATION TOWARD:**

- Identifying health and social needs of the entertainment community;
- Guiding the implementation of initiatives to respond to those needs;
- Measuring the impact of our efforts.

*Continued....*

**C. WE WILL ENHANCE AND BROADEN OUR SERVICE TO THE COMMUNITY BY:**

- Maintaining superior levels of customer satisfaction;
- Conducting research to increase our knowledge of community needs, and facilitating increased communication with community members;
- Exploring expansion of our primary market services and access points;
- Investigating new community service possibilities, such as:
  - Evaluating, developing and introducing specialized services, programs or educational opportunities.
  - Considering options to create and demonstrate new models of care consistent with future community needs encompassing the entire family.
- Targeting focused communications vehicles to specific audiences designed to increase awareness and utilization of all services, with particular emphasis on health and prevention programs.

# COMMUNITY BENEFIT REPORT 2012

## COMMUNITY BENEFIT REPORT - 2012

MPTF demonstrates its dedication to quality, its commitment to caring, and its ongoing desire to serve the entertainment industry's changing needs through its many community services. In most cases, these expenditures are associated with providing benefits for people in need, the unpaid costs of public programs, and benefits to the broader community. The cost to MPTF for providing these community services during 2012 amounted to more than \$28.1 million.<sup>1</sup>

### CHARITABLE MEDICAL CARE

#### UNPAID COST OF MEDI-CAL AND MEDICARE:

MPTF operates a 250-bed hospital, of which approximately 189 beds are devoted to long-term care. Part of this skilled nursing/long-term care facility includes a special care unit for Alzheimer's and other forms of adult dementia. In a large number of cases, these services are paid by Medi-Cal, a program that supports the State's indigent/poor population. During 2012, Medi-Cal payments covered the cost of 19,000 days for patients who could not afford the cost of care. But, Medi-Cal reimbursements don't pay for everything. MPTF's charitable financial assistance program covered other expenses not paid by Medi-Cal, amounting to approximately \$10.7 million in 2012.

MPTF's hospital offers both acute and skilled nursing care, with two state-of-the-art, full-service surgery suites, rehabilitation – including physical, occupational and speech therapy – GI Lab, radiology, laboratory, and cardiopulmonary services. The unpaid cost of the Medicare program amounted to approximately \$5.0 million in 2012.

#### *MPTF Hospital Inpatient Services*

Department	No. of Days/2012
Acute Care	800
Skilled Nursing <sup>2</sup>	23,100

## COMMUNITY SERVICES

Over the years, we have developed a broad range of specialty services, including residential care for the elderly, childcare, social and community-based services and financial grants of assistance. Our costs associated with these programs are identified below:

### TRADITIONAL CHARITY CARE, SOCIAL SERVICES COUNSELING, HOME & COMMUNITY-BASED SERVICES AND FINANCIAL GRANTS OF ASSISTANCE:

\$ 4.4 million

Clinical social work services are available to those who are in need of short-term crisis counseling for personal and family problems. When there is no insurance coverage for this service, it is offered free of charge. Our other social services include information and referrals to community-based board-and-careretirement facilities, home chore and home health, low cost housing, shared housing programs, low cost health services and counseling services. The Elder Connection social service program provides education and consultation and assessments of needs via in-person or telephone interviews for senior members of the industry as well as their caregivers. This program also provided referrals to various community resources for in-home care and support in the greater community. Social Services produced 24,363 client efforts in 2012 for 3,571 unduplicated clients (this includes the Health Insurance Premium Support Program).

Number of Information & Referrals provided	3,941 referrals 1,436 clients
Number of Supportive Counseling efforts related to assessments and referrals	5,902 efforts 2,375 clients
Short-term counseling and case management for personal and family issues, through social worker “efforts” toward increasing client independence, safety and life satisfaction.	24,363 efforts 3,571 clients
A few of the efforts are highlighted below:	
<ul style="list-style-type: none"> <li>Elder Connection social work, for seniors and their caregivers</li> </ul>	6,934 efforts 1,004 clients
<ul style="list-style-type: none"> <li>Emergency financial counseling and assistance</li> </ul>	2,008 efforts 514 clients
<ul style="list-style-type: none"> <li>Assessments and medical social work care planning</li> </ul>	3,083 assessments 10,485 efforts 2,724 clients
<ul style="list-style-type: none"> <li>Counseling assistance related to transitions to safer living environments</li> </ul>	1,979 efforts 752 clients

