



EISENHOWER MEDICAL CENTER

Community Benefits Plan Fiscal Year 2011

Office of Statewide Health Planning and Development
Accounting and Reporting Systems Section
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PREFACE

Eisenhower Medical Center is a California not-for-profit public benefit corporation situated on a 130-acre campus in the heart of the Coachella Valley, Eisenhower Medical Center is a dynamic, progressive health care complex comprised of a 540-bed hospital, the Annenberg Center for Health Sciences at Eisenhower and the Barbara Sinatra Children's Center at Eisenhower.

As a not-for-profit hospital, Eisenhower Medical Center is subject to the provisions of California Senate Bill 697, Community Benefits legislation. Enacted in September 1994, the legislation requires a not-for-profit hospital to:

- Update a community needs assessment at least once every three years, following initial completion by January 1, 1996
- Develop, adopt and file an annual community benefits plan with the Office of Statewide Health Planning and Development to document benefits provided by the hospital – within its mission and financial capacity – to address identified community health needs

This ***Community Benefits Plan*** was prepared by Eisenhower Medical Center in accordance with the requirements of Senate Bill 697.

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SECTION 1: EXECUTIVE SUMMARY

In accordance with the requirements of California Senate Bill 697, Community Benefits legislation for not-for-profit hospitals, Eisenhower Medical Center submits this Community Benefits Plan to the Office of Statewide Health Planning and Development (OSHPD). In addition, performance measures of activities implemented and the economic value of community benefits provided in fiscal year 2011 are reported.

MISSION

Eisenhower Medical Center remains committed to its mission “to serve the changing health care needs of our region by providing excellence in patient care with supportive education and research.”

PRIORITY COMMUNITY NEEDS ADDRESSED IN THIS PLAN

This community benefits plan addresses the following three categories of community needs, based on review of the findings from needs assessments conducted by the Health Assessment Resource Center (HARC):

- Treatment for and education about diabetes, nutrition, obesity and mental health.
- Socialization and services for the elderly including treatment for and education about diabetes, obesity, nutrition, heart disease and mental health.
- Access to health care services.

COMMUNITY BENEFITS PLAN

In preparing this Community Benefits Plan, Eisenhower Medical Center identified numerous existing programs that respond directly to the three categories of community needs. Among Eisenhower Medical Center’s key community benefit activities:

- Medical care services to “vulnerable populations” and absorbing the costs of services that are not reimbursed
- Charity care and other non-billed services

- Educational lectures and support groups
- Health fairs, screenings and business expos
- Educational and research affiliations
- Auxiliary and Volunteer Services programs
- Annenberg Center for Health Sciences at Eisenhower programs
- Barbara Sinatra Children's Center at Eisenhower programs

COMMUNITY BENEFITS PROVIDED IN FISCAL YEAR 2011

- Specific activities implemented in fiscal year 2011 by Eisenhower Medical Center in support of its community benefits plan include: health education and wellness classes, health screenings, support groups, emotional and mental health evaluations and therapy, volunteer programs and activities, and education and training of health care professionals.
- The economic value of quantifiable community benefits provided by Eisenhower Medical Center in fiscal year 2011 is estimated at \$86.1 million. This figure includes medical care services (shortfalls in government-sponsored programs and charity care), other services for vulnerable populations, other services for the broader community, and health research, education and training programs.

SECTION 2: MISSION, VISION AND COMMITMENTS

SUMMARY

This section includes Eisenhower Medical Center's Mission, Vision and Commitments.

MISSION

Eisenhower Medical Center, a not-for-profit organization, exists to serve the changing health care needs of our region by providing excellence in patient care with supportive education and research.

VISION

- Patients, family and friends acknowledge their experience at Eisenhower as "ideal patient care."
- Employees and volunteers look forward to coming to work each day.
- Donors tell friends and neighbors that gifts to Eisenhower Medical Center are among the best decisions they have ever made.
- Physicians voice their pride in being members of the Eisenhower medical staff.
- The community views Eisenhower as an indispensable resource.

