

*Frank R. Howard
Memorial Hospital*



2012 Community Benefit Report

Frank R. Howard Memorial Hospital

One Madrone Street

Willits CA 95490

707.459.6801

www.howardhospital.org

Table of Contents

<u>Mission Statement</u>	3
<u>Governing Board</u>	3
<u>Needs Assessment Process and Information</u>	3
Data Sources.....	3
Community Organizations Who Participated in the Process.....	3
Methods of Surveying the Community	3
Collaboration with Other Hospitals and Local Health Agencies	4
<u>Community Characteristics and Service Area</u>	4
The National/International Community	4
The Regional Community.....	4
The Local Community	4
History and Geography	6
Health Care	6
Access to Care	6
<u>Demographics of Willits & Mendocino County</u>	7
Population	7
Age	7
Socioeconomic Environment.....	7
<u>Commitment to Community Benefit Process</u>	8
<u>Development of the Community Benefit Plan</u>	8
Method for Determining Priorities and Receiving Community Input	8
Budget	9
Integration into Strategic Plan.....	9
<u>Measurable Objectives for 2012</u>	9
Goal Statement:.....	9
<u>Objective 1</u>	9
<u>Objective 2</u>	9
<u>Objective 3</u>	9
<u>Non-quantifiable Benefits</u>	10
Medical Care Services	10
Other Benefits for the Broader Community.....	10
Health Education and Training Programs	12
Community Benefit Report Form – 2012.....	13
Policy: Community Benefit Coordination.....	15
Community Benefit Summary.....	16

Mission Statement

Frank R. Howard Memorial Hospital (HMH) is a family of caring professionals committed to providing the highest quality of service. In partnership with physicians and community leaders, our purpose is to improve our patients' physical, mental and spiritual well being, and to enhance the health of our community.

Governing Board

The Board of Howard Memorial Hospital is made up of three health care executives, four physicians, and four community members. Administration works with the board in assessing the needs and health of the community.

Needs Assessment Process and Information

Data Sources

Howard Memorial Hospital works with numerous entities to gather information. The sources include:

- Mendocino County Community Health Status Report
- In 2011 the Healthy Mendocino initiative was launched by the Mendocino County Health and Human Services Agency Advisory Board, which established the Healthy Mendocino Steering Committee as the governing body. Under their leadership, a coalition of 20 funding partners came together to create and fund Healthy Mendocino. The site is developed and maintained by the Healthy Communities Institute in Berkeley, CA. www.HealthyMendocino.org
- The community needs assessment taken at the health fair October 2010
- HMH Strategic Plan 2006 – 2010.

Community Organizations Who Participated in the Process

- Howard Memorial Hospital Auxiliary
- Howard Community Healthcare Foundation
- Mendocino County Health and Human Services Agency
- Willits Seniors Inc.
- American Cancer Society – Inland Mendocino County Unit
- Willits Chamber of Commerce
- Willits Daily Bread
- City of Willits

Methods of Surveying the Community

- Community needs assessment conducted October 2010 at health fair
- Patient satisfaction surveys

- Healthy Mendocino
- Focus groups

Collaboration with Other Hospitals and Local Health Agencies

Howard Memorial Hospital works collaboratively with a number of agencies in the community including: Kids Club of Willits, Mendocino College and other non-profits along with government entities. Howard Memorial Hospital is working in partnership with four other hospitals on behalf of the 28 California Critical Access Hospitals to form a Critical Access Hospital Network created for the purpose of providing a forum for discussing critical issues affecting the viability of some of California's most remote hospitals.

The hospital also works with Adventist Health hospitals in the region with the goal of delivering high-quality, mission-driven health care to Mendocino County.

Community Characteristics and Service Area

The National/International Community

Adventist Health is a part of a national and international community that improves health and wellness through over 500 facilities worldwide. Synergy is gained through the cooperation and information sharing of the worldwide health system.

