

COMMUNITY BENEFIT REPORT
FISCAL YEAR 2010/2011



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ABOUT VALLEYCARE HEALTH SYSTEM



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MISSION

The mission of ValleyCare Health System is to assume the leadership role for the health of the communities of the Tri-Valley. For the last several years ValleyCare has tracked public opinion relative to its performance.

VISION

ValleyCare Health System is a center of clinical and service excellence.

CREDO

ValleyCare Health System is a place where the genuine care, comfort and dignity of our patients is our highest commitment. The ValleyCare experience promotes healing and well being, and anticipates the wishes and needs of the community. Every employee commits to make a difference in every instance, every time, every day.

STRATEGIC PLAN

ValleyCare's board of directors approves the organization's strategic plan. The plan establishes the general course of the organization, and guides decision-making and resource allocation. The goals of the plan are as follows:

- ★ **Goal 1- Market Share** – Ensure ValleyCare's leadership position as a proactive, community-based organization through protecting and increasing VHS market share.
- ★ **Goal 2 – Financial Viability** -Assure the long-term financial viability of the organization; financial strength is a critical factor in achieving the mission.
- ★ **Goal 3 – Quality Performance and Excellence** -Continuously monitor benchmarks of quality and performance excellence across the organization. Identify opportunities for performance improvement and implement changes to achieve excellence in clinical outcomes and service.
- ★ **Goal 4 – Program Development and Partnerships** - Make investments in new programs, human resources, facilities, technology and secondary markets which allow ValleyCare to become a tertiary care center.
- ★ **Goal 5 – Philanthropy, Social/Community Obligations/Government Relations** - Cultivate corporate and individual contributors and obtain charitable donations to fund land acquisition, equipment purchase, facility construction, program development and infrastructure expansion while meeting the organization's social obligation to provide community benefits by facilitating appropriate access to care for all segments of the Tri-Valley.

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- ★ **Goal 6 - Capital: Human, Technology, Facilities-** Capital investment in human resources, facilities, and technology to allow ValleyCare to become a tertiary care center.

- ★ **Goal 7- Patient Safety, Quality Care, Customer Satisfaction -** Provide the safest, highest quality patient care and services.

- ★ **Goal 8 - Communication**
Develop a comprehensive communications strategy to enhance outreach and communication with the public (community, civic leaders, political representatives, business community) that increases ValleyCare visibility and awareness.

Initiatives have been developed which relate to each goal. Senior management and the Board of Directors monitor progress regularly.

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SUMMARY OF SERVICES

ValleyCare Medical Center
5555 West Las Positas Boulevard
Pleasanton 94588

- Breast-feeding Classes
- Emergency Services
- Gastroenterology Services
- Inpatient Acute Care
 - Medical/Surgical Services
 - Intensive/Critical Care Services
 - Maternity Services & Birthing Center
 - Nursery
 - Observation Services
 - Open Heart Surgery
- Medical Imaging
- Outpatient Surgery
- Lamaze Prepared Childbirth Classes
- Childbirth Preparation Classes
- Infant Care Classes
- Infant Massage Classes
- Infant CPR Classes

Valley Memorial Center
1111 East Stanley Boulevard
Livermore 94550

- Inpatient Geriatric Psychiatry
- Skilled Nursing
- Mobile Health Unit

ValleyCare Medical Plaza
at Stoneridge & W. Las Positas
5725 W. Las Positas Blvd.
Pleasanton 94588

- ValleyCare Health Library and Ryan Comer Cancer Resource Center
 - Specialized Collections
 - Children's and Youth Collection
 - Women's Collection
 - Extensive Adult Collection
 - 4,000+ books
 - Video & audio tapes
 - Anatomic models
 - Posters
 - Journals & magazines
- Tri-Valley Health Resource Directory
- Community Education Seminars
- Diabetes and Nutrition Education Center
- Surgical Weight Loss Classes
- ValleyCare Regional Cancer Institute
- Private Breastfeeding Consultations
- Telephone Advice
- Breast Pump Rentals
- Breastfeeding Equipment & Supplies
- ValleyCare Women's Imaging Center
- ValleyCare Breast Cancer Patient Navigator

Las Positas Student Health Center
3033 Collier Canyon Road
Livermore 94550

- Treatment of minor illnesses and injuries
- Immunizations
- TB Tests
- Health and wellness education
- Free over-the-counter medications
- HIV testing
- Physician referrals

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ValleyCare Services
5565 West Las Positas, Suite 140
Pleasanton 94588

- Occupational Health
- Outpatient Laboratory
- Physical and Sports Medicine
- Ambulatory Care Clinic
 - Anticoagulation
 - Polypharmacy

Mertes/Feit Education Center
1015 East Stanley Blvd.
Livermore 94550

- ValleyCare Extended Campus of Chabot College Nursing Program
- Simulation Lab
- Classrooms
- Skills Lab

ValleyCare Medical Plaza at Livermore
1133 E. Stanley Blvd.
Livermore 94550

- Urgent Care
- Medical Imaging
- Clinical Laboratory
- Gastroenterology Services
- Outpatient Surgery
- Occupational Health

LifeStyleRx
1119 East Stanley Blvd.
Livermore 94550

- Cardiac and Pulmonary Rehabilitation
- Youth Sports & Fitness Conditioning
- Athletic Training
- Prenatal Yoga
- Physical and Sports Medicine
- Patient Education Classes
- Group Exercise Classes
- Nutrition Services
- Support Groups and Wellness Education
- Arthritis Foundation Aquatic Program
- Youth Sports Camp
- Community Health Fairs
- ChildCare

