

2013 Community Benefit Report

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Caring

for our community



“I love coming to the Heart Health Fairs. I think it’s the best thing ever that they do.”

Betty Cameron, Valencia
Henry Mayo Care for Your Heart
health fair participant



Henry Mayo’s Heart Health Fairs are making a difference in our community’s health.

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MISSION

To improve the health of our community through compassion and excellence in healthcare services.

VISION

To create the ideal patient-centered environment to surpass expectations.

VALUES

- *Quality*
- *Safety*
- *Teamwork*
- *Accountability*
- *Integrity*
- *Respect*

CARING FOR OUR COMMUNITY

Henry Mayo's impact in the community is felt in many ways, from providing financial assistance to uninsured patients and offering prevention and awareness programs to keep the community healthy, to providing education and training to current and future healthcare professionals.

As a not-for-profit community hospital, we conduct a needs assessment study every three years to better understand the community's needs and to assist Henry Mayo with community planning activities; develop a community benefit plan to improve the health of the community; and annually submit a copy of the plan to the Office of Statewide Health Planning and Development.

Henry Mayo's mission, vision and values, and its role in the community, serve as the foundation for everything the hospital does.

PRESIDENT'S MESSAGE



For almost 40 years, Henry Mayo has been an integral part of this community – caring for families and sharing in the work that it takes to make this community strong, successful and vibrant. From our hospital’s achievements in clinical quality and safety to our service excellence and information technology advancements, you our stakeholders, have been a vital part of the Henry Mayo Experience.

This year, we have been able to deliver on so many levels. The Kim and Steven Ullman Neonatal Intensive Care unit celebrated its first anniversary with a “graduation” of the first NICU babies ever to be treated at Henry Mayo. Our services for Joint Replacement, Spine Surgery, Emergency and Trauma care, Women’s Health and Maternity, as well as the Wayne and Connie Spears ICU and the Sheila R. Veloz Breast Imaging Center continue to provide excellent care to our patients. Our cardiology team expanded its services to include the full spectrum of care ranging from education to invasive and non-invasive treatment, as well as rehabilitation.

As we look forward to another year of service, we are committed to being great at what matters most to our patients, being great at what matters most to our healthcare team, improving daily, growing with care and to staying financially strong.

As members of this community and members of your healthcare team, we strive to make Henry Mayo your hospital for the care you need and the compassion you deserve. Thank you trusting us with your care,

A handwritten signature in black ink that reads "Roger E. Seaver". The signature is written in a cursive, flowing style.

Roger E. Seaver
President and CEO
Henry Mayo Newhall Memorial Hospital

ASSESSING OUR COMMUNITY'S NEEDS

To better understand the community's needs, Henry Mayo conducted a comprehensive community needs assessment study this year. The Community Health Needs Assessment collected and analyzed data to assess gaps in healthcare services in the Santa Clarita Valley. It is also the primary tool used by the hospital to determine its community benefit plan, which outlines how it will give back to the community in the form of health care and other community services to address unmet community health needs. This assessment incorporates components of primary data collection and secondary data analysis that focus on the health and social needs of the service area.

The Community Health Needs Assessment has been conducted as a collaborative effort between The Identity Group and Melissa Biel of Biel Consulting, Inc., The Identity Groups is a strategic health care consulting firm that specializes in working with community, non-profit hospitals, foundations and health plans. Biel Consulting, Inc. is an independent consulting firm that works with hospitals, clinics and community-based nonprofit organizations in developing, implementing and evaluating community benefit programs.

The study used both primary and secondary research to complete its assessment. Primary research involved 24 interviews with community stakeholders who are leaders and representatives of medically underserved, low-income, minority and chronic disease populations or regional, State or local health or other departments or agencies that have "current data or other information relevant to the health needs of the community served by the hospital facility."

Secondary data were collected from a variety of local, county and state sources to present the hospital service area demographics, social and economic factors. Healthcare statistics included birth characteristics including number of births, teen birth rate, prenatal care, low birth rate, infant mortality, breastfeeding; mortality/leading causes of death, chronic diseases.



ORGANIZATIONS AND PARTNERS

A number of organizations and agencies contributed time and resources to assist with the production of the needs assessment.