The Regional Community

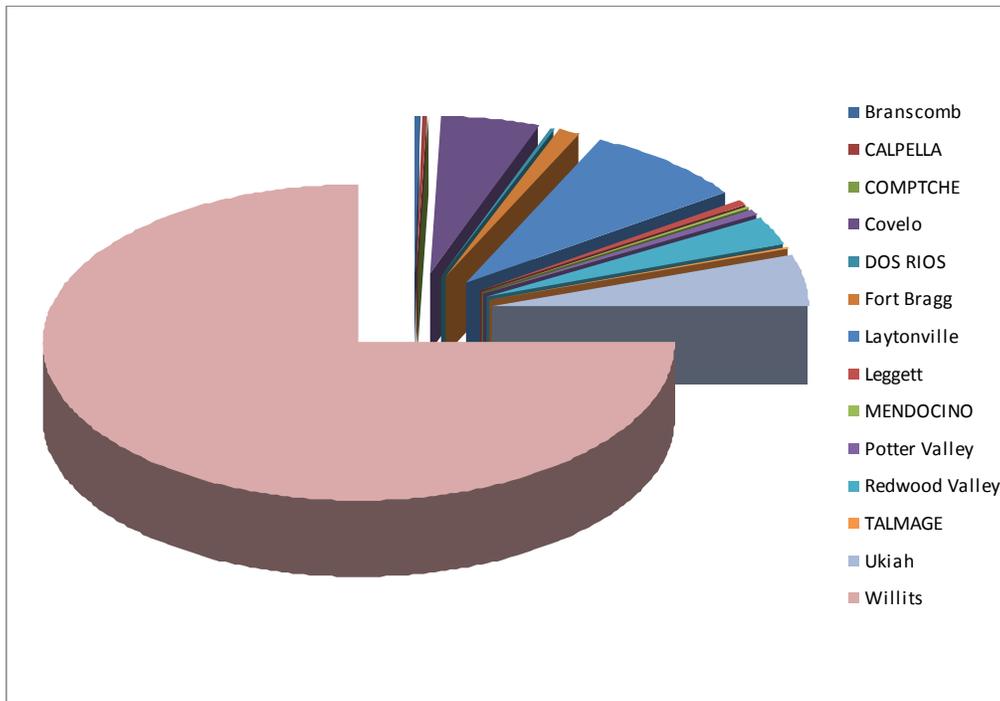
Frank R. Howard Memorial Hospital is part of Adventist Health, a faith-based, not-for-profit integrated health care delivery system serving communities in California, Hawaii, Oregon and Washington. Our workforce of 28,900 includes more than 21,200 employees; 4,500 medical staff physicians; and 3,200 volunteers. Founded on Seventh-day Adventist health values, Adventist Health provides compassionate care in 19 hospitals, more than 170 clinics (hospital-based, rural health and physician clinics), 14 home care agencies, six hospice agencies and four joint-venture retirement centers.

The Local Community

Howard Memorial Hospital primarily serves the people of northern Mendocino County. The table and chart on the next page show the primary and secondary service areas of Howard Memorial Hospital, by number of inpatient and outpatient encounters from each community.

2012 Inpatient & Outpatient Visits from Primary and Secondary Service Areas

Service Area	# of Encounters	Percent
Branscomb	143	0.4%
Calpella	70	0.2%
Comptche	16	0.0%
Covelo	1,669	4.5%
Dos Rios	91	0.2%
Fort Bragg	437	1.2%
Laytonville	2,805	7.6%
Leggett	200	0.5%
Mendocino	77	0.2%
Potter Valley	253	0.7%
Redwood Valley	930	2.5%
Talmage	75	0.2%
Ukiah	1,850	5.0%
Willits	25,832	70.3%
Other	2,312	6.3%
Total	36,760	100%



F/S - OP*, no Lab	26,312
F/S - ER	9,102
Discharged	1,346
Total	36,760

History and Geography¹

Willits, California, known as the "Heart of Mendocino County and Gateway to the Redwoods" was founded in the late 1800's. In 1888, with the advent of the railroad, Willitsville incorporated with a population of 720 and called itself Willits.

Lumbering had joined farming as a part of the local economy, and the tanbark industry flourished.

Northwestern Railroad reached Willits in 1901 followed by the California Western "Skunk Train" 10 years later. Northwestern completed the line to Eureka in 1914 making Willits the center of the line stretching from San Francisco to Eureka.

Willits is located at the southern end of the Redwoods at 1,350 feet above sea level and is surrounded by the forested mountains of the coastal range. The town is about halfway between San Francisco and Eureka, and 158 miles northwest of Sacramento. According to the United States Census Bureau, the city has a total area of 2.8 miles.