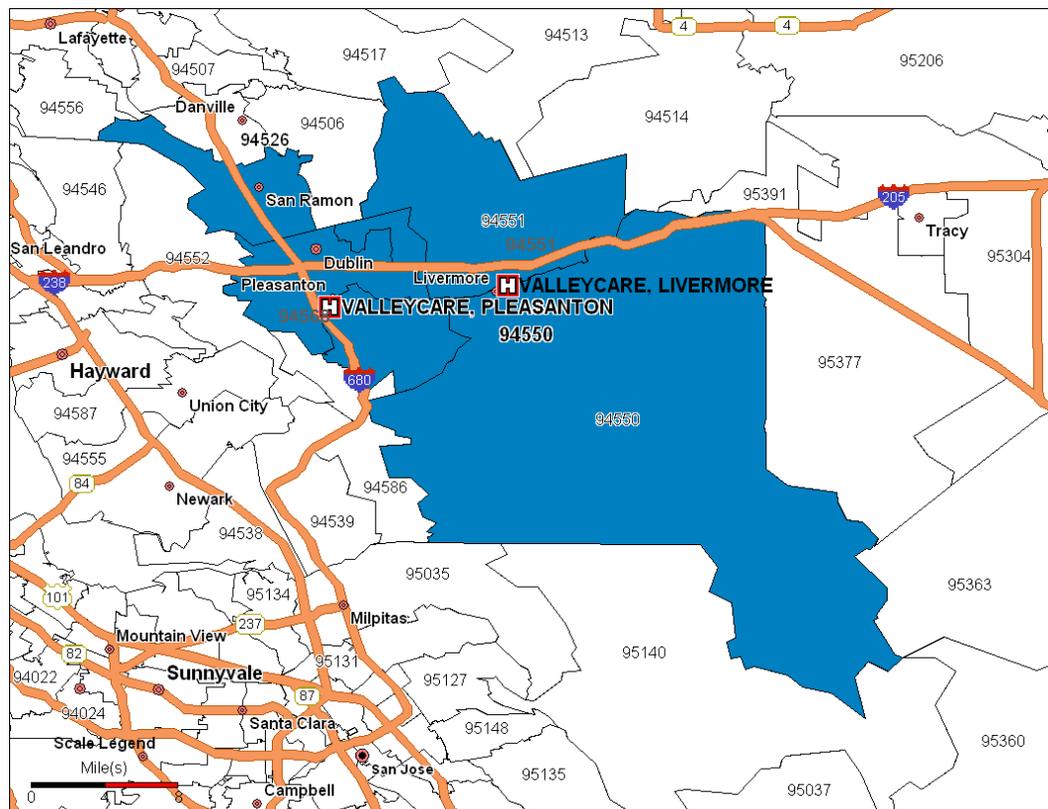
Chabot College Student Health Center
25555 Hesperian Boulevard
Hayward, California 94545

- Treatment of minor illnesses and injuries
- Immunizations
- TB Tests
- Health and wellness education
- Free over-the-counter medications
- HIV testing
- Physician referrals

PRIMARY SERVICE AREA DESCRIPTION

The **Tri-Valley** region is based around the four suburban cities of Livermore, Pleasanton, Dublin and San Ramon in the three valleys from which it takes its name: Amador Valley, Livermore Valley and San Ramon Valley. Livermore, Pleasanton and Dublin are in Alameda County, while San Ramon is in Contra Costa County.

ValleyCare's primary service area is the Tri-Valley. ValleyCare has facilities in Pleasanton, Livermore, and Tracy – a city within its secondary service area. The Tri-Valley accounts for over 80% of ValleyCare's inpatient discharges.



The current population of the Tri-Valley is estimated at more than 268,000 people. The overall population is projected to grow at 1.4 percent per year for the next several years. The local senior population is growing at an aggressive 6.9 percent per year, compared to a rate of two percent per year for Alameda and Contra Costa counties. The Tri-Valley population has a racial blend of 71.8 percent white, 15.5 percent Asian, and 12.7 percent "Other". The Hispanic ethnic blend is 12.5% Hispanic; 87.5% non-Hispanic.¹