Action Family Counseling
Alzheimer's Association
American Cancer Society, California Division
American Diabetes Association
Boys & Girls Club of Santa Clarita Valley
Child & Family Center
City of Santa Clarita, Newhall Community Center
College of the Canyons
Domestic Violence Center of SCV
Help the Children
Henry Mayo Behavioral Health Unit
Los Angeles County, Department of Public Health
Los Angeles County Department of Mental Health -
Los Angeles Residential Community (LARC)
Northeast Valley Health Corporation (NEVHC)
NEVHC – WIC Program
Samuel Dixon Family Health Centers, Inc.
Santa Clarita Adult Day Health Care
SCV Central Office of Alcoholics Anonymous
Santa Clarita Valley Senior Center
Single Mothers Outreach

STUDY HIGHLIGHTS:

The following are highlights of the 2013 Community Health Needs Assessment: Henry Mayo serves the Santa Clarita Valley's nine zip codes including the communities of Canyon Country, Castaic, Newhall, Santa Clarita, Saugus, Stevenson Ranch and Valencia. In FY 13, hospital inpatient admission data showed that 78% of the patients originate from those zip codes.

The population for Henry Mayo's primary service area was 266,980. Children and youth, ages 0-17 make up 26.8% of the population; 10.1% are 18-24 years of age; 29.0% are 25-44; 25.9 are 45-64; and 8.1% of the population are seniors, 65 years of age and older.

When the population is examined by place, Stevenson Ranch notably has the highest concentration of children 0-17 (32.6%), and the lowest concentration of adults 18-64 (60.9%), in the hospital service area. The lowest concentration of children 0-17 (21.9%), and the lowest concentration of seniors 65+ (4.1%) can be found in Castaic. The highest concentration of seniors is found in Newhall (12.1%).

The population of the service area consists primarily of White/Caucasians (52.5%) and Latinos (28.8%). Asian/Pacific Islanders comprise 10.3% of the population, and African Americans, Native Americans, those of mixed race, and all other races combined total 8.2% of the population. Newhall has the highest concentration of Latinos (46.1%), Stevenson Ranch has the highest concentration of Asians (23.7%), and Castaic the highest concentration of African Americans (10.7%).

While the majority of the population speaks only English (68.9%) at home, other languages include Spanish (19.4%), Asian (6.9%) and Indo European languages (3.7%).

Newhall has the highest concentration of Spanish-speakers (35.9%). Stevenson Ranch has the highest concentration of Asian/Pacific islander languages (18.6%).



FROM OUR PATIENTS...

“Henry Mayo’s Heart Health Fairs have helped me lower my blood pressure and stay healthy.”

John Vasquez
Heart Fair Attendee

PRIORITY UNMET NEEDS IDENTIFIED

The study noted these recommendations are consistent with the principles for prioritizing community benefits set out previously by the hospital’s leadership team:

- 1) Access to Care
- 2) Diabetes
- 3) Asthma
- 4) Cardiovascular Disease
- 5) Obesity
- 6) Mental Health
- 7) Alcohol/Drugs
- 8) Homelessness
- 9) Dental Health
- 10) Violence
- 11) Smoking

PROGRESS REPORT | FY 2013

During FY 2013, Henry Mayo focused its community imperative on facilitating people and resources to come together to meet critical healthcare needs. Top goals included having a total of 400 community members receive health education and awareness through lectures and outreach.

As part of the education goals, Henry Mayo provided more than 12 English lectures and hosted one Spanish language roundtable. Henry Mayo provided more than nine screening opportunities for the community and participated in a number of outreach events,

Community Imperative:

Facilitate with a mission to improve the health of our community through compassion and excellence in healthcare services, Henry Mayo is committed to improving healthcare access.

- Providing financial assistance that supports access to care for uninsured and underinsured patients who do not have the resources to pay for their care.
- Enrollment assistance with federal, state and county programs, including in-home enrollment assistance.
- Support the local homeless in providing access to medical supplies and flu vaccinations.
- Exploring partnerships with area community clinics.
- Offering medical expert speakers for area community partners.

Cardiovascular Disease:

To address the identified health need of cardiovascular disease, Henry Mayo will offer:

- Care for Your Heart health screenings will be offered to include cholesterol and glucose tests, blood pressure monitoring, height and weight analysis, body fat and body composition, oxygen saturation and carbon monoxide measurement, and heart risk assessment.
- Community health education offered in English and Spanish on topics related to heart health, nutrition, warning signs of strokes and other related topics.
- A stroke support group, which is open to the community.
- Provide carotid artery screening to seniors at the SCV Senior Center.
- Implement a sponsorship of American Heart Association community awareness programs and events.
- Partner with the SCV Senior Center to provide stroke education to homebound seniors.