<ul style="list-style-type: none"> <li>• Identification and development of a plan to address safety issues in the home, medication safety &amp; driving</li> </ul>	837 efforts 404 clients
<ul style="list-style-type: none"> <li>• Everyday essentials: services provided to clients who need help with administrative tasks, as well as packing or disposing of belongings when there is no other social support available to assist with relocation or reducing clutter</li> </ul>	1,743 efforts 418 clients
<ul style="list-style-type: none"> <li>• Home and Community-based visits through               <ul style="list-style-type: none"> <li>○ Elder Connection</li> <li>○ Community Care Team</li> <li>○ Home Safety Program</li> </ul> </li> </ul>	682 visits 229 clients 451 visits 108 clients 277 visits 121 clients

Social work programs and community-based services offered in 2012 included further expansion of social work in the Palliative Care program, serving more outpatients through two of our health centers. The Bereavement Program, where a social worker and/or Chaplain/Rabbi reaches out to the family or significant other subsequent to the death of a loved one, extending condolences and offering short term counseling outreach, continues to be offered. Through our Community Care Team, social workers continue to partner with geriatric trained physicians to care for seniors and adults receiving care in local community skilled nursing rehabilitation facilities, assisted living and board & care settings.

Emergency financial assistance grants are available to qualifying entertainment industry individuals who are experiencing difficulty in meeting living expenses due to illness, disability, unemployment or insufficient income and resources. Grants cover a variety of issues including: immediate needs (food, rent, mortgage payment or utility bills), as well as insurance premium gaps, home care or room & board in retirement facilities. Focused work on the unemployed and under-employed continued in 2012. Informative community resource flyers developed by MPTF social workers help guide clients and their families to additional community resources.

- MPTF Home & Community-based Programs focus on those nearing retirement, senior entertainment industry members, and caregivers for seniors. This community-based work has continued to expand and improve on its services in 2012. Home Safety is one such program that successfully launched in 2007 and has continued to improve and expand. This program focuses on home safety and improvements to enhance safety and reduce falls, therefore improving independence and satisfaction. One hundred and twenty-five (125) free in-home safety assessments were completed by specially trained coordinators. The seniors and/or family were then presented with written reports that not only described the findings, but presented recommendations. Planning with the senior and family to address these recommendations was also offered. Small teams of 2-to-4 industry volunteers (50 volunteers through the year) worked on 36 homes installing grab bars, ramps, railings, and smoke detectors.
- MPTF continues to sponsor CarFit Assessments for campus and community dwelling older adult drivers. This program is led by an Elder Connection social worker. One Occupational therapist and

5 administrative volunteers assisted with 2 CarFit events held in May and November 2012. A total of 27 assessments were conducted at these two events in 2012. These programs included a total of 11 volunteers who were first trained by MPTF to conduct CarFit Assessments. These 11 volunteers all came through the SHARP (Skills for Healthy Aging Resources & Programs)—an evidence-based program sponsored through College of the Canyons, Partners in Care Foundation, and the California Council of Gerontology and Geriatrics located at UCLA. MPTF is a premiere training site for this cooperative work experience education program.

MPTF Community Programs continued using a participant satisfaction questionnaire to help inform MPTF about Community Programs experiences and to identify new areas of interest. MPTF continued to expand its community-based volunteers in 2012. Community volunteer programs include: Phone Buddies, Grocery Shopping, Pet Assistance Program (funded through grants and coordinated by volunteers), Friendly Visiting, and Computer Tutors,. Two MSW/GSWEC Interns studied and completed their practicum at MPTF facilities during the 2011-2012 academic year under the leadership and supervision of qualified MPTF Licensed Clinical Social Workers.

Community-based programs and services are developed with input from our community. Our approach has increasingly factored in geography—approaching our client population in zip code clusters, so that we are better able to collaborate at a local level with other community resources and also so that we can enhance our seniors’ and their caregivers’ sense of “industry” community where they live. This work supports our initiative to develop new opportunities for civic engagement which promotes sense of self-esteem and value to others, reduces isolation, and increases safety.

