

2013

USC Norris
Cancer Hospital
Part of the Keck Medical Center of USC



USC Norris Cancer Hospital

Annual Report and Plan for
COMMUNITY BENEFIT

Fiscal Year 2013

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Office of Statewide Health Planning & Development
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Keck Medical Center of USC

SCOTT EVANS, PHARM.D., M.H.A.
Chief Executive Officer

*Keck Hospital of USC
USC Norris Cancer Hospital*

In the year that has passed since our last report, the Keck Medical Center of USC has undergone an amazing transformation to redefine, reinvigorate and recommit to its mission of providing uncompromising, compassionate care and healing throughout Southern California.

Comprised of Keck Hospital of USC and USC Norris Cancer Hospital, our medical center is located in the heart of the East Los Angeles community, but our impact spans the far corners of the county and beyond. With nearly 600 physicians, more than 3,500 staff members and several offsite ambulatory care offices, our health care professionals are providing beyond exceptional medicine in communities such as Pasadena, La Cañada Flintridge, and Beverly Hills.

We continue to enhance our services, recruit world-renowned physicians, develop innovative treatments and promote a culture of excellence and compassion — a culture that empowers our staff to provide truly patient- and family-centered care. At USC Norris Cancer Hospital, we've invested a significant amount of resources in supporting this culture and standard of service through expanded clinical offerings, service culture training for staff, and facilities enhancements to our patient care waiting areas and inpatient nursing units. These improvements have allowed us to greatly increase our inpatient population in the last year, providing the unique, comprehensive, personalized treatment that our cancer patients need.

We also continue to devote a substantial amount of effort and resources into serving the greater community at large, as you'll see in this report. That is because at the Keck Medical Center, we understand that our commitment is not just to our patients, but also to our neighbors. As a trusted, leading health care provider, it is our duty to serve as models for health and wellness. Through our Community Benefit and Outreach program, we remain dedicated to sponsoring deserving health-related programs and services that address the unmet health needs of our local community. These programs include everything from preventative care efforts and health screenings to other initiatives that promote healthy living.

As you read the accounts highlighted in this report, I am confident you will see the long-lasting impact we are making both near and far to inspire and heal — one person at a time.

Sincerely,



Scott Evans, PharmD, MHA
Chief Executive Officer
Keck Hospital of USC
USC Norris Cancer Hospital



MISSION STATEMENT

We are the Norris Cancer Hospital of USC. We strive to be the trusted leader in quality health care that is personalized, compassionate and innovative.

- We stand for empowerment, integrity, respect, collegiality and vitality
- We commit to authenticity
- We commit to excellence in clinical care, teaching and research

You can count on us to be fully present in the delivery of uncompromising health care.

ABOUT USC NORRIS CANCER HOSPITAL

University of Southern California (USC) acquired University Hospital and Norris Cancer Hospital from Tenet Healthcare Corporation on April 1, 2009. On November 1, 2011 we introduced the Keck Medical Center of USC – a new name in world-class medicine encompassing USC Norris Cancer Hospital, Keck Hospital of USC (formerly USC University Hospital), and 500 renowned faculty physicians from the Keck School of Medicine of USC.

One of only a few facilities in Southern California built exclusively for cancer research and patient care, USC Norris Cancer Hospital is a 60-bed inpatient facility providing acute and critical care. The hospital features a designated bone marrow transplantation unit and a surgical unit with specially trained staff who strive to meet the unique needs of cancer patients and their loved ones. USC Norris Cancer Hospital is affiliated with the USC Norris Comprehensive Cancer Center – a National Cancer Institute-designated comprehensive cancer center. The close affiliation between the Hospital and Cancer Center offers access to patients seeking the latest breakthroughs in cancer prevention and treatment.

Outpatients are provided with on-site diagnostic testing, chemotherapy, and radiation treatment. USC Norris Cancer Hospital has a radiation oncology department equipped with a CyberKnife and a Varian Trilogy Linear Accelerator, providing the latest state-of-the-art technology, such as stereotactic radiosurgery, intensity modulated radiation therapy and image guided radiation therapy.

Staffed by physicians, who are also faculty at the renowned Keck School of Medicine of the University of Southern California, USC Norris Cancer Hospital offers advanced treatment devoted to cancer treatment and research. Treatment options include surgery, radiation therapy and chemotherapy, and newer approaches to cancer management, such as immunotherapy and gene therapy.