Diabetes:

To address the identified health need of diabetes, Henry Mayo will offer:

- The establishment of a community diabetes program.
- Community health education offered in English and Spanish on topics related to diabetes management, nutrition, prevention and other related topics.
- Promote healthy lifestyles and healthcare services available in the community through participation in Health and Wellness Fairs.
- Partner with community organizations to address diabetes self-management.
- Continue sponsorship of American Diabetes Association community Awareness events.

COMMUNITY BENEFIT PLAN | FY 2014-2016

Following the Community Health Needs Assessment, Henry Mayo developed an Implementation Strategy and through a commitment of resources through the hospital's community benefit program will address three priority health needs: Access to Care; Cardiovascular Disease; and Diabetes.

Community Imperative: Facilitate people and resources to come together to meet critical healthcare needs.		
Strategy: Ensure that community benefit efforts yield measurable outcomes for the Santa Clarita Valley		
Goal	Metrics	Status
COMMUNITY HEALTH NEEDS ASSESSMENT Complete updated Triennial Needs Assessment.	Completion target date: 9/30/13	Completed
HEART HEALTH - Provide opportunities to 850 uninsured and underinsured patients to manage and improve heart health through regular screenings and education in English and Spanish.	Increase last year's attendance by 20%. Host 4 heart health fairs. Participate in 2 community fairs. Provide educational materials in English and Spanish. Engage bilingual staff.	Heart Fair attendance was increased by 10 percent. More than 850 screenings were provided to community. English and Spanish materials were available along with additional bilingual staff.
MENTAL HEALTH - Host hospital-based grief support group, every two weeks. Baseline to be established. Bilingual services TBD.	Attendance TBD via RSVPs and sign ups.	Grief Support group was launched in March.
SENIOR HEALTH - Increase medi-medi audience participation at monthly Senior Center education sessions by 20%	12 lectures 10 attendees	13 lectures 12 attendees
LATINO OUTREACH. Generate 200% increase in participation from Latino community through education and screenings staffed by bilingual clinical and health education professionals from June 1 to September 30, 2013.	Program reach within the Latino community from June 1- Sept 30, 2013 via attendance. Baseline TBD.	Baseline established in Oct. 2013 with 30 attendees at two outreach events.
STROKE EDUCATION. Increase the percentage of patients arriving in the ED after onset of stroke symptoms within two hours from 47.4% to more than 50% in FY 2013.	Patient volumes for specific DRGs from Oct 2012 to Sept 2013.	Determined that new metric may need to be established.
COLORECTAL CANCER EDUCATION. Generate a 10% increase in compliance of colonoscopies among HM target audience through a 7-month Colonoscopy Awareness and Education campaign, to be measured via online survey.	Baseline = 43% Target = 47% Measured via online survey on Jan 31, 2014.	On-going

SUMMARY OF COMMUNITY BENEFIT ACTIVITIES

Henry Mayo was involved with a number of activities to improve the community's health and well-being, ranging from offering preventive health screenings, and education and awareness events, to helping those who were underinsured or lacked insurance. Many of these activities will continue in FY 2014.

Medical Care Services

As a not-for-profit community hospital, Henry Mayo has an obligation to serve everyone – regardless of an individual's ability to pay. In FY 2013, the hospital provided \$13,898,010 in charity care.

CANCER PREVENTION

- Funding received from two grants, one from Susan G. Komen for the Cure and another from the Boston Scientific Foundation, totaling \$55,000, allowed the Sheila R. Veloz Breast Imaging Center to provide breast cancer screening and diagnostic procedures to help those who cannot afford them. Henry Mayo also offered referrals to [Northeast Valley Health Corporation](#) and [Samuel Dixon Family Health Centers](#) as well as [Circle of Hope, Inc.](#), a local nonprofit, which offers financial and emotional assistance to uninsured and underinsured breast cancer patients who live, work, or receive treatment in the Santa Clarita Valley one allowed the [Sheila R. Veloz Breast Imaging Center](#) to provide breast cancer screening and diagnostic procedures to help those who cannot afford them.



MENTAL HEALTH

- In FY 2013, Henry Mayo's Behavioral Health Unit (BHU) continued to provide [medical and psychological treatment](#) to help patients re-enter society and function at a higher level.
- The unit's multidisciplinary team comprised of psychiatrists, psychiatric-certified registered nurses, marriage and family therapists, social workers, activity therapists and others, helped BHU patients with [a variety of acute psychiatric illnesses](#). These include schizophrenia, schizoaffective disorder, bipolar disorder, and major depression.