- In August 2008, MPTF officially began its collaboration with ITN*GreaterLA* to offer economical, reliable, 24/7 transportation to entertainment industry retirees who reside in a 64 square mile area of the Westside of Los Angeles. The partnership with MPTF required ITN*GreaterLA* to expand its service area on the Westside to include the primary zip codes in the NORC geographic cluster.
- In 2012, five entertainment industry members were volunteer drivers and provided 148 rides to Westside seniors and visually impaired riders. Eight industry members benefited from ITN*GreaterLA* rides for a total of 385 rides. The population served through this collaboration includes, but is not limited to, the entertainment industry.
- MPTF continues to develop and foster community relationships, including:
  - MPTF Community Programs, which has continued to expand program offerings to industry members by financially sponsoring a variety of well-received lifelong learning programs and offering programs directly 115 Community Programs classes were offered in 2012 compared to 55 in 2011. 223 seniors participated in 2012 compared to 139 in 2011. Two MPTF social workers offered a *Powerful Tools for Caregivers* evidence-based program (a group series) in 2012.
  - Community Social Services also offered a Medicare 101 seminar with 127 attending.
  - The MPTF Westside Community Council includes 36 industry members who provided leadership and helped MPTF expand a sense of industry community through civic engagement, socialization and lifelong learning.

- In 2010, MPTF launched the Toluca Lake/Burbank Community Council. In 2012, 15 industry members participated in the Council. MPTF Community Programs also offered 'Community Conversations' around caregiving, home safety and planning for aging parents. Community collaborations in 2012 included the Jocelyn Center and OASIS in Santa Monica. Formalized collaborations with community resources expanded to include new provider agreements with 5 local YMCAs and two fitness centers located close to MPTF health centers, and a collaboration agreement with an Orange County-based DME agency that refurbishes and distributes used equipment.

The Age Well Program opened in late August 2007. 2,931 Age Well patient visits were conducted in 2012. MPTF's Community Care Team (CCT) continued to serve community members in local rehabilitation and board & care facilities in 2012. On some occasions, CCT treated clients in their own homes.

Palliative Care is specialized medical care for people with serious illnesses. This type of care is focused on providing patients with relief from the symptoms, pain, and stress of a serious illness - whatever the diagnosis. The goal is to improve quality of life for both the patient and the family. Palliative Care is provided by a team of doctors, nurses, social workers and other specialists who work with a patient's other doctors to provide an extra layer of support. Palliative Care is appropriate at any age and at any stage in a serious illness, and can be provided together with curative treatment. Collaboration, communication and coordination of care are key competencies.

MPTF developed its Palliative Care Program first in the Skilled Nursing Facility, and the program has garnered awards and recognition from both state and national organizations, including 2011 National Consensus Project for Quality Palliative Care Leadership Award. In 2012, 149 patients were served through this program, as well as 50 family/significant others served.

<p>Emergency Community Financial Assistance</p> <p><i>“Improving Health Care Access and Care Continuity for the Uninsured Members of the Southern California Entertainment Industry”</i> was formed in late 2001 through a grant from the UniHealth Foundation. Since then, MPTF has continued offering a program that provides continued access to healthcare service and improved continuity of care for individuals and their families experiencing financial hardship and a lapse in their insurance coverage. This financial assistance program continues despite no further specific purpose grant funding as described above.</p> <p>A 2012 grant, from the Screen Actors Guild-Producers Industry Advancement and Cooperative Fund (IACF), partially funded MPTF social work, making it possible for MPTF to continue the social work services and programs extended to SAG members and their dependents.</p>	<ul style="list-style-type: none"> <li>• \$1,069,889 in 2012</li>   <li>• In 2012, 90 clients, were assisted with \$95,234 in grants to help them pay for their health insurance premiums or COBRA coverage.</li>   <li>• In 2012, 24% of the clients served by MPTF Social Work Services were members or dependents of SAG.</li> </ul>
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## SENIOR HOUSING SUBSIDIZATION

\$7.2 million

A care subsidy program is in place for those who cannot meet the full cost of medical care and senior housing. We do not turn away any eligible industry workers or retirees lacking the ability to pay. If the financial resources of a retiree in residence at MPTF become depleted, their care continues uninterrupted.

