



# RIDEOUT HEALTH

Community Benefit Report: FY: 2012-2013



## **Yuba-Sutter's Largest Healthcare Provider Streamlines Name and Aligns Services Under Single Historic Brand\***

On August 31, 2012 Rideout Health introduced the new name and umbrella brand for the Fremont-Rideout Health Group, the largest healthcare provider and non-government employer in Yuba and Sutter counties. The new name was rolled out to Rideout Health's staff in an electronic "reveal" at 12:01 a.m.

The naming re-alignment came as the non-profit was midway through construction of an expanded regional medical center in Marysville, anchored by Rideout Memorial Hospital and prepared for the opening of the expansion of its Cancer Center, operated in partnership with the UC Davis Health System.

The name was selected after it was the clear winner in a series of community surveys conducted in late 2011; members of the public as well as physicians, donors, board members and elected officials were invited to weigh in. "We were gratified to see how important the Rideout legacy is to the community," said CEO Terri Hamilton. "The Rideout name keeps us rooted in our history and mindful of our mission, while the streamlined brand is more easily paired with both clinical and business partners to expand healthcare resources for our patients."

The legal name of the non-profit corporation will remain as before: Fremont-Rideout Health Group — with DBAs established for its various components, most of which will be renamed with the Rideout brand. As new joint ventures and affiliations are developed 'Rideout' will be included in the various names.

Exceptions to the new naming protocol are several with a strong established presence in the community. Facilities on Rideout's senior living campus will retain their current names — The Fountains, The Courtyard and The Gardens — and Fremont Medical Center, which in the future will be converted into offices for primary care physicians and outpatient support services will become known as Fremont Medical Plaza, by Rideout Health. The women's health and maternity services currently housed at Fremont will relocate to its own two-story unit in the new hospital building in Spring 2015.

The familiar quails, appearing in the healthcare group's logo for more than two decades, remain part of the new brand, growing from two to three in number to represent the young, adult and senior patients served by Rideout Health. A print, online and TV advertising campaign featuring the new brand began was established. All TV spots include a new song, "I See Your Spirit," commissioned by Rideout to be its corporate anthem.

The transition to the new name and logo took place over the course of the year; to conserve both money and the environment, branded materials were replaced only as existing supplies were depleted.

*\*Fremont-Rideout Health Group is now doing business as Rideout Health. The legal name of the non-profit remains as before: Fremont-Rideout Health Group*

**Fremont-Rideout Health Group**  
**DBA: Rideout Health**  
**Fiscal Year 2012-2013**

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[Fremont-Rideout Health Group, dba]  
**Rideout Health\***  
**Community Benefits Plan and Assessment Update**

**Rideout Health (RH)** is pleased to submit its annual community benefits report to the California Office of Statewide Health Planning and Development (OSHPD). The report includes activity conducted during the 2012-13 fiscal year.

Rideout Health has been in operation since 1983, when Fremont Medical Center in Yuba City and Rideout Memorial Hospital in Marysville merged to form a private, not-for-profit health system. RH's Board of Directors have defined a vision to provide high quality, comprehensive health care to all residents of the Yuba-Sutter community, regardless of the ability to pay, while persistently working toward improvements to, and expansion of, health services and programs. In August 2012 RH changed its brand name to Rideout Health, however, the legal name remains Fremont-Rideout Health Group.

**Mission Statement**

To provide compassionate and superior health care to everyone in our community and region

**Vision Statement**

A regional medical center offering advanced medicine and a full continuum of health care services

**Spirit Values**

STEWARDSHIP: Using all resources effectively in order to preserve and enhance our mission

PATIENT-CENTERED: Deliver safe, high quality care to every patient, every time

RELIABILITY: Meeting and sustaining behaviors and expectations under each value

INTEGRITY: Adherence to a set of moral and ethical principles

TEAMWORK: A cooperative effort by the members of a group to achieve safe patient care

**Our Communities**

Summary: The service area of Rideout Health is primarily comprised of the Northern California counties of Yuba and Sutter, with a combined population of approximately 167,500. Income in both counties is below the statewide average, and the poverty rate is higher than the statewide average, according to the following income and poverty statistics from the U.S. Census Bureau: The 2012 median per capita income for Sutter County was \$34,675, for Yuba County the per capita income is \$30,363. The statewide median per capita income was \$58,328. The percentage of Yuba-Sutter's families for which poverty status is determined, overall is higher than the state's percentage of 9.8 percent; 9.4 percent of Sutter County's families were determined to be below the poverty level as were 12.5 percent of Yuba County's families; Yuba City MSA's percentage was 10.7. In California, 13.2 percent of the entire population lived below the poverty level; 17.4 percent of Sutter County's population and 23.8 of Yuba County's population lived below the poverty level in October of 2011. According to the United States Bureau of Labor Statistics. From 1990 to 2010 the unemployment rate for the Yuba-Sutter region was at a high of 19.5 percent in 2010 and dropped as low as 8.8 percent in 2000; the recent economy has ushered in a current jobless rate of 20.2 percent for April 2011. California's rate for the same period was 12.4 percent in 2010; 4.9 percent in 2000 and was 11.7 percent in April 2011. The percentage of residents without health insurance is higher in Yuba and Sutter counties than the national average, according to the U.S. Census Bureau's Small Area Health Insurance Estimates. According to the Census Bureau, 21.5 percent of Sutter County residents and 19.1 percent of Yuba County residents were without health insurance for all 12 months of 2009, compared to the California uninsured rate of 20.1 percent, and the national uninsured rate of 16.3 percent. Rideout Health provides community benefits to the communities we serve - demonstrating our commitment to the health of residents in our service area. We create access to health care in our region for individuals and families who struggle against poverty, disability and isolation.

**Rideout Health Owns or Manages:**

- **Rideout Memorial Hospital (RMH)**, a 173-licensed-bed, acute-care facility, which includes a Level III Emergency Department.
- **Fremont Medical Center (FMC)**, a 60-licensed bed, acute-care facility, which includes Perinatal and Labor/Delivery, Women's Imaging Services, Radiology and Ultrasound Services
- **Rideout Emergency Department**, located inside Rideout Memorial Hospital, is the only emergency room between Southern Butte County and Sacramento. It is a Level III Trauma Center and Stemi-receiving center
- **The Fountains Skilled Nursing & Rehab Center**, a 145-bed skilled nursing facility, which includes a 24-bed Rehabilitation unit
- **The Courtyard Assisted Living**, a 54-unit residence for seniors
- **The Gardens**, a 25 private, 11 semi-private facility staffed with skilled and professional caregivers for Dementia and Alzheimer's patients, which also offers an adult day care support center including six additional deluxe units
- **Rideout Cancer Center**, a partnership between Rideout Health and UC-Davis Health System, is an 42,000 square foot, outpatient cancer treatment center.

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- **The Heart Center at Rideout**, a cardiac surgery and coronary intervention program, which offers complete cardiac care and surgical services
- **Rideout Health Surgery Center**, a free-standing outpatient surgery center. Rideout Pain Management, Rideout Thoracic Oncology, Rideout Orthopedics and Rideout General Surgery are housed in the Surgery Center
- **Sierra Health Care Center**, a durable medical equipment and oxygen business. Rideout Hospice and Rideout Home Health are housed in the Sierra Health Care Center
- **Rideout Occupational Health**, a comprehensive occupational health clinic

## **Rideout Clinics established in 2012**

The new Rideout Clinic is a nonprofit network of primary and specialty care clinics managed and staffed by Rideout Health. These offices are headed by the physicians and surgeons of Rideout Medical Associates, with whom we contract, who are Board-certified in their respective areas of expertise, e.g. orthopedics, ENT, cardiology, cardiac surgery, thoracic oncology, gastroenterology, women's health, etc. The new clinic structure has already attracted some of the brightest and best practitioners in Northern California and beyond, furthering our mission of providing the very best in healthcare to the residents of our community, right here in our community.