MENTAL HEALTH

- During the year, the unit continued to offer **online mental health surveys** through the hospital's website. There were 351 online surveys completed in FY 2013, an increase of 23 percent from the previous year. The screenings, which includes a Spanish-language version, allowed visitors to participate in anonymous screenings for depression, general anxiety, adolescent depression, post-traumatic stress and bipolar disorder.
- In an effort to relieve work tensions and reduce stress, Henry Mayo presented a lecture at the Chamber of Commerce's "**Mind Your Stress on the Job**" **Lunch and Learn** in May. While the hospital's lead care-coordinator spoke to vital community groups about "A Community Approach to Suicide Prevention and the Elderly."

Community Engagement, Education and Screenings

Throughout the year, Henry Mayo offered a number of activities to benefit the broader community. These included:

HEART HEALTH

- Free, **quarterly Care for Your Heart health screenings**, which included cholesterol and glucose tests, blood pressure monitoring, height and weight analysis, body fat and BMI measurement, oxygen saturation and carbon monoxide measurement, and heart risk assessment. Spanish-speaking materials and translators were also available.
- During FY 2013, just over 840 area residents took advantage of these free screenings, with **each heart fair attracting about 200 attendees**, a significant increase from the nearly 60 who attended the first fair in 2007.
- A study of the results from the past year's heart fairs found that the **health screenings are making a difference in the community**. It revealed that 56 percent of those who attended three or more heart fairs showed improvement in their cholesterol; 56 percent of those who attended three or more heart fairs showed an improvement in the glucose; 48 percent of those who attended three or more heart fairs improved their BMI; and there was an average of 40 percent improvement in Blood Pressures among those who attended three or more heart fairs.



SPINE HEALTH

- In 2013, Henry Mayo continued its monthly **spine education class series**, complimentary classes offered at both on Henry Mayo campus and at its Golden Valley location. Taught by a Henry Mayo physical therapist, the class covers correct posture, body mechanics, daily living activities, and the role of exercise to maintain strong backs. These classes attracted nearly 50 people in FY 2013 and were focused on lifestyle changes that can help with pain management and prevent future back injuries.



STROKE EDUCATION

- Henry Mayo nurses shared information about warning signs, symptoms of stroke and the importance of a healthy diet and exercise to reduce risk factors at the **Care for Your Heart** health screenings.
- In May 2013, during Stroke Awareness Month, Stroke Education was provided to the SCV Senior Center as part of the monthly lecture series. More than 15 seniors participated in the program and learned about the signs and symptoms of a stroke.



CPR CLASSES

- Free, monthly one-hour CPR classes on the hospital's campus in partnership with Superior Life Support. Approved by the American Heart Association, the **Family & Friends CPR program** is designed to educate participants on how to recognize and care for an adult or child who is choking and how to perform CPR. Taught voluntarily by a Los Angeles County firefighter, classes are open to anyone who wants to learn CPR but does not need to be certified. These classes had 189 participants in FY 2013.

HEALTHY LIFESTYLES

Promoting healthy lifestyles and the wide range of healthcare services available in the community through our participation in the **SCV Chamber of Commerce's Celebrate Life Festival**. The event took place in a vacant building in the Valencia Industrial Center. The hospital was a major sponsor and created a screening village within the festival where close to 150 community members were screened.

As the Spotlight sponsor, the Hospital hosted a large presence showcasing multiple hospital services including Cardiovascular Services; Rehabilitation Services; Certified Stroke Center; Sheila R. Veloz Breast Imaging Center; and Smoking Cessation Program.

Taking advantage of February being recognized as Heart Health Month, the Hospital highlighted its Cardiovascular Services. Ten members of our cardiovascular services team were also on hand to meet community members and talk to them about their heart health. Seventy-nine people learned about the newly expanded heart services first-hand from staff, who showed and demonstrated coronary stents; functions of a heart and talked about the importance of a cardiac cath lab. Three cardiac nurses provided 80 recommendations to visitors on how to improve their heart health.

During the 8-hour festival, we also provided Cholesterol/Glucose/Blood Pressure and Body Composition Screenings to 106 people. We had 125 people undergo Carotid Artery Screening, which was newly added to complement our array of heart screening this year. Fifty-seven people underwent smoking cessation screenings, where five brochures were handed out to smokers who desired to quit.