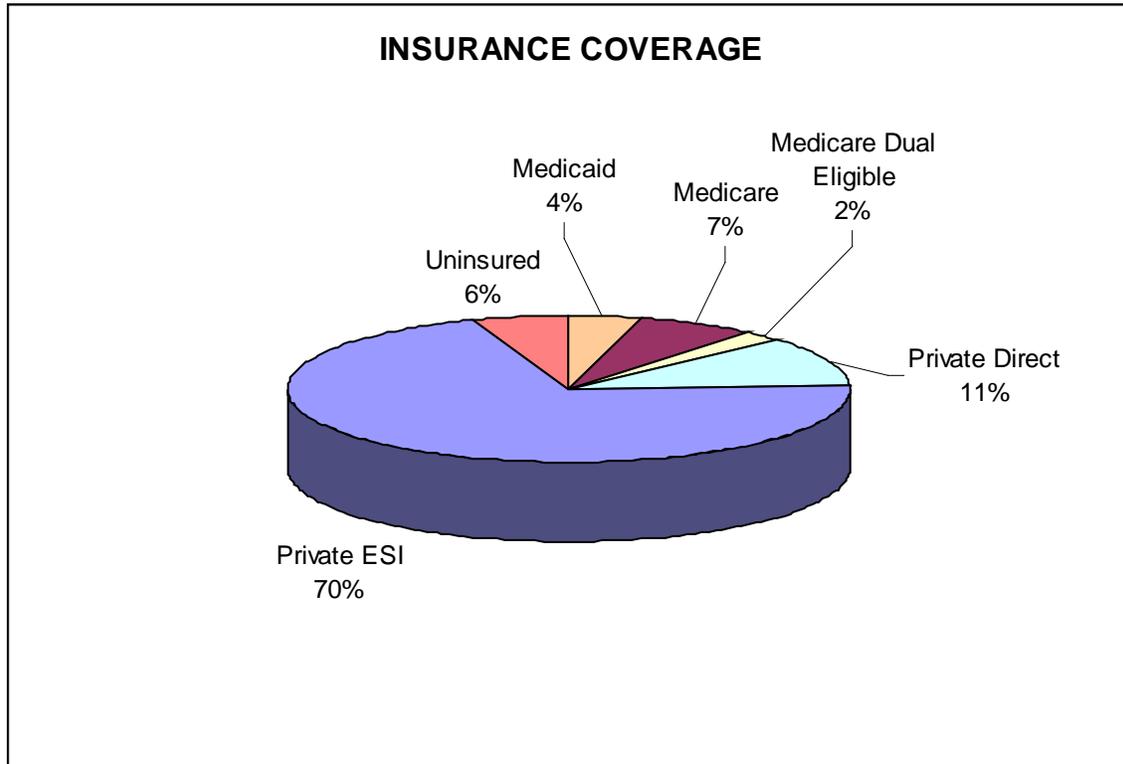
¹ Thomson Reuters Market Planner Plus CY2010 Demographic Reporting and Estimates

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The following is a distribution of the health insurance coverage of Tri-Valley residents¹. In 2010, the number of Managed Care patients increased by 38%. The number of Commercial patients *decreased* considerably, partly as a result from current economical changes.

With the new Healthcare Reform Act, it is expected that another large shift in distribution will occur by the end of 2011.

Medicaid	10,943
Medicare	19,037
Medicare Dual Eligible	6,055
Private Direct	29,551
Private ESI	187,780
Uninsured	15,072
TOTAL	268,438