### **Clinics Include (FY 2012/13):**

- **Rideout Cardiology Clinic** serves patients in Yuba City, Marysville, California
- **Rideout CardioThoracic Clinic** serves patients in Yuba City, Marysville, California - and the surrounding region
- **Rideout Ear, Nose & Throat Clinic** serves patients in Yuba City, Marysville, California
- **Rideout Family Physicians**, serves patients in Yuba City, Marysville, California
- **Rideout Gastroenterology** serves patients in Yuba City, Marysville, California
- **Rideout General Surgery** serves patients in Yuba City, Marysville, California
- **Rideout Orthopedics Clinic** serves patients in Yuba City, Marysville, California
- **Rideout Primary Care Clinic, Grass Valley** serves patients in Nevada City/Grass Valley, California
- **Rideout Primary Care Clinic, UCD** serves patients in Yuba City, Marysville, California
- **Rideout Primary Care Clinic, Town Center** serves patients in Yuba City, Marysville, California
- **Rideout Specialty Care Clinic** serves patients in Penn Valley, California
- **Rideout Thoracic Oncology Clinic** serves patients in Yuba City, Marysville, California - and the surrounding region
- **Rideout Vascular Clinic** serves patients in Yuba City, Marysville, California - and the surrounding region
- **Rideout Womens Health** serves patients in Yuba City, Marysville, California

### **Other Services or Programs Include:**

- RH's Community Health Education Program provides a variety of classes, seminars, support groups and events to help the residents of the Yuba-Sutter Communities to improve and maintain their health and lifestyle
- Rideout Cancer Center Clinical Trials
- Cancer Care Network
- Community Hospital Cancer Program
- Social Services
- Rideout Cardiac Rehabilitation
- Rideout Draw Stations, outpatient laboratory services
- Rideout Outpatient Nutrition Program
- Sweet Success Diabetes in Pregnancy
- Rideout Outpatient Rehabilitation Clinic
- Rideout Home Care Services, which includes Rideout Home Health and Rideout Hospice
- Imaging Services
- Respiratory Care Services
- Surgical Services
- Rideout's Hospitalist / Intensivist / Surgicalist program
- The Heart Center at Rideout: Cardiac Surgery, Cath Lab, Cardiology Services
- Rideout Neurosurgery Center

## **Community Benefits**

**In FY2012-2013 Rideout Health contributed the following:**

### **Charity Care and Unreimbursed Care**

Rideout Health provided \$28,101,622 in charity care and unreimbursed hospital care to patients at Fremont Medical Center and Rideout Memorial Hospital

### **Medicare Payment Shortfalls**

The total of government program costs provided was \$12,127,460

## Community Benefits

Rideout Health provided \$245,124 in community benefits and services

### On Call Physician Program

Rideout Health provided \$2,112,505 for the **On-Call Physician Program** and \$3,340,401 for the **Intensivist/Hospitalist Program**, and \$1,630,158 for the **Surgicalist Program**. These programs provide physicians (inpatient) care for Emergency Room patients who have no physician and are indigent or on Medi-Cal

### Community Benefits provided to the community by Rideout Health include:

- Charity care and un-reimbursed medical care
- Financial and human resource assistance to a variety of local community organizations
- Donations of equipment and supplies
- Membership and volunteer involvement in local chamber of commerce, civic and service organizations
- Cancer awareness programs and support groups
- Heart Health Awareness programs, Red Hot Gala, and a free Bless Your Heart Fair and heart health screenings
- Diabetes education through free Community Health Education Classes
- Maternity education through free Community Health Education Classes
- Tobacco education through free Community Health Education Classes
- Maternity care for non-insured or Medi-Cal patients
- Hospice
- Hospice Volunteer Training program
- Community Health Education program free classes for nutritional and other health issues
- Support group facilitation
- Physician recruitment to meet community needs
- Community event participation
- Nursing and clinical education program
- Health Fair participation
- Chico State University Nursing Program

## Assessing Community Needs

Improving community health involves much more than simply providing health care services to the underserved populations. It requires commitment to, and community involvement with the community at all levels. Rideout Health strives to maintain that leadership role. In addition, the Quality Council, a subcommittee of the Rideout Health Board of Directors, comprised of physicians, board members, hospital executive leaders, quality professionals and front-line staff review quality data as it relates to the patient population served and makes recommendations and allocates resources for quality improvement initiatives focusing on the processes and outcomes of care. And, RH representatives are active in community groups and collaboratives, including United Way, American Cancer Society, American Red Cross Northeastern, and Sutter and Yuba County public health, Cancer Care Network and UC Davis Health System, among others. These committees and programs, along with the Board of Directors, set the pace for assessing the communities' needs in regard to health care.

## Community Health Benefits Plan

### Creation of the Plan

Rideout Health has a long history of providing substantial benefits to the community. The health group has assumed a leadership position in the community and provides future solutions for health care needs for the residents of the Yuba-Sutter and surrounding communities.

The Community Action Committee (CAC) was formed in 1995 from members of the RH Board of Directors, RH Foundation Board of Directors, administration and staff, and community members (including representation from physicians, educators, migrant farming and business). It's charged with assessing the needs of the community and developing a plan of action to prioritize and meet those needs. The Committee gathers information and facts from a variety of sources within RH, community members, government and community agencies to develop the overall plan.

### FY 2012-2013 Community Health Benefits Plan

Every three years, the CAC conducts a Community Needs Assessment to guide our Community Benefit Program. In formulating the FY 2012/2013 Community Health Benefits Plan, the Community Action Committee reviewed and used as a guide the Healthy Living 2009 Community Health Needs Assessment, the Rideout Health Cancer Program Annual Report 2012, Rideout Cancer Center and health statistics from both Yuba and Sutter County Health and Human Services. In addition, the Community Action Committee set additional priorities that are not included in the reports. A 2010 Kaufman-Hall report was used as part of strategic planning related to scope and complexity of services needed to meet the needs of our region.

### **Needs were identified through the following areas:**

- Healthy Living – Community Health Needs Assessment 2009
- 2012 Cancer Program Annual Report, Rideout Cancer Center
- 2012 Economic & Demographic Profile Series for Sutter and Yuba counties
- Meetings with Sutter County Healthy Families, Rideout Emergency Disaster Preparedness, FREED (Helping individuals with Disabilities) Sutter County Safer Communities, Yuba County Safer Communities, Yuba County Chronic Disease Committee, and periodic projects with the Yuba and Sutter Health Departments
- Meetings with the UC Davis Athletics Dept., 2010
- Meetings with community groups, members and organizations; and government agencies in Yuba and Sutter counties
- Focus groups comprised of Yuba-Sutter residents

### **The identified needs in addition to those in the Needs Assessment Survey are:**

- Critical nursing and clinical technicians shortage
- Expand Cancer Treatment services and facility (Completed, 2013)
- Expand the Rideout Emergency Department (to be opened, 2014 - awaiting State approval.)
- Perinatal Services and Education
- Cancer Education and Support
- Mammogram Services
- Diabetes Education
- Nutrition and Fitness Education – Obesity in Adults and Children
- Heart Disease Education
- Yuba-Sutter Mental Health (24/7 Emergency Telepsychiatry Service in California launched, 2013)
- Development of a Sports Injury Program for area Soccer Coaches

(New: Sept. 2013) RH with Community Stakeholders conducted a “Community Needs Assessment.” According to this recent assessment, the following top five areas were identified:

1. Healthier eating
2. Affordable, accessible medical services
3. Substance abuse
4. Violence/Injuries prevention
5. Dental care for adults

(Efforts are underway to devise a plan of action which will address these important concerns)

### **Critical Nursing and Clinical Technician Shortage**

Summary: RH continues to face challenges in regard to recruiting nursing and other clinical technical personnel to the Yuba Sutter area. Although the current economic downturn has led to an easing of the national shortage of registered nurses, regional factors as well as specific challenges faced by RH during the 2012-2013 fiscal year have led to the need for continued diligence as it relates to our recruitment efforts.

### **Rideout Health Launches “Progression in Practice” for Nurses: A New Residency Program**

Sept. 2012: Rideout Health (RH) welcomed to its new nurse residency program the first group of recently degreed Registered Nurses. The year-long curriculum combines classroom work with hands-on patient care with each new hire under the guidance of a nurse preceptor and a nurse mentor, both of whom are experienced RNs.

The first group of 26 new grads, dubbed “the Class of 2013,” completed the general orientation given all new hires at Rideout Health, participated in tours of all the facilities and met with their individually assigned preceptors and mentors for the first of their one-on-one consultations with their year-long guides. The RNs were assigned to units at both of Rideout Health’s acute-care hospitals, Rideout Memorial in Marysville and Fremont Medical Center in Yuba City.

The 26 members of the “Class of 13” were hand-picked by a team of senior leaders from an original field of 268 candidates at a job fair held in late June, which was narrowed to 127 and then after a month of reviews and interviews to the 26 who were offered and accepted positions with Rideout Health. Rideout is dedicated to serving the greater Yuba-Sutter community and to recruiting from it, and the current group includes some “home-grown” talent. Of the 26, four received their nursing degrees from Yuba College, nine were already residents of Yuba or Sutter counties, and six are graduates of local high schools.