In our physical therapy arena, we had six therapists providing screenings, education and hosting a contest and a raffle. Twenty-three booth visitors participated in plank contest; fifteen underwent a workstation injury screening/ergonomics check; and twenty-six were provided with a hands-on therapy tape demonstration.

Forty-seven were provided with stroke education; Sixty-nine were educated on breast health; and 23 people received a flu shot.





- Henry Mayo continued its participation in **White Ribbon Week** to promote awareness of safe driving habits for teen drivers and encourage high school seniors to have fun during their graduation celebrations without engaging in high-risk activities, such as impaired driving. More than 5,000 ribbons were purchased and distributed to teens during their senior assemblies and proudly worn during graduation ceremonies in a reminder to drive safe. Five hundred ribbons were also made available throughout the city for parents and others to show their support of the program.
- Also as part of the **Drive Safe program**, Henry Mayo's trauma nurses led the City of Santa Clarita Community Court's diversion classes and presented graphic images of car crashes caused by teens followed by a candid discussion on what young drivers can do to prevent collisions and make positive life choices for their future.
- The hospital also continued its collaboration with the William S. Hart Union High School District; the Los Angeles County Sheriff's Department, Santa Clarita; AMR; and other agencies to produce the **Every 15 Minutes Presentation**, which reenacts a traffic collision and Emergency Room visits as a harsh real-like lesson designed to educate high schools about the dangers of driving while being distracted or under the influence of drugs or alcohol.

DISASTER RESOURCES

- As an umbrella hospital capable of providing assistance and resources to other hospitals in the event of an emergency, Henry Mayo showed some of its resources and preparedness skills at the **Emergency Expo** at the Valencia Hyatt, which attracted 3,000 attendees in conjunction with the Home and Garden Show. **Henry Mayo's Disaster Resources Center** displayed and demonstrated its potential in the event of an earthquake, hazardous spill, or other major catastrophe.

LIFE SAFETY

EMERGENCY AWARENESS BEYOND THE ER

- *Emergency Expo*
- *Water Safety Expo*
- *Public Health Education and PSAs*
- *Bicycle Safety*

- **Emergency room physicians** also took their educational messages on the road in 2013 as they addressed a number of topics with a goal of reducing ER visits and preventable deaths. Some of these public lectures and media opportunities included the dangers of spider and snake bites at the Emergency Expo; water safety and drowning prevention at the Water Safety Expo; and the dangers of illegal drugs in conjunction with the **City of Santa Clarita**.
- For the third year, Henry Mayo was a major participant in the **Water Safety Expo** taking place at fire station 126 in Valencia and attracting 1,000 community residents. Coming together following multiple recent community drownings, the Water Safety Expo provided live safety demonstrations, first-hand accounts from emergency room physicians, and opportunities to learn about the dangers of water, and best practices on keeping children safe near any water source.

CANCER AWARENESS

- Back by popular demand, Henry Mayo's **Enormous Educational Colon** returned to the SCV Relay For Life 2013, hosting more than 2,300 visitors who came to see the educational tunnel – 12 feet high, 18 feet wide, and 30 feet long. Physicians and staff were on hand to help visitors tour the colon and answer their questions.



- The colon museum focused on education, prevention and action. After visitors toured the colon, they were asked to sign a pledge to either undergo a colonoscopy by the end of the year or encourage someone to undergo a colonoscopy so that they are currently in compliance with their doctor's orders in regards to their colonoscopy screening requirement.
- Relay for Life visitors could also participate in a series of recreational activities promoting a healthy, active lifestyle including Zumba Fitness, Hulla Hopping or Hoopnautica and Line Dancing, Children attending the event were also taught about healthy eating options, portion control and were able to make sample healthy meals.

- *Relay for Life* celebrates cancer survivorship and raise money for research and programs for the American Cancer Society. The event was held at Central Park in May and raised nearly \$500,000, with Henry Mayo providing a \$10,000 sponsorship. Money raised is used to help fight cancer in the community.