The following cancer treatments and services are available at USC Norris Cancer Hospital:

- Breast Cancer
- Colorectal Cancer
- Genetic Counseling
- Gynecological Cancers
- Head and Neck Cancers
- Hematology Center
- Lung Cancer
- Melanoma
- Neuro-Oncology Program
- Orthopedic Oncology
- Prostate Cancer
- Radiation Oncology
- Sarcoma Program
- Skin Cancer
- Urologic Oncology

In addition to patient care, USC Norris Cancer Hospital is a site for clinical research, supporting patients participating in cutting edge clinical trials. USC Norris Cancer Hospital is also strongly committed to education. As a member of the USC family, it is a teaching hospital, training residents and fellows in graduate medical education.

COMMUNITY BENEFIT PLANNING

USC Norris Cancer Hospital continues to build its organizational governance and management structures and focus its programmatic efforts for community benefit. In FY13, we accomplished the following initiatives in support of our community benefit plan:

- Worked with hospital leaders to plan for community benefit oversight and governance. Convened community stakeholders and hospital leaders on the community benefit oversight committee. This group reviewed community benefit efforts and prioritized the health needs identified in the Community Health Needs Assessment.
- Submitted the annual report to the Attorney General to comply with the conditions of sale for USC University Hospital/USC Norris Cancer Hospital.
- Implemented a community focused grant program to support initiatives that address priority health needs.
- Completed the state and federally mandated Community Health Needs Assessment and Implementation Strategy. Posted the documents on the Keck Medicine of USC website as a strategy to make them widely available to the public.
- Used the results of the needs assessment to establish health need priorities and developed a plan of action that reflects the identified priorities.
- Established a number of collaborative partnerships with community organizations to address the health, social and environmental needs of communities in proximity to the USC Health Sciences Campus.
- Focused efforts to promote workforce development opportunities for underserved youth in the health sciences.
- Initiated an employee volunteer program for community outreach to support area organizations.

COMMUNITY HEALTH NEEDS ASSESSMENT

In 2010, USC Norris Cancer Hospital conducted a Community Health Needs Assessment as required by California law (SB 697). The recent passage of the Patient Protection and Affordable Care Act also requires tax exempt hospitals to conduct Community Health Needs Assessments every three years. This Community Health Needs Assessment was carried out in partnership with the Keck Hospital of USC. The complete Community Health Needs Assessment and the sources of data can be accessed at www.keckmedicine.org/community-benefit/. The Norris Cancer Hospital is located east of downtown Los Angeles on USC's Health Sciences Campus at 1441 Eastlake Avenue, Los Angeles, California 90033. It is located in the Boyle Heights neighborhood of Los Angeles in L.A. County Service Planning Area (SPA) 4. The hospital draws primarily adult patients regionally from Southern California, with a primary service area of Los Angeles County, California. Approximately 70% of the hospital's patients originate from L.A. County.

Methodology

The assessment incorporated components of primary data collection and secondary data analysis that focus on the health and social needs of the service area. Secondary data were collected from a variety of sources to present Los Angeles County demographics, social and economic factors, health access, mortality, birth characteristics, chronic disease, and health behaviors. Sources of data include the U.S. Census 2010 decennial census and American Community Survey, California Health Interview Survey, California Department of Public Health, California Employment Development Department, Los Angeles County Health Survey, Los Angeles Homeless Services Authority, Uniform Data Set, CDC National Health Statistics, National Cancer Institute, U.S. Department of Education, and others. When pertinent, these data sets are presented in the context of California State.

The report includes benchmark comparison data that measures Keck Hospital of USC community data findings with Healthy People 2020 objectives. Healthy People 2020 objectives are a national initiative to improve the public's health by providing measurable objectives and goals that are applicable at national, state, and local levels.

Targeted interviews were used to gather information and opinions from persons who represent the broad interests of the community served by the hospital. Eighteen interviews were completed during February and March, 2013. For the interviews, community stakeholders identified by Keck Hospital of USC and Norris Cancer Hospital were contacted and asked to participate in the needs assessment. Interviewees included individuals who are leaders and representatives of medically underserved, low-income, minority and chronic disease

populations, or regional, State or local health or other departments or agencies that have “current data or other information relevant to the health needs of the community served by the hospital facility.”