OUR COMMITMENTS

- **Safety:** Ensure that our patients, their families, friends and our staff are always secure from harm or danger.
- **Clinical Excellence:** Ensure that measured outcomes meet/exceed agreed upon expectations. Respected clinical practice policies, procedures and other standards are practiced 100% of the time. Tests, treatments, and procedures are thoroughly explained to patients and are understood.
- **Courtesy/Caring:** Staff always practices good manners, are friendly, polite, and emotionally sensitive to each individual whether patient, family, visitor, or fellow employee.
- **Healing Environment:** A supportive setting is developed and maintained that embraces the physical, emotional, and spiritual aspects of health and healing.

- **Efficiency:** Services are provided effectively with a minimum of waste.

SECTION 3: DEFINITION OF COMMUNITY AS APPLIED IN THE NEEDS ASSESSMENT

SUMMARY

This section includes a definition of community as applied in the most recent needs assessment published in 2010.

DEFINITION OF COMMUNITY

Community is defined to include the following cities/areas in the Coachella Valley:

- Rancho Mirage
- Indian Wells
- Palm Desert
- Thousand Palms
- La Quinta
- Cathedral City
- Palm Springs
- Indio
- Desert Hot Springs

SECTION 4: COMMUNITY BENEFITS PLAN

SUMMARY

This section includes Eisenhower Medical Center's Community Benefits Plan. For each need, the plan includes a discussion of challenges and opportunities identified in the health needs assessments and updates, objectives, and activities to be conducted by Eisenhower Medical Center to address identified community needs.

STEPS IN THE COMMUNITY BENEFITS PLANNING PROCESS

- Review findings from the community health needs assessment, including demographics, health status indicators, results of

community surveys to measure community interests in health education topics and important unmet or underserved health and human service needs.

- Prioritize and consolidate needs into three general categories (consistent with previously established findings from prior needs assessments and updates conducted in 1995, 1998, 2002/03 and 2007).
- Review existing medical center community outreach activities to assess “fit” with community needs identified in the health assessment and previously reported in medical center community benefits plans.
- Update community benefits plan, including objectives and activities to address identified community needs.
- Review, approve and adopt the community benefits plan.

NEEDS, OBJECTIVES, AND ACTIVITIES TO ADDRESS NEEDS

Eisenhower Medical Center prepared this Community Benefits Plan update in response to the following three general needs:

- Health education, promotion and wellness
- Socialization and services for the elderly
- Access to health care services

For each community need, discussion includes summary statements of challenges and opportunities, objectives, and activities to address identified needs. The summary statements of challenges and opportunities are synopsised from the Community Needs Assessment updates. Objectives, as required by Senate Bill 697, were developed specifically for the plan. Activities include a brief summary of the programs and services to address these needs. See **Section 5: Performance Measures of Plan Progress for Fiscal Year 2011** for additional information on quantitative measures of plan progress.

HEALTH EDUCATION, PROMOTION AND WELLNESS

Challenges and Opportunities Identified in the Community Needs Assessment

- The leading causes of death among service area residents in the 2010 Riverside County Health Assessment Survey were:
 - Heart Disease (27%)
 - Cancer (25%)
 - Chronic Respiratory Disease (7%)
 - Lung Cancer (6%)
 - Stroke (6%)
 - Accidents (5%),
 - Alzheimer's Disease (4%)
 - Prostate Cancer (2%)
 - Female Breast Cancer (2%)
 - Diabetes (2%)
 - Suicide (1%)
 - Homicide (<1%)
- When comparing these age-adjusted death rates in the Eisenhower Medical Center Service Area to Healthy People 2020 objectives, death rates in the service area did not meet the targets for the two major causes of death: coronary heart disease and cancer.

Objective

To address this need, Eisenhower Medical Center is pursuing the following objective:

1. Continuation of the development of comprehensive health education, promotion and wellness services to improve the health status of the community.