Health Care

The health care of Willits is served by a wide array of medical services. Howard Memorial Hospital is a Critical Access hospital licensed for 25 acute care beds. The hospital provides 24-hour emergency service, family physicians, internists, radiologists, pathologists, general and orthopedic surgeons along with several sub-specialists. Howard Memorial Hospital has implemented telemedicine and Intensivist programs so patients can remain close to home rather than having to drive to bigger cities for care. Developed by InTouch Health[®], the Remote Presence Robotic System (RP-7[®]) allows local physicians, nurses and other clinical staff to consult electronically with specialists at UC Davis and other institutions through a broad band network. Local doctors provide all necessary patient medical information via secure e-mail or fax, and then the specialist can see the patient through the "eyes" of the robot. The specialist can maneuver the RP-7[®] robot at the remote location to conduct a thorough assessment of the patient from the comfort of their local hospital. With expertise in rare fields of study available at a moment's notice, the RP-7[®] robot enables improved safety and quality of care. The town provides a variety of optometrists, dentists, pharmacists, chiropractors, and acupuncturists.

Access to Care

There are many barriers to accessing appropriate care in Mendocino County. The Mendocino County Community Health Status report of 2010 indicates that there are

¹ Willits Chamber of Commerce

only three hospitals located in the county: Ukiah Valley Medical Center, Howard Memorial Hospital, and Mendocino Coast District Hospital in Fort Bragg. Obstetric delivery services are only available at the hospitals in Ukiah and Fort Bragg. Mendocino County has eight Federally Qualified Health Centers (FQHCs) and “look-alikes” as well as ten Rural Health Clinics that are designated by the Federal Government to provide core primary care services to Medi-Cal and low income populations, such as medical, pediatric, obstetrics/gynecology, dental, mental health & substance abuse. According to the Office of Statewide Health Planning and Development (OSHPD), the total number of licensed beds in Mendocino County hospitals has decreased from 165 in 2004-2006 to 152 in 2007-2008. One-third of the population located in more remote areas of the county have further to travel to access what services do exist and have a very limited public transport system to assist them.²

In addition, many people do not know how to navigate the health care system to find the services they need. Due to a complex system of funding, enrollment procedures, and services that are not fully coordinated with each other, clients may not get referred to or enrolled in available services once they do try to access care.

According to the California Health Interview Survey (CHIS 2007), 16% of Mendocino County residents under the age of 65 were uninsured. Only 40% had job-based insurance, compared to 60% statewide.

Demographics of Willits & Mendocino County

Population

In 2011 Willits had a population of 4,887, down from 4,888 in 2010. The 2011 population estimate of Mendocino County is 87,553 and 37,683,933 for the state of California.

Age

In Mendocino County the population is spread out with 6.1% under the age of 5, 22.1% under the age of 18, 15.9% 65 years of age and older and females account for 50% of the population.

Socioeconomic Environment³

Race/Ethnicity	Mendocino County % of total	California % of total
White Persons	87.1	74.0
White Persons (not Hispanic)	68.0	39.7
Black Persons	1.0	6.6
American Indian & Alaska	6.1	1.7

² Community Health Status Report

³ www.HealthyMendocino.org

Race/Ethnicity	Mendocino County % of total	California % of total
Native Persons		
Asian Persons	1.9	13.6
Persons reporting two or more races	3.7	3.6
Native Hawaiian or other Pacific Islander Persons	0.2	0.5
Persons of Hispanic or Latino Origin	22.9	38.1

*ECONOMY 2007-2011	Mendocino County	California
Households	34,102	12,433,172
Persons per household	2.50	2.91
Per capita income	\$23,585	\$29,634
Household Income	\$44,527	\$61,632

*www.HealthyMendocino.org

Commitment to Community Benefit Process

Howard Memorial Hospital works closely with physicians, employees, community leaders, community groups and government entities with the objective of improving the physical, mental and spiritual well being of our community in northern Mendocino County. One of the greatest challenges the hospital faces is finding ways to provide imperative services to our community. The hospital collaborates with community non-profit organizations, educates the public, and pursues grant funding for implementation and support of our programs and services. The hospital also collaborates with the Frank R. Howard Foundation in the planning of a new hospital and health care campus.

Development of the Community Benefit Plan

Method for Determining Priorities and Receiving Community Input

In order to determine community health priorities, the Community Benefits Committee (CBC) consulted the following source documents, which gleaned community input: Community Survey conducted at the health fair

- Hospital Strategic Plan
- Mendocino County Department of Public Health Status Report
- www.HealthyMendocino.org

Once these source documents were consulted, the CBC then reviewed hospital strengths and resources, which could be used to meet the perceived needs of the community. Below are the details of the measurable objectives, which arose from the analysis carried out by the CBC.