Summary of Findings

This overview summarizes some of the significant findings drawn from the Community Health Needs Assessment.

Community Profile

- At the time of the 2010 Census, the population for Los Angeles County was 9,818,605.
- Children and youth (ages 0-17) make up 24.5% of the population; 33.1% are 18-39 years of age; 31.5% are 40-64; and 10.9% of the population are older adults, 65 years of age and older.
- The majority population race/ethnicity in the Service Area is Hispanic or Latino (47.7%). Whites make up 27.8% of the population. Asians comprise 13.5% of the population, and African Americans are 8.3% of the population. Native Americans, Hawaiians, and other races combined total 2.7% of the population.
- Linguistic isolation is the population over age 5 who speak English “less than very well.” In the county, 27% of the population is linguistically isolated.

Social and Economic Factors

- The rate of poverty in the county is 15.7%, which is higher than in the state rate of 13.7%. Poverty increases markedly for the population at or below 200% of the FPL as over one-third of county residents (37.6%) exist at 200% of FPL.
- Data on the percent of children in poverty paint a more concerning picture. In Los Angeles County, children suffer with higher rates of poverty than the general population. In the service area, 22.4% of children, under age 18 years, are living in poverty. Among families where there is a female head of household and children under 18 years old, 34.6% in the county live in poverty.
- In the county, 11.7% of seniors live in poverty, which is higher than the state rate of 9.1%.
- Among all students in LA County schools, 65.3% are eligible for the free and reduced price meal program, indicating a high level of low-income families.
- In 2011 Los Angeles County had a 12.3% unemployment rate.
- Of the population age 25 and over, 24.1% have less than a high school diploma. 21.4% of the population are high school graduates, which is consistent with state completion rates (21.5%).
- The median household income in the county is \$55,476.

- Every two years the Los Angeles Homeless Services Authority (LAHSA) conducts the Greater Los Angeles Homeless Count as a snapshot to determine how many people are homeless on a given day. For the 2011 homeless count, the county had an annualized estimate of 45,422 homeless individuals. 79% of the homeless are individuals, and 20% are homeless families, 1% were unaccompanied minors.

Access to Health Care

- Based on the County Health Rankings, California's 58 counties are ranked according to access to health care with 1 being the county with the best factors to 58 for that county with the poorest factors. Los Angeles County is ranked near the bottom of California counties for health access.
- Health insurance coverage is considered a key component to access health care. 77.2% of the population in Los Angeles County has health insurance. Children, under 18, have the highest rates of insurance coverage at 89.6%. Among adults, ages 18-64, 69.2% in the county have health insurance.
- Residents who have a medical home and access to a primary care provider improve continuity of care and decrease unnecessary ER visits. Among the residents in LA County, 91.7% of children and youth have a usual source of care. Among adults, 78.8% have a source of care. 93.8% of seniors have a source of care.
- Among county residents, 11.6% of residents delayed medical care and 7.5% delayed obtaining prescription medications.
- 10.9% of children and 1.5% of teens in the county have never been to a dentist. For households that delayed dental care for children and teens, not being able to afford the care or having no dental insurance coverage was the main reason 10% of children and 39% of teens delayed a dental visit.

Mortality

- In LA County, the top three causes of premature death were: heart disease, homicide, and motor vehicle crash.
- Cancer, heart disease, and stroke are the top three leading causes of death in Los Angeles County. When compared to the Healthy People 2020 objectives, Los Angeles County has rates of death for heart disease and homicide that exceed the benchmarks.
- For men, lung cancer, prostate cancer and colorectal cancer are among the top ten leading causes of death. For women, lung cancer, breast cancer and colorectal cancer are among the top ten leading causes of death.
- Lung cancer, colorectal cancer and breast cancer are within the top causes of death and premature death for all groups except Hispanic/Latinos. Latinos have only lung cancer

among the top ten causes of death. Among Asian/Pacific Islanders liver cancer is also a leading cause of death and premature death.