On an annual basis, Eisenhower Medical Center monitors and reports measures of plan progress.

Activities to Address Identified Community Needs

1. Overall Health

- The Eisenhower Healthy Living Resource Center, available in both Rancho Mirage and La Quinta, offers hundreds of free public education lectures, health screenings/wellness services,

a physician referral service, wellness materials and a video library.

- Eisenhower Medical Center offers a variety of support groups to meet community needs, such as:
 - Alzheimer's Family Support Group
 - Bariatric Surgery Support Group
 - Bereavement Support Group
 - Better Breathers Club (for individuals with a pulmonary condition)
 - Breast Cancer Support Group
 - Cancer Support Group
 - Diabetes Support Group
 - Dialysis Support Group
 - Heart Failure Treatment Support Group
 - Lupus Support Group
 - Mended Hearts Support Group
 - Multiple Myeloma Support Group
 - Multiple Sclerosis Support Group
 - Osteoporosis Support Group
 - Ostomy Support Group
 - Parkinson's Support Group
 - Speech Therapy Support Group

- Eisenhower Medical Center offers Eisenhower's Five Star Club, the valley's only not-for-profit adult day care center specializing in Alzheimer's and other dementia-related illnesses. The center is staffed by trained professionals and volunteers, and charges only a nominal fee for services. Eisenhower Medical Center offers a weekly Alzheimer's Family Support Group, open to the community.

- Eisenhower Medical Center staff and volunteers participate in health fairs and business expos on a year-round basis across the valley, providing free and reduced cost health screenings and health information, including height, weight, blood pressure, lung capacity tests, blood tests, upper and lower body strength tests and body fat composition tests.

- Eisenhower Medical Center Physical/Occupational Therapy department provides screenings to identify individuals at risk to experience falls; education and classes to improve back safety, home safety and balance reactions; and arthritis exercise classes. The department also offers Lebed® Method movement classes, cancer strength training, CogniFit MS classes, and tai chi classes among others.

- Eisenhower's Phillip and Carol Traub Parkinson's Center provides information, education, exercise classes, support and referral services for Parkinson's patients and their caregivers.
- The Annenberg Center for Health Sciences at Eisenhower conducts a rigorous schedule of continuing education events for physicians, health care professionals, residents and visitors.
- Eisenhower Medical Center maintains educational affiliations with College of the Desert, California State University, San Bernardino and Loma Linda University for clinical experience in nursing; in addition to Loma Linda University, the Rehabilitation Services Department (PT/OT/ST) maintains nearly 50 other educational affiliations with universities/programs across the United States for clinical experience.
- In anticipation of becoming a teaching institution in July 2013, Eisenhower educates medical students from the University of Southern California for month-long clerkships with primary care physicians at Eisenhower's La Quinta location. Attracting future physicians to the area helps address the overall health need of reducing the primary care physician shortage.
- In addition, staff provides education to students at local schools regarding career opportunities in health care. Eisenhower Medical Center established a job shadow program working directly with local high schools and their Health Care Academies supported by the Coachella Valley Economic Partnership Development's (CVEP) Career Pathways Initiative. One example is the program with the La Quinta Health Academy at La Quinta High School that sends three students at a time to Eisenhower; each student shadows one person in a health center department, observing everything the employee does over the course of four hours. The students are able to see, first hand, the practical aspects of what people working in the field of health care do. The job shadow program gives students the opportunity to ask questions, giving them a better understanding of what they observe and a sense of the practical aspects of the job, such as how many years of training are required and salary ranges.
- Career Exploration Tours give middle and high school students the opportunity to tour various departments at Eisenhower, introducing students to a myriad of health care career options, thus engaging them in possibilities for their

futures. The program brings students to the Annenberg Center for Health Sciences, where a registered nurse explains the various duties performed by nurses and recruits student volunteers for wound wrapping demonstrations. Students then visit a variety of hospital departments. At each stop, the students learn about a career and are given equipment demonstrations and an explanation of how the equipment is used with different patients. Tours conclude with a presentation by the human resources department with information presented about job applications, job preparation and Eisenhower's Junior Volunteer program. This program is supported by the Coachella Valley Economic Partnership Development's (CVEP) Career Pathways Initiative.