MPTF's Residential Care Facility for the Elderly (RCFE) is licensed to care for 236 elderly. This facility includes 62 retirement cottages for the more independent residents, 51 Frances Goldwyn Lodge rooms for residents who require assistance with daily living, and 70 accommodations in the Fran & Ray Stark Villa.

A number of special program offerings were added to the 2012 MPTF Resident Recreation Program. These new programs included: A Martin Sheen Question & Answer event following a screening. A Mayoral candidates Question & Answer including Garcetti. Pat Longo Hollywood Orchestra at the MPTF Theater. And *Just a Jewish Girl* question & answer program.

Residential retirement care	56,000 residential days
Total charity subsidy for senior housing at MPTF, Woodland Hills, California	\$7.2 million

## CHILDCARE

\$0.8 million

The Samuel Goldwyn Foundation Children's Center in West Los Angeles, owned and supported by MPTF, opened in August 1991. The center offers extended hours and drop-in care. 2012 program highlights included an expanded focus on developing outdoor curriculum and further training and development of teachers.

Quality preschool education and childcare	101 children 25,900 childcare days
Tuition assistance	\$43,692 12 children subsidized (10 families)
Total subsidy for childcare at MPTF	\$0.8 million

## DONATED VOLUNTEER SERVICE TIME

MPTF Community-based Volunteers now feature 18 different volunteer programs. There were 705 Community Volunteers in 2012 and more than 473 clients were served. 93 Volunteers offered their time and talent through various MPTF Community Volunteer Programs, including Friendly Visiting, Phone Buddies, Grocery Shopping, Pet Fund, CarFit, Computer Tutors and Administrative Volunteers. 186 volunteers participated in other community-based programs including Home Safe Home, ITN*GreaterLA*, Saban Fitness, Pool Buddies, MPTF Guild Community-based Volunteer Program and Computer Tutors.

*MPTF Guild:* A total of 30,559 hours of service were performed in 2012 by 135 Guild volunteer members, all of whom have an affiliation with the entertainment industry and many who are seniors seeking a way to contribute to industry people in need.

*Resident Job Corps:* 2,139 hours of service were performed in 2012 by 23 volunteers who reside on The Wasserman Campus retirement community, and are interested in making a meaningful contribution of time to benefit others (for example, visits to MPTF hospital inpatients.)

*Junior Volunteers:* 4,811 hours of services donated by 146 local high school students and community neighbors seeking opportunities to help MPTF residents.

*MPTF Pastoral Volunteers:* 33 Pastoral volunteers representing a variety of religious institutions in the community supported the MPTF campus in 2012.

*Home Safe Home Volunteers:* 125 home safety assessments were completed by a trained evaluator and 36 Home Safe Home projects were completed by 50 volunteers. In addition to these focused projects, 4 large home projects were completed through volunteer work provided by 43 volunteers. 90 entertainment industry members served on the MPTF team and participated in a special project titled “LTC Paint Out”. in a ‘paint out’ of the MPTF LTC wings prior to re-opening.

*MPTF Guild Community-based Volunteer Program:* Launched in 2011, 26 volunteers visited 35 community dwelling LTC residents, as well as new MPTF clients who have moved into local Board & Care and Assisted Living facilities. The Computer Tutors volunteer program was launched in 2011 as well. In 2012, 17 volunteers worked with 23 seniors in the community, introducing them to computers and helping them to gain confidence and develop new skills, with the additional goal to reduce isolation and enhance connection with family and others in the greater community.

## **PUBLIC REVIEW**

In general, MPTF's Community Benefit Plan communications strategy includes outreach to:

- Entertainment industry leaders
- Current industry members and their families
- Physicians (MPTF medical group, medical staff and affiliated specialists)
- Strategic partners, including affiliated hospitals
- The Woodland Hills/Calabasas community
- Public officials

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<sup>1</sup> These costs include depreciation expense and overhead.

<sup>2</sup> Skilled nursing includes SNF/Rehab and Alzheimer's.