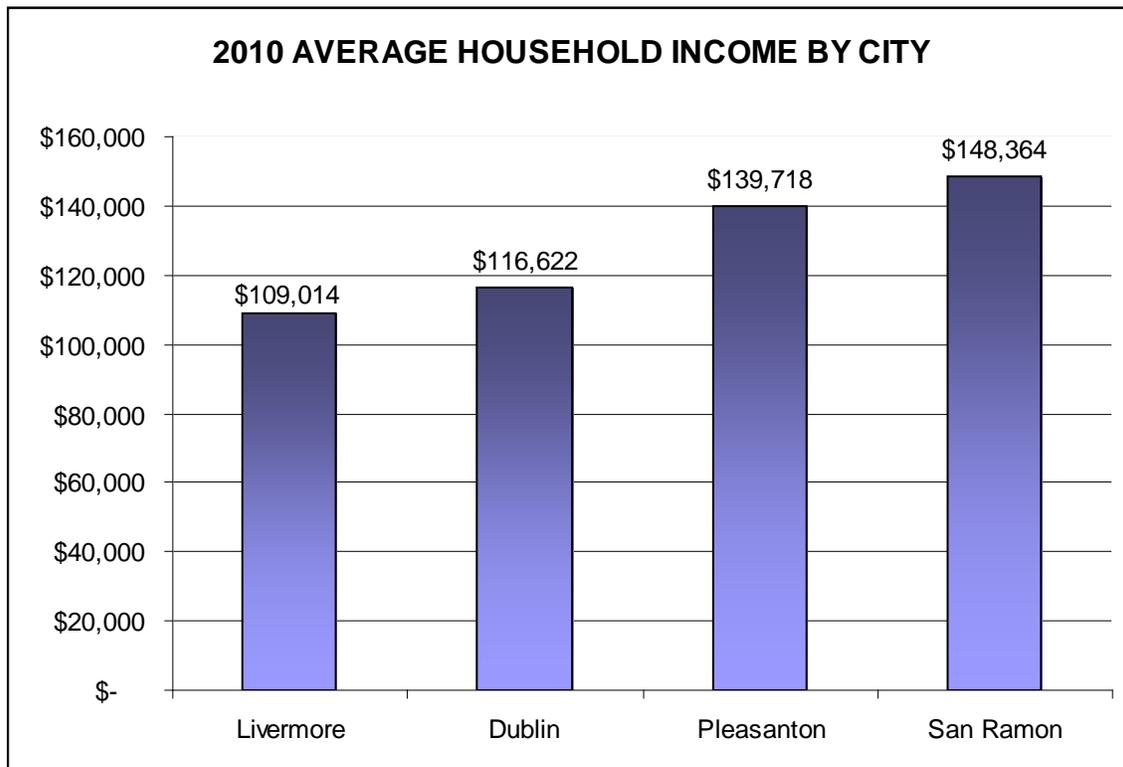


¹ Thomson Reuters Market Planner Plus CY2010 Insurance Coverage Estimates

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Insurance type	Coverage
Medicaid	Includes all individuals in traditional Medicaid and HMO Medicaid who are not also receiving Medicare benefits.
Medicare	Includes all individuals in traditional Medicare and Medicare HMO who are not also receiving additional benefits through Medicaid.
Dual Eligible	The population currently enrolled in traditional Medicare and Medicare HMO who also receive additional benefits through Medicaid.
Private Employer Sponsored	Includes all individuals in HMO, Fee for Service (FFS), or PPO plans offered as part of an employment arrangement.
Private Exchanges	Includes all individuals who purchase insurance through an insurance exchange or insurance market place, not associated with employment.
Private Direct	Includes all individuals who purchase insurance directly from an insurance provider, not through an employment agreement or through an insurance exchange.
Uninsured	Includes all individuals without any insurance coverage.

The average household income for the Tri-Valley is relatively high²:



For three of the four cities within the primary service area (i.e. Livermore, Pleasanton and Dublin) ValleyCare is the sole provider of acute care services. Located in San Ramon, twelve miles north of ValleyCare Medical Center, is the

² Thomson Reuters Market Planner Plus CY2010 Demographic Estimates

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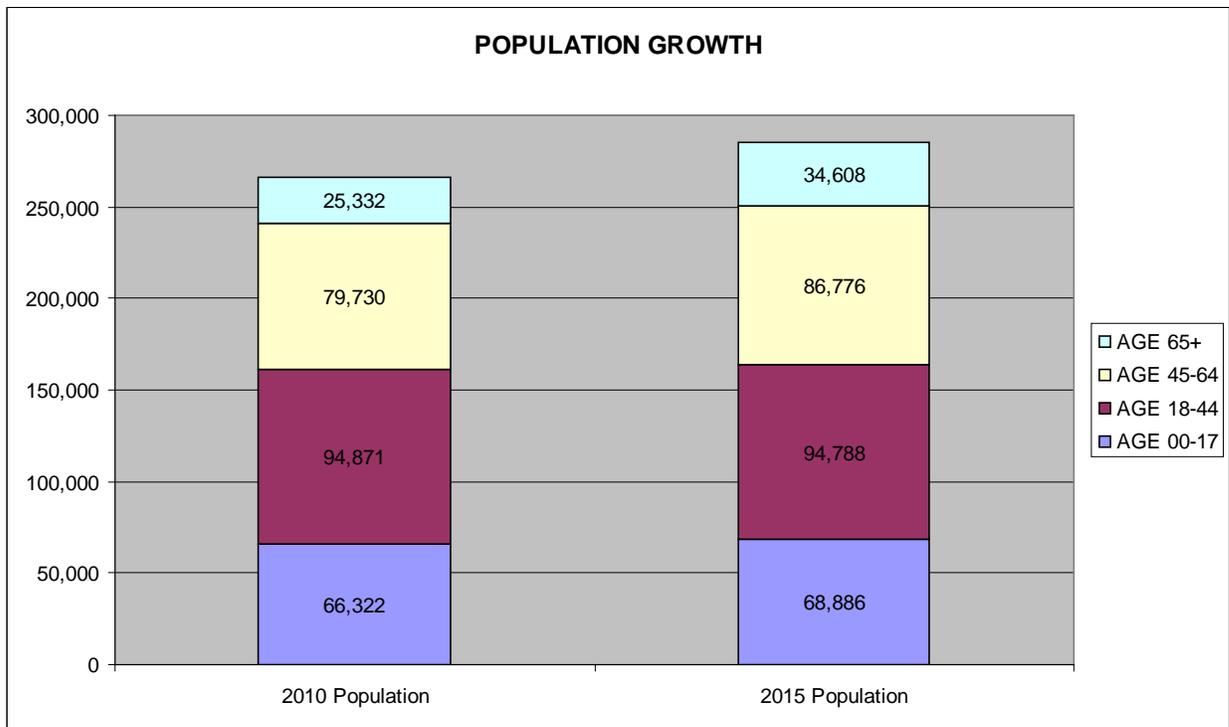
San Ramon Regional Medical Center, a for-profit acute care facility and a subsidiary of Tenet Healthcare Corporation.

While Kaiser Foundation Health Plan covers nearly one-third of the residents of the Tri-Valley, it does not provide acute care services in the area. Currently, Kaiser operates medical offices in Pleasanton and Livermore.

The ValleyCare Medical Foundation provides health care to its patients through a collaborative network of primary care and specialty physicians. These well established and respected physicians reflect a remarkable depth of professional experience, from board-certified physicians to recognized medical leaders in the community.

COMMUNITY HEALTH IMPROVEMENT SERVICES

ValleyCare's primary service area has projected continued population growth as well as an increase in average age as baby boomers become seniors. The population of the Tri-Valley is currently 268,438 people, and estimated to grow to 287,762 by 2016. The overall population is projected to grow at 1.4 percent per year between 2011 and 2016¹.



¹ Thomson Reuters Market Planner Plus CY2010 Demographic Estimates

COMMUNITY BENEFIT PLAN
FISCAL YEAR 2010/2011



GOALS AND CRITERIA

ValleyCare has seven goals for the Community Benefit Plan. The goals are reviewed periodically to assure consistency with the strategic plan.