2. Parenting and Infant/Child Health

- Eisenhower Medical Center offers free classes for baby sitters. Focusing on safety and preparation for emergencies, the classes address topics such as basic first aid, recognizing unsafe situations, childproofing the home, infant CPR and how to handle police, fire, and or other emergencies.
- The Barbara Sinatra Children's Center at Eisenhower offers emotional and mental health evaluations, therapy to children and adults, community education, psychological testing and psychiatric consultations.
- The Barbara Sinatra Children's Center at Eisenhower offers a prevention and early intervention program to elementary school children. The program is presented free of charge, in English and Spanish.
- The Barbara Sinatra Children's Center at Eisenhower serves as a regional diagnostic center on alleged child sexual abuse cases and provides evidentiary medical examinations.

3. Heart Health

- The Healthy Living Resource Center offers free blood pressure checks, low-cost body fat composition tests, carotid artery checks, memory assessments and low cost lipid testing.
- Eisenhower Medical Center offers the following heart support groups, on a monthly basis: Heart Failure Treatment Support Group, Better Breathers Club (for individuals with a pulmonary condition) and Mended Hearts Support Group.

- Eisenhower Smilow Heart Center and the American Heart Association Coachella Valley Division sponsor the annual Eisenhower Community Heart Conference, held at the Annenberg Center for Health Sciences at Eisenhower. The day-long free, public event includes lectures by physicians and allied health professionals, a heart healthy lunch, and information about the latest technology and treatments for persons with heart disease and tips for heart healthy living. The event, which also features free CPR training, draws approximately 500 attendees annually.
- Eisenhower Medical Center sponsors and actively participates in the American Heart Association's annual Heart Walk, providing free information about heart health and forming a team of walkers for this annual fundraising event as well as their annual Go Red luncheon, promoting heart disease awareness among women.
- The Eisenhower Renker Wellness Center, a cardiac rehabilitation facility, provides free classes on nutrition, signs and symptoms of heart disease, cardiac medications, lipid management as well as free blood pressure screenings on a walk-in basis.
- In conjunction with Eisenhower's Healthy Living Resource Center, Renker Wellness Center staff conducts free lectures on diet and nutrition counseling at local senior centers as well as classes for Parkinson's patients and their caregivers about exercise and diet and medication management.

4. Cancer

- In cooperation with the American Cancer Society® (ACS), Eisenhower Medical Center is a sponsor of the ACS Relay for Life, an annual fundraising event in the community.
- The Eisenhower Lucy Curci Cancer Center offers free skin cancer screenings, as well as a free prostate cancer education symposium during National Prostate Cancer Awareness Month.
- Eisenhower Medical Center offers the following cancer support groups and programs: Cancer Support Group, Breast Cancer Support Group, Prostate Cancer Support Group, Yoga and Strength Training for Cancer Patients. Also provided are

Nutrition Counseling and nutrition lectures, a Genetic Counseling Program, a Stress Reduction and Relaxation program, Multiple Myeloma support group, the *I Can Cope* series in partnership with the American Cancer Society, and the *Freedom from Smoking*[®] series in partnership with the American Lung Association[®].

- Eisenhower Medical Center financially supports the American Cancer Society and the Desert Cancer Foundation.