The residency is part of a larger “Progression in Practice” program launched by Rideout Health to move both recent grads and already-established professionals up the ladder of the nursing profession. Another component of the program will prepare internal nurses for transition to specialty areas such as Intensive Care, Surgery and Maternity.

The program was created using nationally established “best practice” standards by a team of Rideout clinical nursing educators under the direction of Rideout Health’s Chief Nursing Officer, Teri Grassau, who also provided the vision for the program. “There is a critical shortage across the nation of nurses qualified to handle the increasingly complex demands of delivering acute care, and the attrition rate for new nurses is especially high,” said Grassau, who herself is an RN, BSN and MBA. “So we decided to develop a program for our own organization to train and retain our nurses, new and established, through education, mentoring, and dialogue about the work and the

workplace. This Progression in Practice program will help ensure that all the motivation, education, dedication, and hard work that went into each individual becoming a nurse will continue with the necessary support to bring satisfaction to their work experience and ensure the high quality of care provided to our patients,” she said.

#### **Recruitment efforts as it relates to typical shortages are demonstrated below:**

- Lab – RH has experienced shortage in certain areas of the lab and continues to enhance recruitment efforts to attract knowledgeable and professional candidates
- Radiology – RH has no staff shortages in this area
- Respiratory Therapy – RH has no staff shortages in this area
- Pharmacy – RH has experienced shortage in this area and continues to enhance recruitment efforts to attract knowledgeable and professional candidates. December 2012 RH’s Talent Recruitment team attended a pharmacy job fair in Las Vegas
- Registered Nursing areas – RH continues to experience shortages in Critical Care nursing. We continue to aggressively tackle the difficult challenge of finding and recruiting experienced nurses. We have been successful in recruiting and training new grad nurses, but are limited in the numbers we can train in a given time period. We will continue to enhance recruitment and training strategies to combat the shortages in this area. RH continues to address the challenge of the nursing shortage in the future and employs new and continued methods to create incentives for recruiting: In May 2013, the RH Talent Recruitment team attended the NTI Critical Care Expo, specifically to recruit Critical Care nurses
- Throughout FY 2012-2013, RH offered competitive salaries and benefits, education loan repayment program, as well as relocation assistance to director level positions at RH. RH continues to provide an in-house registry program, free continuing education units and relocation assistance for director level employees
- Rideout Health Foundation approved \$50,000 in loans to employees enrolled in a nursing program or other hard-to-fill health professions, the loan is forgiven if the employee remains an employee for a period of two years (full-time equivalent) in the position they are going to school for. In addition \$20,000 in scholarships were awarded to area high school seniors and college students pursuing a career in healthcare, two \$3,000 scholarships were awarded to employees furthering their education to obtain a nursing leadership role and a total of \$6,000 was awarded to Teen Leadership Council Alumni, furthering their education in healthcare

#### **Recruitment strategies and programs:**

- RH maintains 2 full-time and 1 part-time recruiter, and a director of recruiting. All have focused on improving relationships with the local nursing schools. This has led to hiring 22 new grads - FY2012-13. The department focuses on local grads, but will hire the most qualified, driven nurse, to provide the best care to our patients
- RH hosts in-house job interview fairs in hard-to-fill areas and was successful in hiring many health staff – over 30 positions were filled
- RH participates in job fairs in the greater No. Calif. area and several in other areas of the nation to enhance the pool of candidates considering employment. In FY 2012/13 RH’s Talent Recruitment team attended five local job fairs
- RH has been able to recruit some of the most talented nurse travelers to permanent RH opportunities – many into critical care areas
- Dedicated program to recruit and train new graduate nurses in both Med/Surg and Critical Care areas
- Enhanced advertising efforts regionally and nationally to increase candidate pool and raise awareness of opportunities
- Educated and trained new and interim managers in the recruitment and hiring process to enhance the quality and expertise of new employees selected
- Our improved RideoutHealth.org site is a key marketing tool that shows RH as an excellent place to work
- RH offers successful preceptor programs to new graduates
- RH implemented an expanded training program for new graduate registered nurses joining our organization
- RH provided clinical training for several nursing programs to include precepting
- Through our Education Department, RH continues to offer specialized training in the Critical Care, Emergency and Perinatal areas

#### **Retention Strategies:**

Ongoing communication enhancement efforts to include:

- Enhanced intranet service provides an electronic communication tool through both regular email communication and an employee portal of new and archived information. The Talent Recruitment team has embraced social media. They now use LinkedIn and Facebook to advertise positions and other employee events

#### **Rideout Health Physician Appointments From July 1, 2012 to June 30, 2013**

Raghavender Boothpur, MD, Nephrology

Christopher Bradburn, DO, Emergency Medicine

Diane H. Conley, MD, Teleradiology

Gurbir S. Dhaliwal, MD, Cardiovascular Disease

Joseph W. Dougherty, MD, General Surgery

Serag Dredar, MD, Gastroenterology

Hiba Hamdan, MD, Internal Medicine  
Misty D. Humphries, MD, General Surgery  
Alexander Kim, DO, Gastroenterology  
Mutuhi Mugo, MD, Internal Medicine  
Varshita Pande, MD, Pediatrics  
Jitesh A. Patel, MD, General Surgery  
Dae Rheem, MD, Gastroenterology  
Harinder Singh, MD, Internal Medicine

In an effort to always strive towards our mission to provide superior healthcare to everyone in our community, we continue to recruit physicians in areas of great need. Some areas of focus have included Critical Care, Primary Care and Gastroenterology. Additional medical practices allow health care access to all patients including those patients with Medi-Cal or without insurance. Remote services for Teleneurology and Teleradiology were successfully added in the previous year and continue to ensure 24/7/365 coverage.

## Access and Affordable Health Care

Summary: The service area of Rideout Health is primarily comprised of the Northern California counties of Yuba and Sutter, with a combined population of approximately 167,500. Income in both counties is below the statewide average, and the poverty rate is higher than the statewide average, according to the following income and poverty statistics from the U.S. Census Bureau: The 2012 median per capita income for Sutter County was \$34,675, for Yuba County the per capita income is \$30,363. The statewide median per capita income was \$58,328. The percentage of Yuba-Sutter's families for which poverty status is determined, overall is higher than the state's percentage of 9.8 percent; 9.4 percent of Sutter County's families were determined to be below the poverty level as were 12.5 percent of Yuba County's families; Yuba City MSA's percentage was 10.7. In California, 13.2 percent of the entire population lived below the poverty level; 17.4 percent of Sutter County's population and 23.8 of Yuba County's population lived below the poverty level In October of 2011. According to the United States Bureau of Labor Statistics, from 1990 to 2010 the unemployment rate for the Yuba-Sutter region was at a high of 19.5 percent in 2010 and dropped as low as 8.8 percent in 2000; the recent economy has ushered in a current jobless rate of 20.2 percent for April 2011. California's rate for the same period was 12.4 percent in 2010; 4.9 percent in 2000 and was 11.7 percent in April 2011. The percentage of residents without health insurance is higher in Yuba and Sutter counties than the national average, according to the U.S. Census Bureau's Small Area Health Insurance Estimates. According to the Census Bureau, 21.5 percent of Sutter County residents and 19.1 percent of Yuba County residents were without health insurance for all 12 months of 2009, compared to the California uninsured rate of 20.1 percent, and the national uninsured rate of 16.3 percent. Rideout Health provides community benefits to the communities we serve - demonstrating our commitment to the health of residents in our service area. We create access to health care in our region for individuals and families who struggle against poverty, disability and isolation.

- RH continues to screen infants born at Fremont Medical Center for possible hearing loss, regardless if insurance covers the procedure
- The physicians who choose to practice at Fremont Medical Center in such specialties as family practice, pediatrics, obstetrics/gynecology, and internal medicine meet the needs of the underserved in the community. These medical practices have increased health care access to all patients on Medi-Cal and without insurance
- RH funds the Community Health Education Program, which provides free classes each month on health-related topics. Information is also given regarding access to health care. Class topics are determined by the results of a survey that participants are asked to complete on what classes they are interested in hearing about in the future and include smoking cessation and childbirth classes
- A specialty clinic in Penn Valley (Nevada County), The Rideout Specialty Care Center brings specialty healthcare services, such as cardiology, urology, vascular and infectious disease, to the Penn Valley area
- Host of the Annual RH Bless Your Heart Fair and Heart Walk, each February, provides screenings and heart education and information for the Yuba-Sutter community
- Hosted the Annual Diabetes Fair, provided screenings and diabetes education and information for the Yuba-Sutter community

## Cancer Needs of the Communities

Summary: Before opening the Rideout Cancer Center with UC Davis Cancer Center, in Sept. 2000, RH identified that more than 600 patients traveled outside the Yuba-Sutter area each year to seek outpatient cancer treatment. In addition, Yuba County has an extremely high rate of all cancer deaths that exceeds both the state and Healthy People 2010 national objective. Sutter County's rates, while not as high as Yuba County, exceed both California and Healthy People 2010 national objective.