Chronic Disease

- In Los Angeles County, 18.1% of residents have a self-rated fair/poor health status. 19.7% of adults and 32.5% of seniors consider themselves to be in fair/poor health.
- Diabetes is a growing concern in the community. The rate of diabetes has increased from 8.6% in 2005 to 9.9% in 2011 among the adult population. This is a 15.1% increase.
- For adults in Los Angeles County, 5.8% have been diagnosed with heart disease.
- In Los Angeles County, 27.6% of adults have been diagnosed with high blood pressure. Of these, 70.2% are on medication for their blood pressure.
- In Los Angeles County, the cervical cancer rate (9.8 per 100,000 persons) and the colorectal cancer rate (45.1 per 100,000 persons) exceed the state rates for these cancers. Breast cancer (117.8), prostate cancer (142.8) and lung cancer (45.6) occur at rates less than the state rates for these types of cancer.
- The population diagnosed with asthma in Los Angeles County is 12.5%. 45.2% of asthmatics take medication to control their symptoms. Among youth, 13.8% have been diagnosed with asthma.
- In 2011, 1,340 cases of HIV/AIDS were diagnosed in Los Angeles for a rate of 13 per 100,000 persons. The rate of HIV/AIDS diagnosed in 2011 has decreased from 2010.

Health Behaviors

- The County Health Rankings ranks California's 58 counties from 1 (healthiest) to 58 (least healthy) based on a number of indicators that include: adult smoking, obesity, physical inactivity, excessive drinking, sexually transmitted infections, and others. A ranking of 21 puts Los Angeles County in the top half of California counties for health behaviors.
- In Los Angeles, one-third of the adult population is overweight (33.2%). 18.6% of teens and 12.1% of children are overweight.
- When adult obesity levels are tracked over time, a 12.9% increase in obesity is seen in the county from 2005 to 2011. In 2011, 23.6% of the adult population was obese.
- In the county, 68.1% of children engaged in vigorous physical activity. And 80% of youth visited a park, playground or open space. However, 10.6% of children and 16.9% of teens were sedentary during the week. Among adults, 79% walked for transportation, fun or exercise.
- Among adults, 7.3% experienced serious psychological distress in the past year. 14.1% of adults needed help for mental health problems. 15.3% of teens needed help for

mental health problems. 10.3% of adults and 7.5% of teens received help for their mental health issues. 9.3% of adults have taken a prescription medication for an emotional or mental health issue in the past year. 47.3% of adults who needed help for an emotional or mental health problem did not receive treatment.

- 14.0% of residents in Los Angeles County smoke cigarettes. This is the same as the state rate.
- Among adults, 27% had engaged in binge drinking in the past year. In the county 4.2% of teens had engaged in binge drinking, and 29% of teens had indicated they had tried an alcoholic drink.
- In the county, rates of Chlamydia are 455.1 per 100,000 persons, Gonorrhea (96.8), Primary and Secondary Syphilis (6.5), and Early Latent Syphilis (9.2). Females have the highest rates of Chlamydia. Young adults, ages 20-24, and Blacks/African Americans have the highest rates of sexually transmitted infections.
- Seniors tend to receive flu vaccines at higher rates than adults or youth. Among seniors, 63.8% had received a flu shot. Adults received flu shots at a lower rate of 27.3%. 45.4% of children received a flu vaccine.
- In Los Angeles County, 73.7% of women, age 40+, have had a mammogram, and 84.4% of women have had a Pap smear in the past three years.

Interview Responses

There are a number of health disparities found in the areas surrounding the hospital. Some of the biggest health concerns in the area were identified to include:

- Hypertension
- Diabetes
- Depression
- Tuberculosis, especially among homeless
- HIV/AIDS and other sexually transmitted diseases
- Respiratory and asthma problems
- Safety concerns
- Childhood and adult obesity
- The primary challenges to obtaining health care and other services were identified as:
 - Lack of insurance and cost of services.
 - Language and cultural barriers for Latinos, and sometimes illiteracy in their primary language.
 - Cultural barriers for African Americans including racism-induced stress, which is exacerbated by the frequent absence of dignity and respect from health care providers, which in turn negatively impacts health outcomes.
 - Transportation barriers due to an unfriendly transportation system.