5. Diabetes

- The first program recognized by the American Diabetes Association in the Coachella Valley, the Diabetes Program at Eisenhower Medical Center offers diabetes education to individuals with diabetes, family members and the community through individual and group instruction and activities. The Diabetes Program offers a free information telephone line, operational weekdays from 8 a.m. to 4:30 p.m., to assist callers with questions.
- Eisenhower Medical Center offers a free diabetes support group.
- Eisenhower Medical Center sponsors the 350-plus member Desert Diabetes Club, providing monthly lectures and events for members.
- Eisenhower Medical Center and the Desert Diabetes Club sponsor the annual *A Day of Hope for Diabetes*[®] - a free, public event held each spring at the Annenberg Center for Health Sciences at Eisenhower which offers the latest information on diabetes cure, prevention and care to the diabetes community. *A Day of Hope* has an annual attendance of 800 to 1,200 community members.
- Eisenhower Medical Center provides diabetes education and information to the Coachella Valley participating in Eisenhower Medical Center's Speaker Bureau and community Health Fairs and Business Expos.
- Eisenhower Medical Center recognizes the importance of and financially supports the American Diabetes Association.

6. Arthritis

- Co-sponsored by the Southern California Arthritis Foundation, Eisenhower Medical Center offers an Arthritis Education Program, including low cost classes in nutrition, tai chi, exercise and stress management.
- Eisenhower financially supports the local chapter of the Arthritis Foundation and participates in its annual fundraising walk.

7. Other Community Support

- Eisenhower Medical Center values and recognizes a number of additional health-related resources in the community with financial support, including Desert AIDS Project, Act for MS, Community Blood Bank, and Paws and Hearts (a non-profit volunteer group that provides pet therapy visits for the elderly and the ill).

SOCIALIZATION AND SERVICES FOR THE ELDERLY

Some of the needs of the elderly and the medical center's activities were discussed under "Health Education, Promotion and Wellness."

Challenges and Opportunities Identified in the Community Needs Assessment

- Based on 2010 HARC survey estimates, approximately 40.6% of the service area's adult population (18 and older) are age 65 years and older.
- Based on review of the findings from needs assessments conducted by the Health Assessment Resource Center (HARC), approximately 6.2% of seniors (55+) require assistance for independent activities of daily living.
- Based on review of the findings from the needs assessment conducted by the Health Assessment Resource Center (HARC), the following needs for seniors were identified: daily care – assistance with normal daily activities, transportation, health care, nutrition, mobility and weight concerns.
- Many seniors who live alone sometimes need assistance with the activities of daily living. Activities of daily living, sometimes referred to as personal care needs, are the basic tasks of everyday life such as eating, bathing, dressing, toileting, and transferring. When people are unable to perform these activities, they need help either from other human beings, mechanical devices, or both. Inability to perform the ADLs are significant predictors of increased use of home health and inpatient hospital services; changes in living arrangements; admissions to a nursing home; and increased mortality for seniors.
- Many seniors, who can no longer drive their cars, rely on public and private transportation assistance for medical appointments, groceries and other shopping and prescription refills.
- Some seniors cannot afford available health care services, such as supplemental health insurance and prescription medications.
- Some seniors are confused about available health care options, such as Medicare and HMOs. Educational programs to assist seniors in better understanding their health care insurance options, as well as completing the necessary paperwork, would be useful.

- While nutrition is a fundamental element of healthy human development and a vital contributor to the overall health of seniors, some seniors in the service area do not believe that they get enough to eat or the right type of nutrition on a daily basis.
- In 2010, one in five seniors reported they are concerned with or feared falling. As their age increases, seniors increasingly report a fear of falling.
- Approximately 39.5% of seniors in the service area are trying to lose weight.

Objectives

To address this need, Eisenhower Medical Center is pursuing the following objectives:

1. Development of programs and services that reduce social isolation among the community's elderly.
2. Development of health education, promotion and wellness services to improve the health status of seniors in the community.

On an annual basis, Eisenhower Medical Center monitors and reports measures of plan progress.