## FY 2012-2013

### Cancer Needs in the Community:

- American College of Surgeons Commission on Cancer(ACoS CoC) designated us as a “Community Cancer Program.” This accreditation requires that we follow high standards of care and provide a more comprehensive approach to cancer treatment. UCD announced their National Cancer Institute (NCI) had earned, “Designated Cancer Center”, which comprises research, clinical trials and the latest technology. Our partnership with the University of California, Davis Cancer Care Network provides our patients with quality care they might expect from a large university medical center with the compassion and personalization of a community based hospital.
- Monthly Educational Display in Lobby – Topic: Cervical Cancer (January 2013)
- Virtual Tumor Boards Daily
- Patient & Family Advisory Council – New Goals to Improve Patient Care
- Chemotherapy & You Class for New Chemotherapy Patients (Every Wednesday)
- Professional Governance Nursing Meetings, including VTB Nursing Meetings with UCD Satellite Facilities-Monthly
- Wellness Center, providing yoga, art and writing expression
- High Press Ganey Scores for Patient Satisfaction
- Senior Health Fairs
- Healing Environment Donor Recognition Artwork throughout the Rideout Cancer Center through donations made to Rideout Foundation
- Colorectal Cancer – Radio Awareness Campaign (February 2013)
- Fecal Occult Blood Test Screening (March 2013)
- Monthly Education Display in Lobby – Topic: Colorectal Cancer (March 2013)
- Second Annual Helping Hands Bowl-a-thon to benefit Patient Discretionary Fund (March 9, 2013)
- Monthly Education Display in Lobby – Topic: Oral/Head/Neck Cancers (April 2013)
- Oral/Head/Neck Cancer Site for screening sign-ups (April 2013)
- Bike Around the Buttes Event – Display regarding Skin Cancer, sunscreen provided with information cards (April 2013)
- Support for American Cancer Society’s Blossom Ball (May 2013)
- Fairway to Health Fundraising Event (May 2013)
- Sunsweet Employee Health Fair (May 2013)
- Fourth Annual Cancer Survivor Event (May 2013)
- Skin Cancer Awareness Campaign – sunscreen and education brochures handed out to patients. (May 2013)
- Monthly Education Display in Lobby – Topic: Cancer Survivorship (June 2013)
- Class in Scarf Tying for Women with Hair Loss due to Cancer (June 2013)
- Valley Muffler Car Show benefitting Rideout Cancer Center (June 2013)
- American Cancer Society Strides Against Breast Cancer Kickoff (June 2013)
- Peer Navigator Program
- Monthly Education Display in Lobby – Topic: Bladder/Thyroid Cancer (July 2013)
- Home Run for Health & Cancer Survivor Celebration at Yuba-Sutter Gold Sox (July 2013)
- Monthly Education Display in Lobby – Topic: Lymphoma, Multiple Myeloma Cancers (September 2013)
- Sutter Surgical Hospital-North Valley Sidewalk Community Health Fair (September 2013)
- Lymphedema Referrals to Physical Therapy, Class Provided at Cancer Center (Oct 2013)
- CSECC Fair at State of California, Department of Transportation, Presentation of All Cancers (October 2013)
- Pink October Race for Awareness – Survivor Breast Cancer Gift (October 2013)
- Pathways Red Ribbon Week Kickoff – Lung Cancer (October 2013)
- Colusa Regional Medical Center – Family Health Fair – All Cancers displayed (October 2013)
- Monthly Education Display in Lobby – Topic: Breast Cancer (October 2013)
- Low Cost Mammograms by Rideout Health (October 2013)
- Cancer Research CPS-3 Host for the American Cancer Society Clinical Studies Participation Event – Rideout Cancer Center & Sutter North (November 2013)
- Monthly Education Display in Lobby – Topic: Lung Cancer (November 2013)
- Monthly Education Display in Lobby – Topic: Pancreatic Cancer (December 2013)
- The Patient Resource Center
- Medical License Social Worker
- Patient Discretionary Fund
- Public Resource Library
- Cancer Support Groups
- Peer Navigator Program
- Wellness Center – provides Yoga, Art & Writing classes to cancer patients and caregivers
- Quarterly presentation, “Nutrition for Persons with Cancer”
- Virtual Tumor Boards w/UC Davis, daily Monday-Thursday
- Monthly Tumor Conferences

- Patient and Family Advisory Council (Quarterly)
- Annual Report 2011/2012

### **Rideout Cancer Center Expansion: January 2013**

The expansion added 16,261 square feet of new construction – making the entire facility more than 42,000 square feet and adding:

- 11 additional Transfusion Bays, for a total of 25
- 6 additional Exam Rooms for a total of 14
- 1 new PET CT Scanner
- 1 new Ultrasound
- 1 new True Beam Linear Accelerator
- New Reception & Waiting area & Office Space
- A remodel of the existing Pharmacy

The Rideout Cancer Center (RCC) provides cancer patients with the most up-to-date and effective cancer care in our community. UC Davis is a National Cancer Institute (NCI) designated cancer center, which comprises research, clinical trials and the latest technology. The partnership with UC Davis sets high standards in providing quality care to patients. Patients receive the quality of care they might expect from a large university medical center with the compassion and personalization of a community based hospital.

RCC is accredited by the American College of Surgeons Commission on Cancer (ACoS CoC) as a “Community Cancer Program”. This accreditation requires that they follow high standards of care and provide a more comprehensive approach to cancer treatment.

The 42,000 square foot cancer center integrates care management, Radiation Oncology, PET/CT Services, Medical Oncology (Chemotherapy), Hematology (Blood Diseases) and Clinical Trials with a team of highly trained board certified physicians; oncology certified nurses (OCN’s) and certified Radiation Therapists.

### **Unified in Patient Focused Cancer Care**

The UC Davis Cancer Care Network is a collaboration of hospital-based cancer centers in Northern and Central California dedicated to providing first-rate care to patients close to home. Through the network, the expertise of a National Cancer Institute-designed cancer center is linked with the unique insights of the hospital-based community cancer centers. Oncology teams at participating sites are committed to working together to provide the latest diagnostic techniques and treatment approaches to their patients.

Cancer Care Network facilitates interactions across network sites through “virtual tumor boards.” Using state-of-the-art telemedicine technology, teams of specialists in different locations meet via real-time videoconferencing, share medical information and agree on treatment plans. Patients then receive care in their own communities and from their own physicians. Virtual tumor boards also provide opportunities to assess patients’ needs for novel treatments available through clinical trials and for appropriate referrals to UC Davis for specialty care.

### **Key goals of the network**

- Provide first-rate community-based medical care to cancer patients
- Broaden access to new treatments available through clinical trials
- Ensure ongoing interactions among medical teams at multiple locations who are involved inpatient care
- Increase the availability of the specialty and subspecialty cancer care available only at UC Davis
- RH hosts a booth at the annual Punjabi Festival in order to reach the East Indian population and to educate them about breast cancer awareness
- Monthly Tumor Conferences are offered to the physicians in the community for CME credit
- The Rideout Cancer Center has developed the “Cancer Network” newsletter for patients and family members in our community. This newsletter educates patients on the latest cancer treatments, nutrition and community resources
- The Rideout Cancer Center hosts monthly programs of interest to all persons with cancer and their family, friends and/or caregivers
- The Rideout Cancer Center offers space and support for the following Support Groups  
Crossroads: Breast Cancer Support Group; Man to Man Prostate Support Group; Caregivers Support Group
- Coping with Cancer and Cancer and Fatigue lectures are held for patients and family

### **The Heart Center at Rideout (July 2012-June 2013)**

Market and Environment: The Rideout Health primary service area of Yuba and Sutter counties represents a combined population of approximately 140,000 residents. In comparison to the other 56 counties in California, this population is positioned among the worst in the state for health rankings. For measures such as morbidity, mortality and poor health behaviors, Yuba and Sutter counties are statistically worse than the majority of state and national benchmarks. Compounding the health challenges of Rideout Health’s patient population are the poor social and economic factors and physical environment which also fall far below average for state and national statistics. (County Health Rankings and Roadmaps 2013, Robert Wood Johnson Foundation).