- Lack of coverage options for people who are undocumented, which will only worsen when the Affordable Care Act is implemented and people who are undocumented will not be eligible for Medi-Cal Expansion or to purchase insurance through the Health Insurance Exchange. There will be no revenue stream associated with people who are undocumented, which will reduce their access to care even further.
- Long wait times for appointments at community clinics or in the County system, coupled with lack of evening/weekend hours, resulting in people having to miss work in order to get care or using the emergency room as their source of regular care. When people delay seeking treatment, their health issues can become serious medical problems requiring emergency attention. Many of the people using the community clinic or county systems are working poor with jobs that provide low wages and no insurance, and that do not pay them for time off work, or that penalize them for taking time off.

The trends identify some of the cancers that are of greatest concern among different population groups in Los Angeles.

- Higher percentage of younger women (under age 50) who are lower-income and medically under-served being diagnosed with breast cancer.
- Among Latinos, there is a high incidence of gastric, prostate, uterine and liver cancers.
- Cervical cancer is at epidemic proportions among Latinas, despite the fact that it is preventable with screening and treatable if caught early.
- Among African American men in Los Angeles County, 33% of diagnosed cancers are prostate cancer, which is much higher than the rate among White men (26%).
- Among Whites, there has been a decrease in prostate, lung and colon cancers, but an increase in melanoma.

HEALTH NEEDS

Based on the results of the primary and secondary data collection, health needs were identified. Each health need was confirmed by more than one indicator or data source (i.e., the health need was suggested by more than one source of secondary or primary data). In addition, the health needs were based on the size of the problem (number of people per 1,000, 10,000, or 100,000 persons); or the seriousness of the problem (impact at individual, family, and community levels). To determine size or seriousness of a problem, the health need indicators identified in the secondary data were measured against benchmark data, specifically California state rates or Healthy People 2020 objectives. Indicators related to the health needs that performed poorly against these benchmarks were considered to have met the size or

seriousness criteria. Additionally, primary data sources were asked to identify community and health issues based on the perceived size or seriousness of a problem.

The identified health needs included:

- Access to Care
- Alcohol and Tobacco use
- Cancer
- Healthy Eating/Physical Activity
- Minority Education
- Overweight and Obesity
- Preventive Care

Process and Criteria Used for Prioritization of Health Needs

In April 2013, summary data on the identified health needs were presented to the hospital Leadership Team and the hospital's Community Benefit Advisory Committee. They were asked to examine each health need as it related to the following priority factors:

- If left unaddressed, is the issue likely to become more serious?
- Does the issue offers potential for program intervention that can result in measurable impact?
- Does the hospital have acknowledged competencies and expertise to address the issue and the issue fits with the organizational mission?

The members of the Leadership Team and Community Benefit Advisory Committee were also asked to rank order the health needs given the scope of the problem and how the health need fit with the priority factors.

The prioritized health needs to be addressed by the hospital and detailed in the Implementation Strategy are:

- Cancer Care and Treatment
- Healthy Eating/Physical Activity
- Minority Health Education
- Overweight and Obesity
- Preventive Care

COMMUNITY BENEFIT SERVICES SUMMARY

COMMUNITY HEALTH IMPROVEMENT SERVICES

Activities carried out to improve community health.

Community Health Education and Support Groups

Support group sessions were dedicated to serving those dealing with breast cancer, J-Pouch, colorectal cancer, and a prostate support group for significant others. Printed educational materials on a variety of cancer prevention and treatment topics were made available to patients, families, community groups and the public, for no charge.

For Men Only Prostate Cancer Support Group

In addition to the Prostate Cancer Forum, we offer a support group to provide men with prostate cancer the chance to share common concerns and feelings in a smaller, more intimate setting. The group is facilitated by a Licensed Clinical Social Worker.

Bladder Cancer Support Group

For male and female patients and their families, who are pre and post treatment of bladder cancer. Meetings will feature a speaker on a relevant topic, or will be devoted to open discussion during which members can share information and feelings related to diagnosis and treatment.

Lung Cancer Support Group

Educational sessions are open to the community, free of charge. Sessions included: Yoga for those with cancer, Look Good Feel Better, Bladder Cancer, Colorectal Cancer, For Men Only, Prostate Cancer Forum.

Look Good Feel Better

This program is presented in cooperation with the American Cancer Society, the Cosmetology Association, and the Cosmetics, Toiletry and Fragrance Association Foundation. It is designed to address the special concerns of women undergoing or who will undergo chemotherapy or radiation therapy and provides information on make-up, skin care, and hair.