COMMUNITY EVENTS

HENRY MAYO TEAMS ARE OUT AND ABOUT

- *Relay for Life*
- *Arthritis Walk*
- *Light the Night*
- *Heart Chase*
- *Diabetes Walk*
- *Susan G. Komen Race for a Cure*

- Returning to *Relay*, the popular **Cancer Pathology Museum** presented visual samples of malignant and healthy organs. More than 1,200 Cancer Pathology Museum visitors toured the museum and viewed healthy and malignant organs. Hospital staff and volunteers were on hand to talk about the organs and provide prevention tips and screening information.
- In a partnership event with the Hispanic Ministry organization at Our Lady of Perpetual Help, four women were taught about best practices in breast health including monthly breast exams, clinical breast exams and annual mammograms.
- In June, Team Henry Mayo was out at the local **Arthritis Walk** at Magic Mountain where we provided arthritis relief and education by providing 66 paraffin hand dips; and distributed 100 packets of sunscreen.
- Henry Mayo also participated in the **Diabetes Walk**, where Henry Mayo nurses provided 68 glucose screenings, 15 foot exams, and 70 families spun the health wheel and answered general health questions.
- At the **Kids Expo**, hosted by the **Child and Family Center**, trauma nurses spoke about bicycle safety and instructed booth goers on how to properly fit a bicycle helmet.

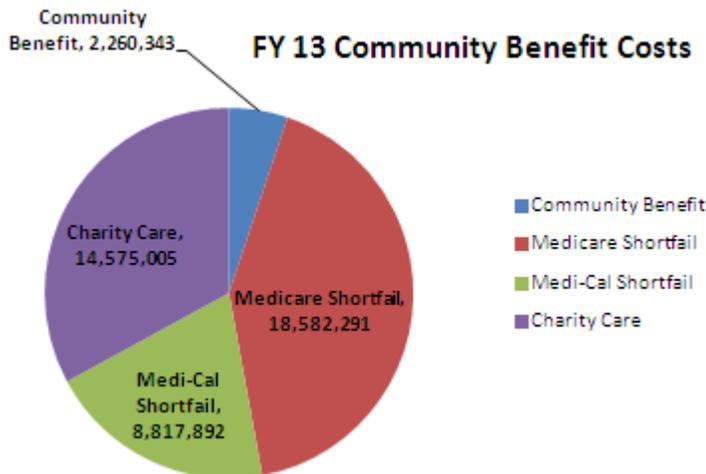
SENIOR HEALTH

- Addressing approximately 12 seniors on a monthly basis, Henry Mayo provided a series of clinical experts to engage with seniors at the **SCV Senior Center** about health topics ranging from eye care to heart health to stroke education and colorectal cancer.
- Filling a void at the **SCV Senior Center**, Henry Mayo provided 187 flu shots to seniors after Los Angeles County Department of health was no longer able to provide the immunization.
- In March, Henry Mayo participated in the Summerhill Villa Health Fair, where 37 people visited our booth and were educated about the signs and symptoms of a stroke and provided with senior nutrition handouts.
- At the **Caregiver Resource Fair**, Henry Mayo provided seniors and their caregivers information about hospital resources. Twenty-three people visited the hospital booth and learned about hospital support groups.



INVENTORY AND ECONOMIC VALUATION

Henry Mayo offers financial assistance to patients meeting certain criteria in relationship to the Federal Poverty Level (FPL) and/or those who may face or who have catastrophe circumstances during the year. We offer financial assistance to patients whose family incomes are 100% the federal poverty level and allow variable discount amounts to families up to 400% of the federal poverty level.



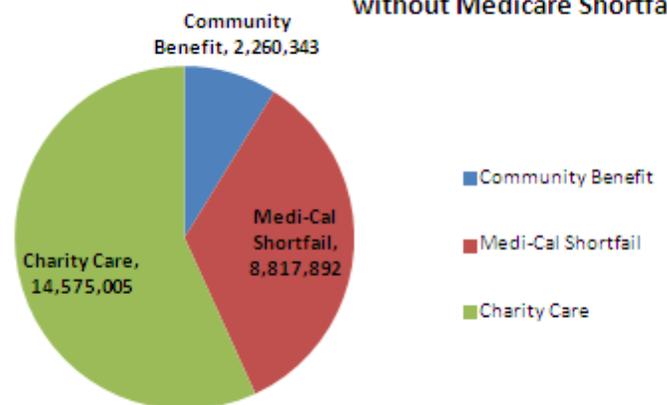
Patients who meet the FPL guidelines with high medical costs may also receive additional financial support. This can include assistance with out-of-pocket costs exceeding 10% of the patient’s income in the prior 12 months or uninsured patients whose family income meets the FPL and whose out-of-pocket expenses do not exceed 10% of the patient’s family income. These patients may qualify under the extended charity or discount policy. Patients may also be eligible for health benefits through Medicare, Medi-Cal, CCS or Healthy Families.