With concerns specific to cardiovascular health, statistics for heart disease and stroke reported by CDC indicate death rates which are far worse in Yuba County than state and national averages for coronary heart disease and acute myocardial infarction. With regard to hypertension death rate, Yuba and Sutter counties are up to 70% greater than the national average. (Center for Disease Control, All Race,

All Gender, 2008-2010). In sum, these values suggest that the health needs and status of the Yuba and Sutter area are particularly severe and unique. In addition to Yuba and Sutter counties, Rideout also provides services for the surrounding counties of Colusa, Butte, Sierra, Nevada and Placer.

Rideout Health: The hospital provides cardiovascular diagnostic, minimally invasive, surgical and post-acute therapeutic and health maintenance services. In 2012, furthering its commitment to meet the unique and evolving demands of the community Rideout initiated an expansion in management of the Heart Center to establish the structure and operational benefit of a comprehensive cardiovascular service line. The vision of this Rideout service line is to achieve and maintain a distinguished service based on value and quality which endures through innovation, leadership and a competitively strong and financially viable market position; allowing Rideout to exceed the expectations and needs of the community by providing excellence in cardiovascular care. The integrated nature of the service line creates improved synergy across units and delivers greater multi-disciplinary coordination of care to promote advantages in care effectiveness, efficiency, service quality and outcome for the patient. The service line also aligns various resources, efforts and outreach to enhance community and population health management needs for Yuba and Sutter counties.

Rideout provides inpatient and outpatient diagnostic services in cardiology including echocardiography, electrocardiogram (ECG / EKG), holter and event testing, cardiac stress testing, and other advanced imaging studies. The imaging technology utilized in this service was improved in 2012 to include the best three-dimensional (3D) cardiac imaging technology in ultrasound available to the market from industry leader Philips. These were acquired for our Cardiology and Cardiac Surgery settings to dramatically improve diagnostic capabilities, in particular for pediatric applications. Peripheral vascular imaging is also provided, such as lower extremity and carotid ultrasound. Services are provided with 4 dedicated rooms (2 – Treadmill, 1 – Cardiac Echo and 1 – Vascular Echo). There are 10 ultrasound systems dedicated to inpatient and outpatient services of which half feature the most contemporary technology available.

The diagnostic and interventional cardiology catheterization laboratory (Cath Lab) at Rideout features new imaging technology in two dedicated rooms which were fully renovated between March 2012 and March 2013. The product of this major effort resulted in new state-of-the-art fluoroscopy imaging systems from Toshiba which provide optimal reference and navigation resources for cardiac catheterization. The labs provide diagnostic and novel therapeutic procedures which include unique approaches and device technology exclusively available within the region at Rideout such as Chronic Total Occlusion (CTO) and other cardiac and peripheral vascular procedures.

The Rideout STEMI (ST Elevated Myocardial Infarction) Program in partnership with pre-hospital emergency medical services (EMS) in the region provide rapid recognition, transportation and efficient care coordination designed to provide expedited intervention within 90 minutes for those suffering from a heart attack. Rideout is a Designated STEMI Receiving Center with the Sierra-Sacramento Valley (SSV) Emergency Medical Services Agency. Rideout partners with SSV and other STEMI Receiving Centers in the region to provide and improve response effectiveness for heart attack patients and regularly meets to evaluate performance and contribute to quality assurance measures. Rideout also provides continuing medical education in cardiac care to EMS prehospital personnel and elevates community awareness for heart attack recognition, response and 911 activation.

Cardiac Surgery at Rideout is provided in a dedicated specialized cardiovascular operating room (CVOR). The room is staffed by a unique team of highly trained cardiac surgery nurses and technicians exclusively dedicated to cardiac surgery. Common surgical procedures include open heart valve replacement and cardiac artery bypass graft (CABG) in addition to development and delivery for novel procedures which are unique within the region which include minimally invasive valves and Transmyocardial Laser Revascularization (TMR).

In specialized cardiac nursing, Rideout features 12 Cardiovascular Intensive Care Unit beds and 24 Telemetry beds for advanced care specifically for our cardiac patients. Nursing and support personnel in these dedicated units are uniquely educated and trained to meet the complex and high acuity care needs for those with cardiovascular disease.

Rideout provides innovative community outreach and post-acute services through its Cardiac Rehabilitation Program (recognized as Phase II rehab following hospital discharge). For those with a history of cardiac disease, this service aims to improve the quality of life, health status and risk factor management by providing education and rehabilitative care focusing on nutrition, exercise, stress-management, smoking cessation and other forms of counseling for secondary prevention.

The Rideout Hospital administration, medical staff, Rideout Foundation and other community partners work together to provide innovative community outreach centered on improving the quality of technology and services provided within the Rideout cardiovascular service line and elevating cardiovascular health within the region through greater community education and awareness. Recent examples of collaboration and events include the “Red Hot Gala” at the Colusa Casino and the “Bless Your Heart Walk” at Yuba Sutter Mall which were held in February and the “Art for the Heart” event in July.

#### **Rideout Health Cardiovascular Productivity (July 2012-June 2013)**

Unit:	Procedures / Cases / Visits:
Cardiology	38,041
Cath Lab	8,427
CVOR	331
Cardiac Rehabilitation	3,393

#### **Mental Health – Substance Abuse Services**

Summary: Identified the need for education about substance abuse, including alcohol and tobacco as well as support for victims of trauma.

- RH provides sponsor funds to host Safe & Sober events for Yuba and Sutter county high school graduations

- RH's Emergency Department at Rideout Memorial Hospital, continued to be involved in the annual "Every 15 minutes", a mock event educating high school students about the dangers of drinking and driving
- RH participates monthly in the Yuba County Tobacco Coalition
- RH sponsors free Tobacco Cessation classes monthly for the public (January thru November)
- RH continues to support the local Trauma Intervention Program (TIP), where trained citizens offer emotional and practical support to victims, their family members, friends and bystanders at 911 emergency calls
- RH continues to provide assistance to the Rideout Emergency Department Sexual Assault Response Team (SART) for equipment and training to help women and children of assault crimes
- RH Hospice staff continue their participation in Camp HUG, a camp for children who have lost a loved one. Held at Eagle Lake Ronald McDonald Camp, children learn how to deal with their grief in healthy ways. This camp is free for children ages 8-18 who have had a close friend or family member die within the last two years. Children have an opportunity to stay in cabins, make crafts, swim, play games, learn archery and hike.
- Rideout Memorial Hospital and Specialists On Call now delivering 24/7 Emergency telepsychiatry service in California. Nation's leading provider of Clinical Telemedicine Services helps Rideout Memorial Hospital with emergency psychiatric patients

## Senior Services

Summary: Identified need for seniors to access medical information and screenings, transportation, adult day care and home health

- RH participates in local Senior Health Fairs and provides free health screenings and healthcare information wherever and whenever possible
- RH provides a "Community Resources for Seniors" handbook to senior citizens
- RH continues a licensed Skilled Nursing & Rehabilitation facility, The Fountains; two Assisted Living facilities, The Gardens, Alzheimer's and Dementia facility that includes an Adult Day Care Center and The Courtyard

## Perinatal Services

Summary: Identified the need for perinatal outreach education and services for all pregnant women in our community

- RH offers free perinatal classes, which include:
  - Childbirth Preparation: Signs of labor what to expect at the hospital, labor variations, comfort measures, breast feeding, pain relief options and cesarean birth
  - Lifesaver Baby: Parents are instructed in infant CPR and choking
  - Maternity Tours: Tours of the Perinatal Department
  - Breastfeeding: Education on how to, and why it is important
- The Sweet Success program began in February 2007 at Fremont Medical Center. Sweet Success is a diabetes-in-pregnancy program that is run by our own staff, but is supported and evaluated by the Department of Health Services. There are typically 45-50 women enrolled in the program annually and the numbers continue to increase

## Rideout Emergency Department

May 29, 2013: Newly-expanded Rideout Emergency Department, Phase I adds 5,000 square feet to the existing 12,000 square feet. This much-needed expansion is the first and bigger phase in creating adequate, flexible, tech-enhanced space for our ED team to handle every kind of patient and patient need with dispatch and compassion. Rideout's designation as a Level III Trauma Center and STEMI-receiving hospital make us the nexus for emergent care for all or parts of five counties.