Budget

Howard Memorial Hospital has no budgeted community benefits department; however, request for funds can be made through the Administrative Council.

Integration into Strategic Plan

The Strategic Plan for Howard Memorial Hospital 2006 – 2010 includes the strategy: Improve the health status of our community.

Measurable Objectives for 2012

Goal Statement:

Frank R. Howard Memorial Hospital will work to improve access to health care in Mendocino County.

Objective 1

From 2010 to 2013 Frank R. Howard Memorial Hospital will financially and operationally collaborate with Mendocino College and Pacific Union College to retain and expand the nursing education programs in the area.

Indicator:

Number of nursing students in the Mendocino College and Pacific Union College nursing programs

Results:

- One nurse hired from Mendocino College
- Attended the Mendocino College job fair
- College students complete health-related rotations in several departments at the hospital
- \$ 25,000 donated to Mendocino College Nursing Program

Objective 2

From 2010 to 2013 Frank R. Howard Memorial Hospital will recruit two specialists in order to expand access and health services in Mendocino County

Indicator:

Number of specialists recruited to the area

Results:

- No specialists were successfully recruited.

Objective 3

Build a new hospital in Willits within a three-year period

Indicator:

One new hospital

Results:

The following activities took place:

- Crews broke ground on August 13
- After 13 working days the steel structure of the hospital was erected

Non-quantifiable Benefits

Medical Care Services

- Reduced rate mammograms are offered during April and October to promote Breast Cancer Awareness months.
- Telemedicine program provides subspecialty care in our rural community.
- Health Library available to the community via the hospital website.
- MRSA Screenings performed on patients as part of the Infection Prevention plan to prevent hospital acquired and surgical site infections.
- Seasonal flu vaccinations are offered to employees and first responders.

Other Benefits for the Broader Community

- Ranked among the top 100 critical access hospitals in the U.S.
- Continued partnership with UC Davis in areas of telemedicine, telepharmacy, telepediatrics and a medical residency program.
- Continued Blue Distinction Designation Center for hip and knee replacement.
- Strengthened the local community with more than \$20 million in payroll.
- Invested more than \$5 million in building projects and new equipment to provide patients with state-of-the-art care.
- The hospital auxiliary donated about 4,096 hours on behalf of the hospital this year.
- Spiritual Care services are provided to any patient, family, or employee who requests them. Patient prayer cards are displayed on every patient tray. HMH chaplain spent 30 hours implementing a Spiritual Care Service Program for law enforcement.
- G4 Omnicell automated drug dispensing cabinets were installed in the surgery department.
- The hospital is about two years into its journey of becoming a Planetree designated hospital. Accomplishments to date:
 - Pet Therapy. Employees and Volunteers spent over 56 hours on implementation and support of this program.
 - Additional parking spaces were created for staff use to alleviate congestion close to popular service areas.

- Installed aroma therapy diffusers. Employee spent 30 hours implementing the program and coordinating with the Planetree committee.
- Amenity bags which include eye masks, ear plugs, hand lotion and sanitizer, toothbrush and paste, etc. were gifted to inpatients to enhance their stay. Volunteers donated their time to assemble the bags and employees spent over 5 hours shopping for and ordering the items.
- Employees donate to a Medical Missionary fund which contributes to several non-profits including: the United Way, Howard Community Health Care Foundation, an orphanage in Malawi, Africa, and Project Honduras.
- Howard Hospital provides support to the following service clubs by sponsoring and providing free use of the conference room: Soroptimist International, Rotary, Lions and Kiwanis: Several employees and volunteers are members of these service clubs that provide funds to community identified needs.
- Willits Food Bank: Staff donated over 1,500 pounds of food to the annual food drive that delivers a truckload of items to the local food bank. In addition staff donated coats, blankets and sleeping bags.
- Hospital tours are given several times a year to grade school classes. Employees spent 8 hours giving tours.
- Free interpretation services are provided via Optimal Phone Interpreters and bi-lingual employees.
- Sponsorships are provided to the following organizations totaling over \$65,000:
 - American Cancer Society Relay For Life. In addition, employees donated over 24 hours at the Relay and promoted the event at the hospital and in the community.
 - Phoenix Hospice
 - African Mission Service
 - Willits and Ukiah Seventh-day Adventist schools
 - Ukiah and Willits Senior Centers
 - Willits High School, Track and Field, Sober Graduation
 - Mendocino College
 - Inland Humane Society
 - North Coast Opportunities
 - Anderson Valley animal rescue
 - Cancer Resource Center
 - Willits Rotary Club
 - Willits Hospice and Home Health
 - Howard Community Health Care Foundation
 - Willits Frontier Days
 - Willits Daily Bread: A community program that serves 10,000 meals a year to those in need. The hospital donates to the program, and staff donated 13 hours of their time in preparation for and at the “Sip Some Soup” fundraiser event.
 - Healthy Mendocino. In addition employees spent over 12 hours securing the sponsorship and attending meetings to learn the benefits, navigation of the website, and community members that support program.