The Sheila R. Veloz Breast Imaging Center provides breast cancer screenings and diagnostics to women regardless of their ability to pay. Through the Circle of Hope, we offer referrals for financial and emotional assistance to uninsured and underinsured breast cancer patients.

The breast imaging center also serves uninsured and underinsured individuals over the age of 40 through the hospital’s Foundation and takes part in the state-subsidized program for women over 40.

In addition, a grant from the Susan G. Komen for the Cure Foundation subsidizes costs for symptomatic women and men under 40.

FY 13 Community Benefit Costs without Medicare Shortfall





Providing Heart Health Education to the Community

“By providing state-of-the-art heart care and information about heart healthy choices, we help those in the community transform their lifestyle and improve their quality of life.”

Jean Marie Stewart, RN
 Senior Director
 Cardiovascular Services
 Henry Mayo Newhall Memorial Hospital

CELEBRATING LIFE WITH BETTER HEALTH

As a major sponsor of the SCV Chamber of Commerce’s Celebrate Life Festival, Henry Mayo took the opportunity in February to promote a healthy heart and healthy lifestyles through a wide range of healthcare services available in the community through our participation in the **SCV Chamber of Commerce’s Celebrate Life Festival**. The hospital was a major sponsor and created a screening village within the festival where close to 150 people were screened.

As the Spotlight sponsor, the Hospital hosted a large presence showcasing multiple hospital services including Cardiovascular Services; Rehabilitation Services; Certified Stroke Center; Sheila R. Veloz Breast Imaging Center; and Smoking Cessation Program.

Taking advantage of February being recognized as Heart Health Month, the Hospital highlighted its Cardiovascular Services. Ten members of our cardiovascular services team were also on hand to meet community members and talk to them about their heart health. Seventy-nine people learned about the newly expanded heart services first-hand from staff who showed coronary stents; functions of a heart and talked about the importance of a cardiac cath lab. Three cardiac nurses provided 80 recommendations to visitors on how to improve their heart health.

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In our physical therapy arena, six therapists provided screenings, education and hosting a contest and a raffle. Twenty-three booth visitors participated in plank contest; 15 underwent a workstation injury screening/ergonomics check; and 26 were provided with a hands-on therapy tape demonstration.



“We take the journey with you and your family from the very beginning, by providing all of the support you need, from clinical expertise to the latest technology available.”

Donna Ferguson, RN
Senior Director, Outpatient Services
Henry Mayo Newhall Memorial Hospital

COLORECTAL CANCER COMPLIANCE STUDY

In January 2013, Henry Mayo Newhall Memorial Hospital conducted a baseline survey to determine the colonoscopy compliance rate among Santa Clarita Valley residents. The study revealed that 43 percent of residents of the SCV who were told by the physician to undergo a colonoscopy were not compliant. Further analysis of the data received found that 71% of those who were not compliant were women. They identified time constraints and fear as the top barriers to getting a colonoscopy. Fear factors were specifically: preparation process, invasiveness, complications, and pain.

The data was shared and reviewed by the Colonoscopy Compliance Taskforce, which included multiple GI physicians and nurses, and other cancer experts along with members of the marketing and community benefit department. Together they formulated an action plan to increase the compliance rate.

A goal was set to increase the compliance rate by 10 percent from 43% to 47% by the next survey period (Jan 7 – 31, 2014).

Beginning around the middle of November, Henry Mayo will launch a direct mail advertising campaign combined with online and local media advertising blitz to educate those 50 and older about the importance of undergoing a colonoscopy as advised by their physician.

Comprehensive Website Includes:

www.henrymayo.com/takeaday/

Education: An overview of colon cancer and risk factors

Prevention: Myth busters and what to expect during colonoscopy

Action: Colonoscopy preparation and procedure



“We’re so grateful for the NICU and our healthy babies. The nurses, doctors, physical therapists and nutritionists kept us informed, updated and educated every step of the way. I don’t know how I could have ever gotten through this experience had it not been for everyone at Henry Mayo.”

Erin Finn
Mother of Twins, Kylie and Dylan

CELEBRATING THE FIRST YEAR OF PRECIOUS MEMORIES

It was a special day for many families at Henry Mayo’s Kim and Steven Ullman Neonatal Intensive Care Unit—the NICU Reunion—marking one year since the state-of-the-art facility opened its doors to the Santa Clarita Valley’s tiniest patients and their families. More than 100 people attended the celebration held at the hospital on May 2, including 25 NICU babies.