## Disaster Preparedness, FY July 2012-June 2013

- **June:** two Rideout Health employees participated in a table top drill on organophosphate exposure sponsored by Bi-County Ambulance
- **August:** Class was taught at Rideout Health regarding, HazMat suits, and there was also a review on different PPE equipment that may be needed for an exposure
- **September:** two staff members attended Reno Fire Show to attend training on stair chairs that would be used for evacuation of patients down staircases
- **October:** the hospital vehicles we pulled to Fremont to assemble the equipment what works, what didn't work and what needs to be replaced. A list of this equipment was assembled regarding the needs that were discovered. Training was also put on regarding the set-up of the decon tents and how to move patients through them
- **May:** HAvBED drill, Radio drill, communication drill with Yuba and Sutter county public health depts
- **June:** HAvBED drill

## Quality

### Hand Hygiene Campaign: Oct., 2012

Rideout Health (RH) encourages the community to make a two-handed attack on the flu: vaccination to help prevent infection and hand washing to help prevent its spread. Influenza is a contagious respiratory disease caused by viruses that mutate often, seemingly one step ahead of scientists devising vaccines against them. While seemingly as 'common' as the 'common cold,' the 'flu' affects 10-15% of the

population in any given year and can be far more serious. An annual flu shot is recommended for everyone over the age of six months, but especially for those most vulnerable in the population: those under four and over fifty years of age, women who are pregnant and those with respiratory, cardiac, immune or neurological disease or other medical conditions. The flu virus can be transmitted even before a person exhibits any symptoms, so Rideout reminds everyone that observing cough and sneeze “etiquette” is always important, as are clean hands. The campaign reminds all to: cover your mouth, sneeze into your sleeve if necessary, and wash or sanitize your hands regularly.

While all staff at Rideout’s inpatient facilities are trained to follow strict protocols for infection prevention and control, the organization is now actively encouraging visitors to do the same. In addition to upgrading its hand sanitation stations to new motion-activated dispensers at Rideout Memorial and Fremont Medical Center, RH also expanded the number of them in public spaces such as lobbies and hallways, in addition to being both inside and outside of every patient room. It also switched to a product with high consumer name recognition, a specially-formulated non-aerosol foam version of Purell that kills 99.99% of germs.

About 700 of the dispensers were installed at Rideout Memorial Hospital, along with extensive signage for a new public awareness campaign, “Don’t Give Germs A Hand.” 1,000 dispensers were installed system-wide. In addition to the foam dispensers, Purell gel in pump dispensers is carried on all medical carts, with personal size bottles available for staff to carry in their pockets.

## **Rideout Health Announces New Senior Vice President and Chief Quality Officer**

November 2012: Rideout Health announced the appointment of Dr. Istikram Qaderi as Senior Vice President and Chief Quality Officer for Rideout Health. Dr. Qaderi has been given responsibility for planning and directing Rideout’s programs for patient safety and satisfaction, including infection prevention and control; analytics; risk management; and compliance with JCAHO and CMS standards and conditions of participation as well as state and federal regulations.

## **Outreach and Information/Education**

Summary: The Community Action Committee identified a need to continually provide information on what health care services are available locally, how to access them and education on basic health care.

- RH supports the Trauma Intervention Program to train local volunteers working with traumatized victims
- RH continues to provide translation of vital written material into Spanish, Punjabi and Hmong languages, including drug-testing consent, home care consent, information for women on caring for their newborn, breast self exams and mammography
- RH hosts Bless Your Heart Fair/Walk each February
- RH Teen Leadership Council (TLC): Thirty-nine area high school students from eight surrounding High Schools are recruited to attend the TLC designed to engage young adults who have demonstrated outstanding leadership skills and a strong desire to make a difference in our community and healthcare. Members attend monthly meetings, participate in seasonal activities, act as Foundation liaisons for their schools, job-shadow healthcare professionals, participate in philanthropic activities and health care events

## **Community Health Education**

RH participates in community events and offers healthcare educational materials, free health screenings and healthcare professionals to answer questions based on their area of expertise. Participation included activities at the many local community events, speaking engagements, featuring health care professionals at the local Rotary clubs, senior citizens clubs and organizations (DOLS, SIRS), Soroptimist, Chamber of Commerce Business Connection, Senior Fairs, Punjabi-American Festival and as guests on local radio talk shows throughout FY 2012/2013.

## **Community Organizations**

RH provided \$31,374 in financial support and additional in-kind support to other organizations dedicated to improving the health of the community. Some of the organizations are listed as follows:

### **Community Support FY 2012/2013 includes:**

- TIP of Yuba/ Sutter/ S. Butte Counties
- Yuba Sutter United Way
- 285 Squad Club Gold Sponsor
- California State Pipe Trades
- 20/30 Club of Feather River Valley
- Sutter Medical Foundation
- Beale Liaison Group
- American Red Cross
- Live Oak Festival
- Geweke’s Caring for Women Foundation
- Yuba-Sutter Regional Arts Council
- GoldSox Baseball
- Marysville Kiwanis Club

- The Acting Company
- Rotary Club of Yuba City
- National Child Safety Council
- Yuba Sutter Defenders Association
- Liberty Booster Club
- Yuba City High School – Students Learning About Medicine Program
- Yuba Sutter Children’s Type 1 Diabetes Support Group and Resource Center
- Yuba College Foundation
- River Valley High School Grad Night
- Yuba Sutter Chamber of Commerce
- Tri Counties Parkinson’s Support Group
- National Multiple Sclerosis Society
- Sutter Performing Arts
- Yuba Sutter Legal Center
- Sacramento Area Council of Governments - May is Bike Month Campaign
- Soroptimist International
- Appeal Democrat - Newspapers In Education Program
- Shady Creek - Outdoor Education
- American Cancer Society
- Live Oak High School Grad Night
- Yuba City High School Grad Night
- Kiwanis Club of Marysville
- Wheatland High School Grad Night
- Rotary Club of Marysville
- Punjabi American Heritage Society
- Richland Housing Health Fair

#### **RH offers free (CHE) perinatal classes, which include:**

- Childbirth Preparation: Signs of labor, what to expect at the hospital, labor variations, comfort measures, breast feeding, pain relief options and cesarean birth; Early Pregnancy: Normal discomforts of pregnancy, comfort measures, body changes and nutrition; Lifesaver Baby: Parents instructed in infant CPR and choking; and Maternity Tours: Bi-monthly tours of the Perinatal Department

#### **RH offers the following (CHE) outreach classes and support groups:**

- **Tobacco Cessation Classes:** A free four-part-session series entitled Clean Break is offered monthly for tobacco users to learn behavior modification tools to effectively maintain a tobacco-free lifestyle
- **Outpatient Cardiac Rehabilitation:** A three-month monitored exercise and formal education program for a patient’s recovery from coronary illness
- **Support groups:** RH provides meeting rooms for the following support groups: Grief Support Groups sponsored by Fremont-Rideout Hospice; Yuba-Sutter Children’s Type 1 Diabetes Support Group and Cancer Support Groups; TOPs (Take Off Pounds Sensibly)
- **Service Organizations:** RH provides meeting rooms for the following service organizations and educators: Kiwanis, United Way, Yuba Community College, American Cancer Society, American Red Cross, Yuba-Sutter Chamber of Commerce, Family Soup, Valley Quilt Guild, Fremont Medical Center and Rideout Memorial Hospital Auxiliary meetings

### **Comprehensive Benefits for the Community**

As a leader in providing and identifying health services for the community, RH’s work extends throughout the Yuba-Sutter communities, in some cases corroboratively, to ensure accessible, affordable, quality health care.

#### **Other Benefits for Under Served Populations**

- Health and Community Services Directory
- Translations: RH provided translation services for vital written material into Spanish, Punjabi and Hmong languages, including drug-testing consent, home care consent, caring for newborns, breast self exams and mammography
- Rideout Health provided \$2,112,505 for the **On-Call Physician Program** and \$3,340,401 for the **Intensivist/Hospitalist Program**, and \$1,630,158 for the **Surgicalist Program**. These programs provide physicians (inpatient) care for Emergency Room patients who have no physician and are indigent or on Medi-Cal

#### **Other Benefits for the Greater Community**

##### **SART Program**

RH provides assistance to the Rideout Emergency Department Sexual Assault Response Team (SART) for equipment and training to

help women of assault crimes. RH collaborated with law enforcement and Women's Advocacy Groups to establish in May 1996 the Yuba Sutter Sexual Assault Response Team

### **TIP Program**

RH provided support to train volunteers for a Trauma Intervention Program (TIP). This program has more than 25 local citizens who provide comfort and support to those in distress.

## **Education and Training: Medical Staff Education**

Rideout Health challenges itself to be a catalyst, advocate for, and a provider of education that promotes change, development and improvement.