Activities to Address Identified Community Needs

- Eisenhower Medical Center continues to develop and support its growing Auxiliary and Volunteer Services programs. Residents of the Coachella Valley benefit from opportunities to meet and socialize with others and participate in activities suited to their special skills and talents. Volunteers continue to enjoy their diverse experiences at the Medical Center, Healthy Living Resource Center, Eisenhower Urgent Care Centers in La Quinta, Cathedral City, and Rancho Mirage, Eisenhower's Five Star Club, Barbara Sinatra Children's Center at Eisenhower, Annenberg Center for Health Sciences at Eisenhower and others, and interact frequently with visitors, patients and their families, as well as other volunteers.
- Eisenhower's Pastoral Services department trains clergy and laypersons in hospital ministry, so they can become volunteer Auxiliary Chaplains in the hospital. There were 29 graduates in FY11.

- The Healthy Living Resource Center offers free membership in a program targeted primarily to community members 55 years and older. The Center's focus is on providing health education programs as well as health and wellness services. Services include the free magazine *Healthy Living*, public education lecture series, health screenings, information on advance directives, information on medical insurance plans and discounts for various services (e.g., food services at Eisenhower, local restaurants and businesses, gift shops at Eisenhower).
- The Healthy Living Resource Center offers counseling to seniors, featuring topics such as long term care insurance, food and drug interactions and orthopedic trauma, to name a few.
- The Healthy Living Resource Center offers free counseling by volunteers by appointment on Medicare, HMOs, and supplemental health insurance options.
- In partnership with the Healthy Living Resource Center and Eisenhower Urgent Care, Eisenhower Medical Center participates in health expos targeted toward the valley's senior population.
- In partnership with the University of Southern California's Keck School of Medicine and the Alzheimer's Association® California Southland Chapter, Eisenhower Medical Center opened the Memory Assessment Center on its campus to provide a comprehensive diagnostic center for Alzheimer's disease, memory loss and related disorders.
- In recognition of the issues and concerns that seniors face, Eisenhower offers the Center for Geropsychiatry. It is a *voluntary* inpatient program for patients 65 or older that offers an intensive, individualized treatment program that includes comprehensive physical and psychiatric examinations by board certified physicians.
- Eisenhower Medical Center has established the Inpatient Rehabilitation Center for the care of post-stroke and post-orthopedic surgery patients, most of whom tend to be 55 and older. This inpatient department provides intensive physical and occupational therapy for medically-qualified patients.

ACCESS TO HEALTH CARE SERVICES

Challenges and Opportunities Identified in the Community Needs Assessment

- Based on the HARC (Health Assessment Resource Center) 2010 Community Health Monitor/Health Survey, the estimated total number people enrolled in Medicare, Medi-Cal or Veterans Assistance programs in the service area is 149,378 persons or 47% of the population.
- Based upon the same report, an estimated 19.2% of senior survey respondents, or 18,633 senior residents, in the Eisenhower Medical Center Service Area have annual incomes that place them at or below 250% of the poverty guideline.
- According to the 2010 needs assessment, seniors' access to health care is affected by transportation, health insurance coverage and costs of other basic needs and the number of well-trained and educated geriatricians and other caregivers.
- Access to health care services was the top unmet or underserved health and human service need, based on analysis of community interviews with health and social service providers in Eisenhower Medical Center Service Area. Access to health care services was broadly described to include lack of available comprehensive medical care, mental health care, dental care and prescription drug coverage. Populations most affected by this issue include seniors, working poor adults, part-time employees, youth, underinsured and uninsured families, persons of color and individuals who are not aware of services that are available in the area.

Objectives

To address this need, Eisenhower Medical Center is pursuing the following objectives:

1. Continuing to provide care for vulnerable populations such as those served by Medicare and individuals without health care insurance or other financial resources, to the extent possible.
2. Increasing access to health care through the operation of cost-effective health care and urgent care facilities.

On an annual basis, Eisenhower Medical Center monitors and reports measures of plan progress.