- ★ **GOAL 1** - Provide access to primary diagnostic and treatment services in the Tri-Valley.
- ★ **GOAL 2** - Identify programs that will address the unique needs of women and children.
- ★ **GOAL 3** - Study the feasibility of locating new medical specialty programs in the Tri-Valley.
- ★ **GOAL 4** – Serve as a leader for disaster preparedness training and information. Engage local leadership, government and business, to assure coordination, resource maximization and optimal preparedness.
- ★ **GOAL 5** - Promote access to, and awareness of, accurate and current information regarding health related matters especially chronic disease.
- ★ **GOAL 6** - Provide access to information and services to promote and maintain health and wellness regardless of health status or age.
- ★ **GOAL 7** - Ensure the availability of health care professionals to provide needed services at an optimal level.
- ★ **GOAL 8** - Develop a comprehensive communications strategy to enhance outreach and communication with the public (community, civic leaders, political representatives, business community) that increases ValleyCare visibility and awareness.

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ValleyCare uses specific criteria to evaluate community benefit programs. The criteria are used in order to determine whether to begin or to continue a program. Alameda County Public Health Department's guidelines are the basis of many of these criteria.

Community benefit programs at ValleyCare should:

1. Be consistent with and complimentary to the mission and vision of ValleyCare, and the goals of the Community Benefit Plan;
2. Be financially viable and promote the efficient use of resources;
3. Foster collaboration with local businesses and organizations to leverage community assets;
4. Address a clearly identified community need and have a positive impact on health status and quality of life;
5. Focus on poor, minorities and medically under-served individuals in the community; and
6. Promote and prioritize efficient modes of care including prevention and education to contain costs and maximize health.

PERFORMANCE AGAINST PLAN

GOAL 1

Provide access to primary diagnostic and treatment services in the Tri-Valley.

OBJECTIVES

- ★ Ease access to services offered at ValleyCare Health System and other organizations.
- ★ Explore new programs, facilities, and technology to allow ValleyCare to become a tertiary care center.

Action	Status	Comments
1. Work collaboratively with Alameda County to identify and implement measures to improve local access to the uninsured and the under-insured.	Ongoing	VHS is a participant in the Community Assessment, Planning, and Education Unit collaborative, which compiles information for all participating Hospitals to produce a report every 3 years for the Hospital Council of No. California. The 9/10 report identifies the uninsured population, which most are eligible for Medi-Cal. The report was studied in the County for recommendations regarding care and access issues. Next report will be completed by July 2013. MHU Clinic works collaboratively with public schools and health clinics to participate in immunization clinics as needed.
2. Conduct studies of need for tertiary care services in the Tri-Valley.	Ongoing	VHS utilizes Thomson Reuters data to determine the inpatient and outpatient services leaving our primary service area.
3. Focus on implementing Medical Staff Development Plan, as it relates to primary care physician recruitment.	Ongoing	2009 implemented a medical foundation model. This continues to be our primary source of physician recruitment.

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<p>4. To improve the health care status of the Tri-Valley Communities by providing accessible, culturally sensitive, and a non-traditional clinic in the community to assist the insured, uninsured, and underinsured with access to traditional primary care</p>	<p>Ongoing</p>	<p>With limited financial resources, uninsured and underinsured persons do not have ready access to primary health care. As a result, they often seek such care at hospital Emergency Rooms. The Mobile Health Unit (MHU) goal is to reduce the number of non-urgent visits to the Emergency Room, and alleviate ValleyCare expenditures for unreimbursed care. The program will assure the continued availability of care for underserved patients, and will encourage greater participation by the public in health screening services. The MHU participates in community events to increase awareness of programs available.</p>
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GOAL 2

Identify programs that will address the unique needs of women and children.

OBJECTIVES

- ☆ Increase community awareness regarding services to women and children.
- ☆ Identify the unique needs of women and children, and enhance and develop new services to address these needs.

Action	Status	Comments
1. Continue working with local schools on issues of importance of children's health.	Ongoing	Various trained staff go to the schools in the Tri-Valley and present the following programs: <ul style="list-style-type: none"> • Hand washing/Hand Hygiene • Nutrition outreach to classrooms to encourage healthy food choices • Lifestyle – Healthy Living • Career Days in Local Schools • Sunsafety education to parents and children.
2. Explore expanding access to acute care services for children in the Tri-Valley.	Ongoing	The director for the outpatient clinics assists with coordination of education programs and opportunities in local schools. Acts as a resource for educational opportunities for school district nurses and staff. Implemented a long term shared vision with UCSF Children's Hospital to expand pediatric sub-specialty services in the tri-valley. Including pediatric hospitalist and sub specialty clinics.
3. Focus on Sports Medicine program with local schools.	Ongoing	VHS has several physicians that specialize in sports medicine for the young athlete. As medical consultants, they perform pre-participation athletic physicals in local high schools. LifeStyleRx provides exercise programs to high school and middle school students, and the Physical medicine department provides athletic trainers to Las Positas CC, Livermore HS, and Granada HS.

GOAL 3

Study the feasibility of locating new medical specialty programs in the Tri-Valley.

OBJECTIVE

★ Provide local access to specialized services.