The Lung Cancer Education /Support group

This program is open to individuals and their families who are pre and post treatment for lung cancer. Meetings feature a speaker on a relevant topic, or will be devoted to open discussion; a time where members can share and listen to information and feelings related to diagnosis and treatment.

Festival of Life

The annual Festival of Life celebration was hosted by Norris Cancer Hospital. The Festival is a celebration held for cancer survivors and their families and is open to the public. The Festival included inspirational speakers, testimonials and other events.

Community –Based Outreach

USC Norris Cancer Hospital participated in and hosted a number of community-based outreach efforts to raise awareness of cancer and encourage prevention activities. Part of the outreach included participation at 3 local Bloomingdale's events during Breast Cancer Awareness Month. USC Cancer Center survivors participated in a Bloomingdale's fashion show, our nutritionists did healthy cooking demonstrations, and two of our mastectomy fitters from the Image Enhancement Center provided education and training to Intimates Department employees on the latest bra options. We also held community outreach activities during Breast Cancer Awareness Month at a USC football game with education booths and giveaways. We supported the Revlon Breast Cancer Walk.

Lung Cancer Awareness

The hospital celebrated Lung Cancer Awareness Month with a special awareness booth at the Trojan football homecoming game. Lung cancer physicians Daniel Oh, Jeffrey Hagen, Eugene Chung and Christopher Lee distributed educational materials and giveaways. A da Vinci surgery robot was on-hand to demonstrate how USC surgeons remove lung cancers from patients.

Adolescent and Young Adult Program

Cancer is the leading disease related cause of death for individuals ages 15-39. While great advances have been achieved with cancer survival rates in other age groups, progress with AYA oncology has remained stagnant for nearly 30 years. This collaboration between USC Norris Comprehensive Cancer Center, USC Norris Cancer Hospital, Children's Hospital Los Angeles, and LAC-USC County is developing a multi-disciplinary, collaborative care model that addresses the unique needs of the AYA population in our community.

Health Care Support Services

- CancerHelp is a computer-based cancer education program from the National Cancer Institute. This education tool was made available to patients, staff and the public.
- The Image Enhancement Center assists with appearance and body image issues as a result of cancer treatment. Services are open to the community and include mastectomy prosthesis fittings. The Center engages a full-time Mastectomy Fitter.
- In collaboration with the schools of Pharmacy, Bio-kinesiology and Physical Therapy, Occupational Therapy, and Dentistry, Norris Cancer Hospital supported the Health

Pavilion at the 2013 Los Angeles Times Festival of Books, attracting tens of thousands of guests for a weekend of screenings and health-related activities. Attendees received diabetes screenings, blood pressure readings, and learned about the importance of hand hygiene.

- Taxi vouchers were made available to patients and families for whom accessing transportation is a barrier to accessing care. Complimentary meals were also made available to community volunteers, families and community members accessing health education and support group sessions.

HEALTH PROFESSIONS EDUCATION

Educational programs for physicians and medical students, nurses and nursing students, and other health care professionals and students.

Graduate Medical Education

The USC hospitals are clinical settings for 906 Interns, Residents and Fellows from the USC Keck School of Medicine.

Other Health Professions Education

6 fourth year USC Pharmacy students were assigned pharmacist preceptors.

Continuing Education

The hospital hosted a number of education events made available to health providers throughout the USC Keck School of Medicine, hospital staff and the provider community.

Events included:

Women's Cancer Annual Event

The Medical Center held a multidisciplinary conference focused on tailoring approaches for prevention and treatment of women's cancers. Topics included individualized prevention and screening strategies, innovations in diagnosis and surgical care, personalized medical therapies, as well as new clinical trials and the latest in research.

Student Education: Internships and Mentoring, Workforce Development

The Keck Hospital continued its efforts to engage students from local Los Angeles schools that typically enroll underserved students.

Bravo Medical Magnet High School

Students from the Bravo Medical Magnet High School participated in a job shadowing and mentoring program. Each semester, three classes of students spend 7.5 hours a week working with staff in a variety of roles and departments.