Health Education and Training Programs

- The HomeTown Healthy Fair: A free community health fair that benefits 200-300 community members. Employees, volunteers and staff provided over 60 hours to the event.
- The Education department offers CPR, ACLS, BLS, PALS. Nurses supplied over 32 working hours to the education of patient care staff and community members.
- Smoking Cessation classes are provided and staff spent 156 hours educating and providing support to community members who wish to stop smoking.
- Diabetes education is provided to patients with a physician's referral. HMH dietitian and nurses provided over 300 hours of education to patients
- Nutritional education and support classes were provided for employees and the local community. HMH dietitian and chef spent 27.5 hours preparing and presenting the education.
- Howard Hospital hosted its first Orthopedic Educational Seminar on arthritis and the treatment options available. Presentations were provided by HMH physicians, a dietitian and physical therapist. Employees, physicians, volunteers and staff donated over 200 hours to the event.
- Education is provided to patients who have joint replacement surgery. Members of the orthopedic program provided over 160 hours to patient education and surgery preparation.
- Nurses provided 8 hours of education to physician offices and surgical staff including: Mock codes, arrhythmia and malignant hyperthermia.
- The HMH Physical Therapy department implemented a mentor program with the local charter school to allow students to be exposed to the profession. The manager of the department worked with students who gained a total of 50 hours of exposure to the profession. In addition, employees spent three hours of their time giving presentations to 25 high school students about the physical therapy profession.
- Members of the Laboratory department went to Redwood Camp meeting and spent 40 combined hours providing health screening lab work to 50 people.
- The manager of the HMH Medical Imaging department donated 100 hours of her time to P.E.O. International.

COMMUNITY BENEFIT REPORT FORM – 2012

Return to Community Benefit Coordinator

Hospital _____ Date _____

Service/Program _____ Target Population _____

The service is provided primarily for The Poor Special Needs Group Broader Community

Coordinating Department _____

Contact Person _____ Phone/Ext _____

Brief Description of Service/Program _____

Caseload _____ Persons Served or _____ Encounters

Names of Hospital Staff Involved	Hospital Paid Hours	Unpaid Hours	Total Hours
Total Hours			

1. Total value of donated hours (multiply total hours above by \$41.76) _____
 2. Other direct costs _____
 - Supplies _____
 - Travel Expense _____
 - Other _____
 - Hospital Facilities Used _____ hours @ \$ _____/hour _____
 3. Value of other in-kind goods and services donated from hospital resources _____
 - Goods and services donated by the facility (describe): _____
 4. Goods and services donated by others (describe): _____
 5. Indirect costs (hospital average allocation _____%) _____
- Total Value of All Costs** (add items in 1-5) _____
6. Funding Sources
 - Fundraising/Foundations _____
 - Governmental Support _____
- Total Funding Sources (add items in 6) (_____)
- Net Quantifiable Community Benefit**
 (subtract "Total Funding Sources" from "Total Value of All Costs") _____

PLEASE USE OTHER SIDE TO REPORT NON-QUANTIFIABLE COMMUNITY BENEFITS AND HUMAN INTEREST STORIES

NON-QUANTIFIABLE COMMUNITY BENEFIT AND HUMAN INTEREST STORIES

Please fill in the date and complete the lines above the table on other side of worksheet

Who:

What:

When:

Where:

How:

Additional information may be obtained by contacting:

Phone: _____ Fax: _____ Email: _____

PLEASE USE OTHER SIDE TO REPORT QUANTIFIABLE COMMUNITY BENEFITS

- System-wide Corporate Policy
- Standard Policy
- Model Policy

Policy No. AD-04-002-S
Page 1 of 1
Department: Administrative Services
Category/Section: Planning
Manual: Policy/Procedure Manual

POLICY: COMMUNITY BENEFIT COORDINATION

POLICY SUMMARY/INTENT:

The following community benefit coordination plan was approved by the Adventist Health Corporate President's Council on November 1, 1996, to clarify community benefit management roles, to standardize planning and reporting procedures, and to assure the effective coordination of community benefit planning and reporting in Adventist Health hospitals.