Action	Status	Comments
1. Study clinical and non-clinical outcomes of specialty programs to determine the impact of care and services provided at ValleyCare and the feasibility of new programs.	Ongoing	The ValleyCare Board of Directors Planning Committee meets every month.
2. Focus on implementing Medical Staff Development Plan, as it relates to recruitment of specialist physicians.	Ongoing	Implemented a long term shared vision with UCSF Children's Hospital. Expanded pediatric sub-specialty services in the tri-valley, including pediatric hospitalist and sub specialty clinics. 2009 implemented a medical foundation model. This continues to be our primary source of physician recruitment.
3. Focused on implementing a Laborist Program on our Maternal Child Unit.	Ongoing	For provision of care to obstetric and gynecological patients who are Un-assigned as well as care for obstetric patients who are experiencing obstetric emergencies. ValleyCare offers obstetric anesthesiologists, UCSF neonatologists, UCSF pediatric hospitalists, an OB/GYN on site 24/7 (laborist). This experienced, full service medical team, combined with our advanced treatment capabilities and Level II Neonatal Intensive Care Unit, ensures the highest quality of care and patient safety for the community.

GOAL 4

Serve as a leader for disaster preparedness training and information. Engage local leadership, government and business, to assure coordination, resource maximization and optimal disaster preparedness.

OBJECTIVE

- ★ Assure that ValleyCare’s ability to provide patient care is not disrupted in the event of a disaster.

Action	Status	Comments
1. Participate in coordinated disaster drills.	Ongoing	<p>Actively participates in combined exercises with federal, state, county, city, local, and private partners. Statewide Health and Medical Exercise planning member for California Department of Public Health.</p> <p>Instructor for HICS Training and Incident Action Planning throughout the State of California which includes an exercise with each class.</p> <p>Alameda County Evacuation Tabletop NDMS Drills - Federal HavBED Drills – Federal and State ReddiNet Drills - County LLNL & Vallicitos Drills – Business Great ShakeOut Drill – City, county, state Statewide Health and Medical Exercise</p> <p>Ability of the MHU to become an integral part of an Emergency Management disaster response.</p> <p>Chabot College & Las Positas College Nurse Practitioner Site Administrators serve as Members of the District Emergency Respond Team/Pandemic Awareness</p>
2. Provide Education	Ongoing	<p>CHA Conference – HICS and the IAP CHA Active Shooter Curriculum development Orientation and annual modules for all staff on Emergency Preparedness Safety Fairs City of Livermore Emergency Preparedness Fair.</p>

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3. Participate in planning taskforces.	Ongoing	<p>Actively participating in the following:</p> <ul style="list-style-type: none"> • Statewide Health and Medical Exercise Planning Committee • CHA Planning Conference Committee Member • Alameda County EMS. Agency Hospital Committee. • Alameda County Hospital Bioterrorism Preparedness/ HPPGrant Program/ Implementation. • East Bay Emergency and Safety Managers. • CHA Water Planning <p>CHA Food Advisory Group</p>
4. Secure necessary supplies and equipment.	Ongoing	<p>Supplies and equipment are stored and secured in various locations owned and operated by ValleyCare Health System or at a near-by commercial storage facility.</p> <p>Maintain caches of PPE</p> <p>Grant funds used to replace PAPR Canisters</p>
5. Participate in the CDC CHEMPAC Project.	Ongoing	<p>CHEMPACK delivered and is under constant monitoring and surveillance. CDC replaced expiring medications.</p>
6. Engage and collaborate with the Public Health Department /EMS.	Ongoing	<p>VHS meets with Public Health Department personnel on an ongoing basis and maintains ongoing informal discussions. Much of this coordination is being done in conjunction with EMS at the Alameda County Emergency and Safety Managers HPP Coalition.</p> <p>Participating in the Alternate Care Site Planning with Alameda County Public Health and the EMS. Agency Hospital Committee.</p> <p>Designated as SNS Stockpile Site</p> <ul style="list-style-type: none"> ○ CyanoKit ○ Antivirals <p>Stockpile cache of ventilators received from the State of California.</p> <p>Maintain one (1) Alternate Care Site Cache from the State of California.</p>
7. Store emergency pharmacy/antidotes at ValleyCare.	Ongoing	<p>SNS antidotes stored on site</p> <p>SNS pharmaceuticals stored on site</p>

GOAL 5

Promote access to, and awareness of, accurate and current information regarding health related matters especially chronic disease.

OBJECTIVES

- ★ Increase the visibility of services for those who are chronically ill.
- ★ Educate the community about the management of chronic illness.
- ★ Provide education programs for groups on specific health related topics.

Action	Status	Comments
1. Produce educational programs on the local cable station – Channel 30.	Ongoing	Produced community education segments that aired on Channel 30.
2. Serve as a resource for health education teachers and students from local school districts.	Ongoing	<p>VHS sponsors tours of our facilities for all the local schools as well as presenting on Career Days at the schools. VHS fills guest speaking engagements at local schools regarding Healthcare issues. VHS continues to support local schools in all other areas as needed in promoting Healthcare. VHS provides opportunities for high school students to job shadow in the clinical area promoting interest in health occupations.</p> <p>ValleyCare is a member of the Tri-Valley District School Advisory Committee to assist with policy development for school age children for management of medications, conditions, and immunization status.</p>
3. Make access to Health information available through various publications and distribution avenues.	Ongoing	Distribute HealthWays, Beautiful Beginnings and Regarding Women publications on a regular basis to residents in the Tri-Valley regarding various health issues.
4. Distribute report to the community on outcomes for selected health care services.	Ongoing	Frequent publications or local newspaper articles addressing selected health care issues, such as obesity, diabetes, spine and orthopedic services.
5. Educate the community by conducting free Seminars featuring ValleyCare physicians and specialists	Ongoing	Seminars conducted: Fibromyalgia, Diabetes, Joint Replacement (2), Colon Cancer, Osteoporosis Maternity, Breast Cancer, Advanced Directives, Colon Cancer, Sleep Apnea, and Alzheimer's Disease.