Parents spoke of their outstanding experience at the NICU where they and their babies were treated with compassion and professionalism. They also spoke of the importance of keeping their babies close to home in the SCV’s only NICU, and one that is recognized as one of the best in Southern California. With private rooms, top-notch neonatal staff, physicians and the latest technology, NICU babies at Henry Mayo receive the best, world-class health care.

Benefactors Kim and Steven Ullman, after whom the NICU is named, attended the happy event, pleased to see all the healthy babies and their parents in attendance. Following the joyous celebration, the babies received special gifts, including plush blankets, as a memento for their time spent in the NICU.

Henry Mayo Newhall Memorial Hospital opened its NICU in June 2012 and has so far served more than 130 newborn babies. This event marks the first NICU reunion, the first of many to come.

EXECUTIVE TEAM

Roger E. Seaver

President,
Chief Executive Officer

John V. Schleif

Senior Vice President,
Chief Operating Officer

C.R. Bob Hudson

Senior Vice President,
Chief Financial Officer

Larry R. Kidd, RN, NEA-BC

Vice President, Patient Care Services,
Chief Nursing Officer

Cindy Peterson

Vice President,
Chief Information Officer

Mark Puleo

Vice President,
Chief Human Resource Officer

Richard Frankenstein, MD

Vice President, Professional Services,
Chief Medical Officer

Jonathan Miller

Vice President,
Ancillary and Support Services

MEDICAL STAFF INVOLVEMENT

Members of the medical staff members work with hospital staff to provide guidance for health fairs and wellness screenings in Henry Mayo's service area, including preventive health activities, such as colorectal cancer screenings and the American Cancer Society's Relay for Life, and speaking on public forums to promote health education and awareness.

PUBLIC REVIEW

This report is intended to provide an overview of Henry Mayo's activities to improve the health of the community. Copies are distributed to the board of directors, Henry Mayo officers and others.

The report is accessible through the hospital's website, www.henrymayo.com. Printed copies can also be obtained by calling Bhavna Mistry, marketing specialist, (661) 200-1306.

COMMUNITY BENEFIT REPORT CONTACT

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HENRY MAYO BOARD OF DIRECTORS FY 2013

Henry Mayo is governed by a 15-member volunteer Board of Directors. The selection and ultimate election of new board members begins with the recommendations of the Governance Committee that consists of respected local business or civic leaders. Most of the hospital's board members live or work in the Santa Clarita Valley and, because they know their families, friends, and neighbors depend on Henry Mayo, they hold the administration, and themselves, to the highest performance standards possible.

OFFICERS AND MEMBERS FY 2013

Craig Peters

Board Chair
EVP, CB Richard Ellis,
Industrial Properties

Don Kimball

Board Vice Chair
EVP/Operations and
Financial Affairs
Secretary, Newhall Land

John Barstis, MD

Physician

Robert Benjamin

Owner, Western Airparts Corp.

Richard Corlin, MD

Physician

Dale Donohoe

Owner, Intertex Companies

Judy Fish, PhD

Board Secretary
Retired Superintendent
Saugus Union School District

James D. Hicken

Bank Executive

Gregory Jenkins, MD

Chief of Staff

Marlee Lauffer

VP, Marketing &
Communications,
Newhall Land

Mark Liker, MD

Physician

Roscoe Marter, MD

Physician

Roger Seaver

President & CEO

Douglas R. Sink

CFO, Remo Inc.

ABOUT HENRY MAYO NEWHALL MEMORIAL HOSPITAL | Henry Mayo Newhall Memorial Hospital has been the center of Santa Clarita Valley health since 1975. With more than 300 board-certified physicians on the medical staff, this 238-bed non-profit facility provides such specialty services as emergency and trauma care, spine surgery, joint replacement, neonatal intensive care and a broad range of cardiovascular care. Whether caring for the most fragile infants or patients at the bedside; sharing resources beyond hospital walls; or performing life-saving surgeries, Henry Mayo's physicians, employees and volunteers create the ideal patient-centered environment for every patient, every time. Since its inception, the hospital has inspired a community of grateful patients and philanthropists who continue to invest in and provide tremendous support for the hospital's mission, vision and values. Henry Mayo is located at 23845 McBean Parkway, Valencia, CA 91355-2083. For more information, visit www.henrymayo.com or call (661) 253-8000.