Activities to Address Identified Community Needs

- Eisenhower Medical Center participates in government-sponsored programs such as Medicare and MIA (Medically Indigent Adult) and absorbs the cost of services that are not reimbursed by these programs.
- Eisenhower Medical Center provides charity care to qualifying individuals and families.
- Eisenhower Medical Center operates Eisenhower Urgent Care in La Quinta, Cathedral City, and Rancho Mirage. The Eisenhower Urgent Care locations offer convenient, same day services, walk-in treatment, a complete scope of radiology and laboratory services, and Eisenhower Occupational Health Services and Industrial Rehabilitation for injured workers.

SECTION 5: PERFORMANCE MEASURES OF PLAN PROGRESS FOR FISCAL YEAR 2011

SUMMARY

This section includes plan performance measures for fiscal year 2011.

In fiscal year 2011, Eisenhower Medical Center measured performance on indicators related to the three objectives established in the community benefits plan. Among the measures of plan progress are:

- Number of attendees
- Number of individuals served
- Number of client hours provided
- Number of consults provided
- Number of examinations provided
- Number of screenings provided

Fiscal Year 2011 Performance Measures of Plan Progress

I. Identified Community Need: Health Education, Promotion and Wellness

Activities to Address Identified Community Need	Measures to Evaluate Plan Effectiveness	Fiscal Year 2011 Performance
Offer public education encounters on a variety of health-related topics	Number of attendees at lectures	144,400 attendees
Host a variety of support groups (e.g., diabetes, cancer, bereavement)	Number of support groups offered	17 support groups
Provide an adult day care center	Number of visits	7,447 visits
Participate in health fairs and business expos	Number of health fairs and expos attended	53 health fairs and business expos attended.
Offer physical/occupational therapy classes and education	Number of classes	Balance Exercise classes - 104 Arthritis Exercise classes - 40 Lebed Movement - 96 Tai Chi Classes - 104 Parkinson's classes - 95 Cancer Strength Training classes - 192 Core Strength Exercise classes - 192 Yoga Classes - 104
Offer a Parkinson's Center at Eisenhower Medical Center	Number of individuals served	1,488 individuals served
Offer continuing education events for physicians, health care professionals, residents and visitors	Number of participants	502 participants
Offer Clerkships for Medical students	Number of participants	25 participants
Support educational affiliations with colleges and universities for clinical experience	Number of students participating in programs	145 Nursing students 11 Physical Therapy students 6 Occupational Therapy students 2 Speech Therapy students 10 Social Work Students
Job Shadowing with Local High Schools	Number of students participating	47 students

Activities to Address Identified Community Need	Measures to Evaluate Plan Effectiveness	Fiscal Year 2011 Performance
Provide free babysitting training classes	Number of attendees	83 attendees
Serve as a regional diagnostic center on alleged child sexual abuse cases (Children's Center)	Number of forensic exams for children/youths	40 forensic exams provided
Serve as a regional diagnostic center on alleged sexual abuse cases (Emergency Department)	Number of evidentiary medical exams provided	92 Evidentiary medical exams provided
Provide discounted laboratory tests and health screenings	Number of laboratory tests and screenings provided	864 laboratory tests and health screenings provided
Offer free or reduced rate cancer screenings	Number of screenings provided	45 Screenings provided
Offer diabetes programs	Number of participants	1,063 Participants

II. Identified Community Need: Socialization and Services for the Elderly

Activities to Address Identified Community Need	Measures to Evaluate Plan Effectiveness	Fiscal Year 2011 Performance
Develop Auxiliary	Number of volunteers Number of Auxiliary members	844 Volunteers 1,190 Auxiliary members
Offer free Center for Healthy Living membership program for individuals 55 years and older	Number of members	28,261 members
Offer referral to community health care services, physicians & insurance counseling	Number of contacts/calls/visits	126,400 Contacts/calls/visits