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The following is a partial list of health fairs in which ValleyCare participates. These events are an effective way to educate community members and raise the level of awareness about health issues.

- ★ Alameda County
- ★ Amador High School Health Fair
- ★ City of Livermore employee health fair
- ★ City of Pleasanton employee health fair
- ★ Oracle
- ★ Sybase
- ★ Lawrence Livermore National Laboratory
- ★ Pleasanton Citywide Elementary Schools Science Fair
- ★ Wente Vineyards
- ★ Dublin San Ramon Water Services District
- ★ Attend various High School events to support Sports Medicine
- ★ Livermore Farmers Market
- ★ Altamont Cruisers
- ★ First Wednesday Street Party
- ★ City of Dublin St Patricks Day Event

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GOAL 6

Provide access to information and services to promote and maintain health and wellness regardless of health status or age.

OBJECTIVES

- ★ Offer programs that prevent disease and/or promote wellness.
- ★ Provide access to information on wellness related issues.

Action	Status	Comments
1. Distribute education materials to the community.	Ongoing	Continue to attend various community events and update all publications for distribution through the following: <ul style="list-style-type: none"> • Health Fairs • School Presentations • Newspaper inserts • Educational Seminars • Community Group Events • VHS Website • ValleyCare Health Library and Ryan Comer Cancer Resource Center • E-Health Newsletters
2. Annual VHS Board of Directors meeting open to community to address various Health topics and/or services.	Ongoing	The Annual Board meeting open to the community occurs in July to discuss hospital financials and direction of the health system.
3. Identify opportunities to expand availability and scope of support groups for acute and chronic disease within the Tri-Valley.	Ongoing	As programs at VHS are added/changed, an inter-disciplinary committee with physician input determines the educational needs that are needed for each program.
4. Continue Scholarship Program for LifeStyleRx membership.	Ongoing	LifeStyleRx provides scholarships for under-privileged community members and continues to offer 21% discount on monthly dues to all seniors. 2.5% of membership is on scholarship.
5. Maintain and update ValleyCare's website.	Ongoing	ValleyCare's website is periodically reviewed and updated to ensure the public's access to current health information and educational/support classes.

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The following is a partial list of outside groups, support groups and health education seminars using ValleyCare's facilities in Livermore and Pleasanton.

- ★ ACLS
- ★ Al Anon
- ★ Alcoholics Anonymous
- ★ Alzheimer's Association
- ★ Amador Valley High School Health Career Pathway
- ★ Arthritis Support Group
- ★ Asthma Support
- ★ Bariatric Support Group
- ★ Cancer Survivors' Celebration Planning Committee
- ★ Cardiac Rehabilitation Wellness Lecture Series
- ★ Cholesterol Management
- ★ Community Education Series-Hospital sponsored
- ★ CPR Classes
- ★ Diabetes Management Series
- ★ Diabetes Support Group
- ★ Hepatitis Support Group
- ★ Irritable Bowel Syndrome and Chron's Disease Support
- ★ ICA Support
- ★ Legends Family Support
- ★ Lung Support Group
- ★ Medical Terminology Classes
- ★ Narcotic Anonymous I & II
- ★ Nutrition & Healthy Aging for Women
- ★ Ohlone Student Nursing Program
- ★ Parkinson's Disease Support Group
- ★ Prevention of Repetitive Stress Injury
- ★ Red Cross Blood Drive
- ★ Suicide Prevention
- ★ Statewide Nursing
- ★ Stress and Pain Management Support
- ★ Stroke and High Blood Pressure Awareness
- ★ Support for Families of Mentally Ill
- ★ Weight Management Class
- ★ Living Beyond Limits Cancer Support Group
- ★ Learn at Lunch
- ★ Eating for Energy – Cancer Nutrition Classes
- ★ Tri-Valley Occupational Program Advisory Board meeting
- ★ Fibromyalgia PLUS Support Group
- ★ Pleasanton Unified School District Science Specialists (Teachers)
- ★ Safe Rides
- ★ Look Good Feel Better - American Cancer Society Cancer Support Group
- ★ Breast Cancer Support group - American Cancer Society Cancer Support Group

GOAL 7

Ensure the availability of health care professionals to provide needed services at an optimal level.

OBJECTIVES

- ★ Provide and encourage educational opportunities for students studying to become healthcare professionals.
- ★ Recruit professionals as needed in the Tri-Valley community.

Action	Status	Comments
1. Expand capacity of nursing school classes to accommodate more students per year.	Ongoing	Efforts are still ongoing with VHS management and the Chabot College Nursing Program personnel to ultimately double the enrollment in the nursing program each year.
2. Explore feasibility of establishing training programs in non-nursing difficult-to-recruit fields of medical technology.	Ongoing	VHS continues to work with local education programs to provide "clinical" experiences for students (radiology, respiratory tech, phlebotomy, pharmacist and pharmacy techs, and dieticians). VHS is working with local college-based programs to be located at VHS.