Our CME program sees its purpose as providing high quality, evidence-based educational opportunities that are designed to advance physician competence, enhance practice performance, promote patient safety and, wherever possible, improve patient outcomes in the populations served by our physicians and healthcare providers.

We seek to serve not only the educational needs of healthcare professionals with privileges at Rideout Health but the needs of other local and regional providers as well.

As an acute-care facility, our educational activities include department-specific and specialty-specific conferences and symposia. These events take the form of live courses and live regularly scheduled series. The educational design, instructional method and learning format for each event is chosen to best serve the educational needs and learning objectives of the planned educational activity. Methods for each activity will depend upon the identified need. They will include but not be limited to didactic lectures, workshops and panel discussions which include attendee interaction and case presentations.

Included among our educational offerings are updates in clinical medicine and basic scientific research and reviews of current or best practice recommendations for clinical care.

We expect improved application in our approach to clinical problems and newly acquired strategies, effective use of targeted skills with improvement or a favorable impact on patient outcomes.

- July 18: Early Onset of Sepsis in Newborn: Management Protocol Per AAP
- August 3: Department of Medicine Symposium: 1) Update in Rheumatic Diseases 2) Critical Aspects of Palliative Care and Update on Palliative Care and 3) Opiate Dilemmas
- September 6: Healthcare Trends: Implications for Physicians and Hospitals with a Focus on Quality, Safety, Efficiencies and Waste Reduction
- September 11: Role of Epilepsy Surgery in Intractable Epilepsy
- September 19: Current Therapy for Early Stage Lung Cancer
- September 19: Neonatal Sepsis Including Choriomnionitis Discussion
- September 28: Cardiovascular Symposium – 1) Health Care Reform: Effect on Hospitals and Providers, 2) Coronary Artery Disease: Risk Factor Assessment and Screening Options in 2012, 3) Valvular Heart Disease: Percutaneous Versus Surgical Approach, 4) Carotid Artery Disease: Evaluation and Interventional Therapy, 5) Pharmacologic Therapy in an Interventional Patient, 6) Cardiac Catheterization: Femoral versus Radial Access 7) Peripheral Vascular Disease: Screening and Referral to a Vascular Specialist, 8) Peripheral Vascular Disease: Advances in Endovascular Therapy, 9) Cardiac Bio-Markers: What is New? 10) Non-invasive Evaluation of a Cardiac Patient and 11) New Insights in the Treatment of CAD: Medical vs Interventional vs Surgical
- October 9: Wound Care Update for Physicians
- October 16 and October 17: Physical and Chemical Restraints – What the Medical Staff Needs to Know
- October 23: Neonatal Hypoglycemia
- October 25: Opioid Dependence – Buprenorphine and Office-Based Therapy
- November 8: State of the Art Methods for Radiation Therapy Cancer Control
- December 19: Operative Vaginal Delivery
- February 12: Creating Order out of Chaos – Systems Approach to Organizational Excellence
- February 22: Stabilization of the Pediatric Patient Prior to Transfer
- March 20: Preventing Elective Delivery Less than 39 weeks
- April 9: Current Surgical Therapy for Esophageal Cancer
- April 11: Trauma Symposium– 3-hour program, - 1) Pediatric Trauma Ortho, 2) Preventing Chest Trauma 3) Blunt Abdominal Trauma and 4) Trauma of Emergency Medicine Symposium
- April 19: Department of Medicine Symposium: 1) Update on Transfusion Guidelines and Reactions 2) Current Therapy for Early Stage Lung Cancer and 3) Antibiotic Stewardship
- May 10: Fifth Annual Diabetes Conference: 1) Current ADA Guidelines about DM Management 2) Two Best Practices: Management of DKA 3) Multidisciplinary Approach to Managing Inpatient Hyperglycemia Across Patient Transitions, 4) Kidney of a Diabetic and 5) Consistent Carbohydrate Diet for Hospitalized Patients
- May 15: Update on the Newer Insulins in Pregnancy and Update on Infections
- June 3: Gunshot Wounds of the Presidents
- June 5: Surgical Staging for Endometrial Cancer

- June 22 – June 30: The Intrepid Symposium: 1) Fever of Unknown Origin – A Case Study 2) L Methyl Folate in Treatment of Depression 3) Wegener’s Granulomatosis 4) Injection Therapy – Roles in Primary Management of Musculoskeletal Problems, 5) MRSA – An Ongoing Infectious Disease Threat 6) Update on IBD 7) Acute Porphyria and 8) Probiotics: A New Age is Dawning

### Staff Education

RH provides ongoing training on site for its nursing and clinical staff as well as various non-clinical staff. On-site education for RH employees is provided free of charge to the employee. In addition, RH pays for staff attendance at approved training from outside sources when appropriate.

### Non-Quantifiable Benefits

Rideout Hospital Auxiliary and Fremont Medical Center Auxiliary provided more than 11,000 hours of volunteer services at Fremont Medical Center and Rideout Memorial Hospital in Fiscal Year 2012-2013, and can expect the same level of volunteerism next fiscal year. Both auxiliaries are rendering service to the hospitals, patients and families. Since 1959, the Fremont Medical Center Auxiliary members have served more than 581,900; since 1958 the Rideout Memorial Hospital Auxiliary members have served more than 742,500 volunteer hours. The Auxiliaries’ various fundraising efforts throughout the year enable them to fund scholarship awards, help purchase needed equipment and fund programs for Rideout Health.

Other volunteer groups that render service to Rideout Health include Rideout Hospice, Rideout Cancer Center, Senior Services, Emergency Department, Rideout Board of Directors and the Rideout Health Foundation.

RH provides leadership representation to the following groups and organizations:

- Alzheimer’s Association: Walk to End Alzheimer’s
- American Society of Healthcare Human Resources Association (ASHHRA)
- American Cancer Society Homeless Consortium
- AVID speaker to local schools
- Beale Air Force Base Community Council
- Bridging the Gap
- Healthy Kids Health Board
- Healthcare Human Resources Management Association of California (HHRMAC - Board - Membership Chair)
- Local High School medical clubs and career events (monthly during school year)
- Pink October / Breast Cancer Awareness
- Rotary, Kiwanis and Soroptimist Civic Clubs
- Society for Human Resource Management (SHRM)
- Sutter County Domestic Violence & Child Abuse Prevention Council
- United Way
- Sutter County Chronic Disease Prevention
- Yuba City Downtown Business Association
- Yuba Sutter Chamber of Commerce
- Yuba Sutter Economic Development Corporation
- Yuba Sutter Legal Center for Seniors
- Yuba County Children & Families Commission
- Yuba-Sutter Homeless Consortium
- YCUSD CTE Committee
- Yuba City Unified School District Wellness Committee
- Yuba City Unified School District Educational Advisory Committee
- Yuba-Sutter Healthcare Council
- Yuba-Sutter Healthcare Council
- Yuba-Sutter Middle School, Avid Programs
- RH participates in the Marysville Joint Unified School District’s Senior/Mentoring Project. This participation allows high school students to talk to and shadow hospital staff, as an introduction to health care careers
- RH also participates in the Tri-County Regional Occupational Program in Health Care for high school students, allowing students work-site experience
- A variety of RH employees function as volunteers at local schools, as well as participate as guest speakers or lecturers at local schools about health topics and career opportunities
- RH provides speakers in the GAIN Program, the Job Training and Partnership Act and the Tri-County Regional Occupational Program in Health Care to stimulate business and economic development
- The Rideout Health Teen Leadership Council began in March 2009. More than 30 High School students from eight local High Schools participate in the program where they job shadow, learn about health care, participate in philanthropic events and more
- RH hosts a tour for the Sutter County Business Workforce Program, Services for individuals with disabilities. 8th Grade Students from Central Gaither School learn about careers in housekeeping, materials management and nutritional services

**Department:** Patient Financial Services

**Effective Date:** July 1, 1991

**Subject/Title:** Financial Assistance (Charity Care) / PFS 002

**Approved By and Title:** Wayne Mills, CFO, Lisa Stark, Director of Patient Financial Services

**Date of Review/Revision:** 02//00, 03/02, 02/04, 03/05, 01/06, 01/07, 04/09

## **PURPOSE**

The purpose of this policy is to define patient eligibility for Financial Assistance, and to provide administrative guidelines for the identification and classification of patient accounts as Financial Assistance.