POLICY: COMPLIANCE – KEY ELEMENTS

1. The Adventist Health *OSHPD Community Benefit Planning & Reporting Guidelines* will be the standard for community needs assessment and community benefit plans in all Adventist Health hospitals.
2. Adventist Health hospitals in California will comply with OSHPD requirements in their community benefit planning and reporting. Other Adventist Health hospitals will provide the same data by engaging in the process identified in the *Adventist Health OSHPD Community Benefit Planning & Reporting Guidelines*.
3. The Adventist Health Government Relations Department will monitor hospital progress on community needs assessment, community benefit plan development, and community benefit reporting. Helpful information (such as schedule deadlines) will be communicated to the hospitals' community benefit managers, with copies of such materials sent to hospital CFOs to ensure effective communication. In addition, specific communications will occur with individual hospitals as required.
4. The Adventist Health Budget & Reimbursement Department will monitor community benefit data gathering and reporting in Adventist Health hospitals.
7. California Adventist Health hospitals' finalized community benefit reports will be consolidated and sent to OSHPD by the Government Relations Department.
6. The corporate office will be a resource to provide needed help to the hospitals in meeting both the corporate and California OSHPD requirements relating to community benefit planning and reporting.

AUTHOR: Administration
APPROVED: AH Board, SLT
EFFECTIVE DATE: 6-12-95
DISTRIBUTION: AHEC, CFOs, PCEs, Hospital VPs, Corporate AVPs and Directors
REVISION: 3-27-01, 2-21-08
REVIEWED: 9-6-01; 7-8-03

**Howard Memorial Hospital
Community Benefit Summary
Year Ending December 31, 2012**

	CASELOAD				TOTAL COMMUNITY BENEFIT COSTS		DIRECT CB REIMBURSEMENT	UNSPONSORED COMMUNITY BENEFIT COSTS	
	NUMBER OF PROGRAMS	PERSONS SERVED	UNITS OF SERVICE NUMBER	MEASURE	TOTAL CB EXPENSE	% OF TOTAL COSTS	OFFSETTING REVENUE	NET CB EXPENSE	% OF TOTAL COSTS
*BENEFITS FOR THE POOR									
Traditional charity care					980,581	2.45%	0	980,581	2.45%
Public programs - Medicaid					2,963,777	7.41%	1,769,343	1,194,433	2.99%
Other means-tested government programs (Indigent care)						0.00%		-	0.00%
Community health improvement services (1)					-	0.00%	-	-	0.00%
***Non-billed and subsidized health services (3)					-	0.00%	-	-	0.00%
Cash and in-kind contributions for community benefit (5)					960	0.00%	-	960	0.00%
Community building activities (6)					-	0.00%	-	-	0.00%
TOTAL BENEFITS FOR THE POOR					3,945,318	9.87%	1,769,343	2,175,975	5.44%
**BENEFITS FOR THE BROADER COMMUNITY									
Medicare				Pt. Days / Visits	-	0.00%	-	-	0.00%
Community health improvement services (1)					5,002	0.01%	1,013	3,989	0.01%
Health professions education (2)					-	0.00%	-	-	0.00%
***Non-billed and subsidized health services (3)					-	0.00%	-	-	0.00%
Generalizable Research (4)					-	0.00%	-	-	0.00%
Cash and in-kind contributions for community benefit (5)					35,722	0.09%	-	35,722	0.09%
Community building activities (6)					-	0.00%	-	-	0.00%
All other community benefits (7)					-	0.00%	-	-	0.00%
TOTAL BENEFITS FOR THE BROADER COMMUNITY					40,724	0.10%	1,013	39,711	0.10%
TOTAL COMMUNITY BENEFIT					3,986,042	9.97%	1,770,356	2,215,686	5.54%

*Persons living in poverty per hospital's charity eligibility guidelines

**Community at large - available to anyone

***AKA low or negative margin services