GOAL 8

Develop a comprehensive communications strategy to enhance outreach and communication with the public (community, civic leaders, political representatives, business community) that increases ValleyCare visibility and awareness

OBJECTIVES

- ★ Increase technology media to communicate with and educate community and position ValleyCare as the source for health care information in the Tri-Valley

Action	Status	Comments
1. Sponsor an annual meeting of civic and business leaders to build awareness and support of system	Ongoing	Board of Directors conduct an annual meeting to discuss the health systems strategic plan.
2. A ValleyCare representative will make a public presentation in the Tri-Valley region at least every 60 days	Ongoing	ValleyCare representatives speak at local Chambers of Commerce meetings and rotary club.

COMMUNITY BENEFIT PLAN

**Future Fiscal Year
Ending 6/30/2012**

FY 2011-2012



PLAN SUMMARY

GOAL 1

Provide access to primary diagnostic and treatment services to the community.

OBJECTIVES

- ★ Ease access to services offered at ValleyCare Health System and other organizations.
- ★ Explore new programs, facilities, and technology to allow ValleyCare to become a tertiary care center.
- ★ To provide a Mobile Health Unit that will be accessible health care in a non-traditional clinic setting.

TACTICS

1. Work collaboratively with Alameda County to identify and implement measures to improve local access to the uninsured and the under-insured.
2. Grow our ValleyCare Medical Foundation.
3. Conduct studies of need for tertiary care services in the Tri-Valley. Expand our collaboration with UCSF Children's hospital.
4. To assist the community (both insured and uninsured) gain access to traditional primary care. Available to all ages from Pediatrics to senior services.

GOAL 2

Identify programs that will address the unique needs of women and children.

OBJECTIVES

- ★ Increase community awareness regarding services to women and children.
- ★ Identify the unique needs of women and children, and enhance and develop new services to address these needs.

TACTICS

1. Utilize Manager of Outpatient Clinics to work with local schools on issues of importance to children's health.
2. Focus on Sports Medicine program with local schools.

GOAL 3

Study the feasibility of locating new medical specialty programs in the Tri-Valley.

OBJECTIVE

- ★ Provide local access to specialized services.

TACTICS

1. Develop a program to expand to level 3 NICU in the future.
2. Explore opportunities in retail healthcare.
3. Grow our ValleyCare Medical Foundation.

GOAL 4

To serve as a leader for disaster preparedness training and information. Engage local leadership, government and business, to assure coordination, resource maximization and optimal preparedness.

OBJECTIVE

- ★ Assure that ValleyCare's ability to provide patient care is not disrupted in the event of a disaster.

TACTICS

1. Participate in public and private coordinated disaster drills and provide training regarding emergency preparedness and incident command system.
2. Participate in planning taskforces at the local, county, State and Federal level.
3. Secure necessary pharmaceuticals/antidotes, caches of supplies (burn and pediatric) and equipment for resource maximization during a disaster event.
4. Collaborate with public entities in the establishment of government alternate care sites.
5. Enhance communication services (e.g. satellite phones, ham radios, PA notifying system, etc.).
6. Reduce hazardous waste streams and promote recycling and reuse.

Goal 5

To promote access to, and awareness of, accurate and current information regarding health related matters especially chronic disease.

OBJECTIVES

- ★ Increase the visibility of services for those who are chronically ill.
- ★ Educate the community about the management of chronic illness.
- ★ Provide education programs for groups on specific health related topics.

TACTICS

1. Produce educational programs on the local cable station – Channel 30. Conduct community education seminars on health related topics.
2. Serve as a resource for health education teachers and students from local school districts.
3. Conduct community awareness/education about the importance of maintaining/keeping on person a current list of medications a person may be taking as part of the Preventing Adverse Drug Events (ADE's). Conduct community education on all forms of health related topics of disease, illnesses and prevention.
4. Participate in the Bay Area Patient Safety Collaborative, whereby hospitals work together in promotion and implementation of practices to improve patient safety.

Goal 6

Provide access to information and services to promote and maintain health and wellness regardless of health status or age.

OBJECTIVES

- ★ Offer programs that prevent disease and/or promote wellness.
- ★ Provide access to information on wellness related issues.

TACTICS

1. Distribute education materials to the community.
2. Continue Scholarship Program for LifeStyleRx membership.
3. Maintain and update ValleyCare's website.
4. Promote the use of ValleyCare's E-Health Newsletter.

Goal 7

To ensure the availability of health care professionals to provide needed services at an optimal level.

OBJECTIVES

- ★ Provide and encourage educational opportunities for students studying to become healthcare professionals.
- ★ Recruit professionals as needed in the Tri-Valley community.

TACTICS

1. Maintain capacity of Chabot College/ValleyCare's Partnership nursing school classes to accommodate 20 nursing students per year.
2. To continue to offer the Mobile Health Unit staffed with health care professionals that can perform physicals, vaccinations and education in the community.
3. To work with Las Positas College on the Surgical Technician Program.

Goal 8

Develop a comprehensive communications strategy to enhance outreach and communication with the public (community, civic leaders, political representatives, business community) that increases ValleyCare visibility and awareness.

OBJECTIVES

- ★ Increase technology media to communicate with and educate community and position ValleyCare as the source for health care information in the Tri-Valley

TACTICS

1. Update the ValleyCare Health System website to include health information content.
2. Explore all opportunities of social media
3. Explore digital signage for all waiting areas of the campus.