This policy identifies circumstances under which Fremont-Rideout Health Group will extend assistance to patients whose financial status makes it impractical or impossible to pay for necessary and/or catastrophic costs of medical services. Non-elective services and procedures offered by the Hospital will be eligible for Financial Assistance consideration. Evaluation of the necessity for medical treatment of any patient will be based upon the clinical judgment of the patient's personal physician or the Emergency Department staff physician. Where an emergency medical condition exists, the Hospital will address financial requirements only after urgent medical evaluation, treatment and stabilization have been rendered. In any event, stabilization treatment will not be delayed when requesting financial information from the patient.

Confidentiality of information and individual dignity will be maintained for all that seek charitable services. The handling of personal health information will meet all HIPAA requirements.

## **Definition:**

Financial Assistance is defined as: Healthcare services provided at no charge or at a reduced charge to patients who do not have or cannot obtain adequate financial resources to pay for their services. A patient requiring Financial Assistance is a patient who demonstrates through financial screening and financial means testing, an inability to pay for hospital services versus a patient who demonstrates the ability to pay but is not willing to pay.

## **PROCEDURES**

At the time of service all uninsured or underinsured patients will be provided with a statement of the Hospital's discounting and Financial Assistance Policies. They will also be provided, upon request, with a copy of a Medi-Cal/CMSRP, Healthy Families, and any other applications for third party coverage. As a last resort, a patient should be financially screened for the Financial Assistance Program.

Financial Counselors, Credit & Collection Representatives, and/or external collection agency employees will perform Financial Assistance screening and means testing. A patient may be granted either: full, partial, or no financial relief depending upon their financial situation and account balance.

Credit & Collection Representatives will screen patients who are covered by private insurance, Medi-Cal or Medicare after the time of service if the patient reports that he/she is unable to pay the account balance resulting from deductibles, co-pays, or non-covered services.

At the time the patient is provided with an application for Financial Assistance (FA Application), it is important to advise them of the additional attachments required (Pay stub(s), Tax Return, Medi-Cal/CMSRP denial, etc.- (FA Required Info Letter)

All potentially eligible patients, whose balance exceeds \$5,000, will be required to apply for assistance through State, County and other programs prior to application of Financial Assistance discounts. Other accounts may require proof of denial at the discretion of Fremont-Rideout Health Group.

Patients should be informed that it is their responsibility to properly complete all applications and return them to the appropriate agency and/or department for follow-up. Medi-Cal/CMSRP eligibility packets may be mailed directly to the County office.

Enter that the information was provided to the patient into the Hospital Information System, then: "Financial Assistance application forwarded to Patient Financial Services" for date(s) of service.

If information is incomplete, the patient will be sent a letter (FA Missing Info Letter).

Once the application is completed, the Credit & Collections staff prepares the Financial Assistance worksheet (FA Worksheet/ Matrix) and will forward to the appropriate level of management for review and approval as noted on the Write-Off Matrix. (See text box on following page)

If an application is approved, the Patient Financial Services Supervisor will obtain authorization for account adjustment from the Director of Patient Financial Services. Adjustments that exceed \$10,000 must be approved by the Chief Financial Officer. The financial screening and means test will be valid for up to three full calendar months beginning the first day of the month following approval. Patients are required to report any change in their financial information within 10 days of the change. A copy of the approved application will be filed and kept on file.

Only a Family Unit's gross income and 50% of any monetary assets over \$10,000, excluding retirement funds, will be considered when qualifying patients for Financial Assistance. In addition, any person(s) under the age of 21 may be considered a minor under Fremont-Rideout Health Group's Financial Assistance Policy.

For the purposes of Financial Assistance, once a patient has qualified by the above means testing, payment will be limited to no greater than the expected amount from Medicare (including outliers) for all Inpatient services. Furthermore, no patient attempting to qualify for Financial Assistance will not have collection activity reported on their credit report prior to 150 days from initial billing or while the patient is still in an actively qualifying period. All Bad Debt referrals will commence on the authority of the Director of Patient Financial Services or the Chief Financial Officer.

The patient's signature will certify that information contained in the documents is accurate and complete. The Hospital may halt the application process at any time that the patient and/or family becomes uncooperative, refuses to supply essential documents, or fraudulent activity is suspected.

If an application is approved for full or partial Financial Assistance, a letter of notification (FA Approval Letter) will be sent to the patient. Approvals will be documented in the Hospital Information System and the appropriate adjustment performed. A copy of the application will be filed and kept on file. \*\*The Hospital reserves the right to negotiate extended payment terms with patients, interest free, depending on the balance of the account and length of the repayment period.

If an application is denied, a letter of denial (FA Denial Letter) will be sent to the patient. Denied applications will be documented in the

Hospital Information System. A copy of the denied application will be filed and kept on file.

If any patient wishes to dispute the outcome of their Financial Assistance screening, they may do so in writing within 30 calendar days of their written notification. All disputes will be reviewed by the Patient Financial Services Supervisor and/or the Director of Patient Financial Services.

All written requests may be submitted to: Fremont-Rideout Health Group – Patient Financial Services, Financial Assistance Reconsideration, 319 G Street, Marysville, CA 95901

Collection activity will be deferred for patients regardless of the number of days outstanding on the account as long as the patient continues to cooperate in the completion of documentation of Financial Assistance eligibility or the application for government programs. However, many patients eligible for Financial Assistance or government programs show no interest in completing the process. Therefore, once patient cooperation ceases, collection activity within existing billing and collection policies and procedures will commence at the discretion of the Hospital.

Collection activity will cease when a patient is declared eligible for Financial Assistance or qualifies for government programs and the Hospital is within timely filing guidelines as determined by the payor.

All outside agencies used by the Hospital comply with State regulations, such as AB774, regarding collection activity.

The Financial Assistance Policy will be communicated to hospital patients through posted signs in the hospital Admitting and Patient Financial Services Departments as well as through billing statement messages and Financial Counseling brochures provided to patients.

Amounts previously paid to the Hospital by the patient, guarantor, or from any payor will not be refunded in the event of subsequent approval for Financial Assistance.

If a patient's hospitalization spans more than one calendar month and Medi-Cal or CMSP was granted for one of those months, and the other month is denied due to non-retroactive coverage; then the denied month's charges should be treated as Financial Assistance since the patient met the guidelines for Medi-Cal or CMSP. No formal application will be required.

There is a category of patients who qualify for Medi-Cal, but do not receive payment for their entire stay. Under the Financial Assistance Policy definition, these patients are eligible for Financial Assistance write-off. In addition, the hospital specifically includes as Financial Assistance the charges related to denied stays, denied days of care and non-covered services. These Treatment Authorization Request (TAR) denials and any lack of payment for non-covered services provided to Medi-Cal patients are to be classified as Financial Assistance. These patients are receiving services for which they have no ability to pay.

Patients with Medicare as a primary payor, and with Medi-Cal coverage for their co-insurance/deductibles, for which Medi-Cal does not make payment, and Medicare does not ultimately provide bad debt reimbursement will also be included as Financial Assistance. These medically indigent patients are receiving services for which a portion of the resulting bill is not being reimbursed.

If a patient can be adequately documented as 'homeless' or as 'transient', then further financial screening and income verification is not necessary. Patients without a payment source may be classified as Financial Assistance if they do not have a mailing address, residence or insurance. Consideration must also be given to classifying emergency room only patients who do not provide adequate information as to their financial status.

If a patient can be adequately documented as unemployed (unemployment verified by patient), bankrupt, or deceased and without assets, the account will be determined to qualify for Financial Assistance.

Patients who are sent to an outside collection agency and are then found to have no resources, no current and correct contact information, or are otherwise deemed uncollectible shall be written off as Financial Assistance for up to one prior year by the Director of Patient Financial Services or the appropriate Administrative representative or their designee without a formal Financial Assistance application.

Financial Assistance discounts may also be granted for patients who receive either Federal or State assistance who cannot pay for share of cost amounts in extenuating circumstances or in instances of catastrophic allowance. For the purpose of this policy, "catastrophic allowance" will be defined as: When any account or combination of account balances, exceed more than one (1) month's family gross income. Catastrophic allowances will require validation by prior year's tax return or the three (3) most recent pay stubs and will be discounted on a tiered basis based on the number of months' gross income that the account balance(s) exceed (See Financial Assistance Matrix).

Fremont-Rideout Health Group uses the federal poverty level ceilings, and will consider up to 350% of those poverty levels on a tiered basis for eligibility determination (See Financial Assistance Matrix). Prompt pay discounts or extended payment terms for those patients receiving partial assistance may be offered at the discretion of the Hospital.

Accounts being written off either in whole or in part as Financial Assistance require complete documentation of the circumstances, including all necessary forms and copies of required documents. In addition the appropriate Hospital employee, determined by approval level, must approve all Financial Assistance.