III. Identified Community Need: Access to Health Care Services

Activities to Address Identified Community Need	Measures to Evaluate Plan Effectiveness	Fiscal Year 2011 Performance
Participate in Medicare program	Number of individuals served - straight Medicare Number of individuals served - Medicare Managed Care	10,011 inpatient discharges 201,160 outpatient visits 12,131 inpatient discharges 17,328 outpatient visits
Medi-Cal patients	Number of individuals served – straight Medi-Cal Number of individuals served – Medi-Cal Managed care	408 inpatient discharges 3,042 outpatient visits 513 inpatient discharges 9,632 outpatient visits
Participate in County program for Medically Indigent Adults (MIA program)	Number of individuals served	75 inpatient discharges 482 outpatient visits
Provide charity care	Number of individuals served (hospital only)	224 inpatient discharges 7,201 outpatient visits

SECTION 6: ECONOMIC VALUE AND CATEGORIZATION OF COMMUNITY BENEFITS PROVIDED IN FISCAL YEAR 2011

SUMMARY

This section includes an estimate of the economic value of quantifiable community benefits provided by Eisenhower Medical Center in fiscal year 2011. Additional non-quantifiable benefits provided by Eisenhower Medical Center are also described.

ESTIMATED ECONOMIC VALUE OF COMMUNITY BENEFITS

The economic value (unreimbursed costs) of quantifiable community benefits provided by Eisenhower Medical Center in fiscal year 2011 is estimated at \$86.1 million. The table on page 25 shows Eisenhower Medical Center's quantifiable community benefits grouped into the categories specifically identified in Senate Bill 697.

- Medical care services
- Other services for vulnerable populations
- Other services for the broader community
- Health research, education and training programs

NONQUANTIFIABLE BENEFITS

In addition to the quantifiable benefits reported, Eisenhower Medical Center provides the following nonquantifiable benefits:

- Eisenhower Medical Center is a large and involved employer in the community.
- Staff and volunteers at Eisenhower Medical Center participate in and hold leadership positions in numerous community agencies, such as Desert AIDS Project, American Heart Association, Community Blood Bank, American Cancer Society, American Diabetes Association, Arthritis Foundation, American Society of Addiction Medicine, Crohn's and Colitis Foundation Association, California Society of Pathologists, American Physical Therapy Association, Occupational Therapy Association of California, National Quality Caregiving Coalition, Society for the Arts in Health Care, local Chambers of Commerce, Rotary International, YMCA,

and Lions Club.

- Eisenhower Medical Center continues to provide clinical and professional leadership and training in its areas of expertise, including Centers of Excellence in cancer, cardiovascular, neuroscience and orthopedics, senior health, professional education, and child abuse services.

**ECONOMIC VALUE OF COMMUNITY BENEFITS
PROVIDED BY EISENHOWER MEDICAL CENTER
FISCAL YEAR 2011**

Category	Activities Included in Category	Estimated Unreimbursed Cost
Medical Care Services	Shortfall in Medicare program Shortfall in Medi-Cal program Shortfall in MIA program Traditional Charity Care Subtotal Medical Care Services	66,443,099 7,572,661 1,718,889 4,681,411 80,416,060
Other Services for Vulnerable Populations	Subsidized Continuing Care and Outpatient Services Subtotal Other Services for Vulnerable Populations	295,714 295,714
Other Services for the Broader Community	Health promotion Health fairs and business expos Free or reduced rate screenings Physician Referral program Donations of money and/or goods to local organizations Fitness & Exercise Support Groups Subtotal Other Services for the Broader Community	525,725 11,477 18,731 18,070 348,514 1,600,577 156,795 97,053 2,776,942
Health Research, Education, and Training Programs	Clinical rotations and continuing medical education classes for physicians and health care professionals Clinical Research Subtotal Health Research, Education, and Training	2,336,190 321,560 2,657,750
TOTAL UNREIMBURSED COST		86,146,466

Note: Methodology for calculating shortfalls in Medicare, Medi-Cal and MIA (Medically Indigent Adult) Program based on the Medicare allowable cost-to-charge ratio and the hospital's cost-to-charge ratio.