Med-COR

Established in 1970, USC's Med-COR Program, which stands for Medical Counseling Organizing and Recruiting, works with high school students of color to help prepare them for careers in the health professions. Students are provided structured academic enrichment in the areas of mathematics, science, and English as well as academic counseling, SAT assistance, and summer internships at local hospitals. The program currently serves 188 students from four local schools: Francisco Bravo Medical Magnet High School, King-Drew Medical Magnet High School, Orthopedic Hospital Medical Magnet High School and Van Nuys High School.

Minority Outreach Enrichment Day

Each year, the hospitals also host a Minority Outreach Enrichment day, whereby approximately a dozen directors of non-clinical fields at the medical center share their career paths and daily job duties with students, offering mentorship and internships.

RESEARCH

Clinical and community health research, and studies on health care delivery that are generalizable, shared with the public and funded by the government or a tax-exempt entity; does not include the costs of proprietary research.

Clinical trials take place at the USC Health Sciences Campus. Administration and oversight are provided for all research studies that involve Hospital patients and facilities.

CASH AND IN-KIND DONATIONS

Funds and in-kind services donated to community groups and other nonprofit organizations.

Community Grants

The Community Grants and Sponsorship program is a key initiative of the Keck Medical Center of USC community benefit program and supports our goal to address the unmet health needs of our community. To implement our community benefit plan, the Keck Medical Center of USC has chosen to partner with community nonprofit groups and affiliated USC organizations whose programs align with the strategic priorities identified in our hospitals' Community Health Needs Assessment. Grants were provided to:

Agency	Focus of grant
Clinica Oscar Romero	Access to care
Es Tiempo	Cancer prevention
Hubert Humphrey Comprehensive Health Center	Overweight and obesity
Legacy LA	Minority education
Los Angeles Community Garden Council	Health promotion, disease management
Med-Cor	Minority education
Proyecto Pastoral at Dolores Mission	Disease prevention and health promotion
Salvadoran American Leadership and Educational Fund	Health disparities, disease prevention, health promotion, minority education
Union de Vecinos	Built environment
USC Civic Engagement – Neighborhood Academic Initiative	Minority education
USC Nutrition and Dietary Services	Disease prevention and health promotion
USC Social Services	Disease management

CASH CONTRIBUTIONS AND SPONSORSHIPS

Contributions to nonprofit community organizations and charity events were made to:

USC Neighborhood Outreach

UNO was created to enhance the quality of life in the neighborhoods surrounding the University Park and Health Sciences campuses through mutually beneficial university-community partnerships. Funded programs include sponsoring community based health fairs, prevention and wellness services for underserved children and adults in the local community who are at high risk for diabetes and conditions associated with physical inactivity, and the neighborhood academic initiative, a comprehensive 7 year college preparation program for low income middle and high school students.

Proyecto Pastoral Women’s Conference

382 women and 32 youth attended the event. Presentations were focused on health care, nutrition and fitness, self-esteem, and wellness. Local health and social service agencies were in attendance to provide information and resources.

USC Norris Comprehensive Cancer Center

Support of the USC Norris Comprehensive Cancer Center provided cancer research, treatment, prevention and education.

Verdugo Hills Hospital

Keck Medical Center of USC celebrated the many years of quality medical services provided by Verdugo Hills Hospital to the greater foothill communities at their 40th anniversary gala.

Children's Hospital Los Angeles

The only Level One pediatric trauma center in Los Angeles County, we are proud to support the Hospital's mission to create hope and build healthier futures.

USC Urology

The Minority Men's Health Center offers unique screening services to minority men in the surrounding community. Our physicians provide free prostate cancer screenings, and in collaboration with LAC+USC Medical Center the services are expanded to screenings for cholesterol, diabetes, heart disease and other conditions. USC urologists from the Minority Men's Health Center participate in semi-annual health fairs to provide further service to the community.

Los Angeles County Medical Association, Patient Care Foundation

Keck Medical Center of USC supports LACMA's goal to impact the quality of life of all patients in Los Angeles by expanding the pool of medical professionals who attend to underserved populations by providing medical student scholarships.

Dorr Institute for Arthritis: Operation Walk

Operation Walk is a volunteer medical services organization founded and run by Keck Medical Center of USC's Dr. Lawrence Dorr. The non-profit is dedicated to providing life improving care for arthritis and other debilitating bone and joint conditions for individuals who do not have health insurance. In December 2012, the Medical Center hosted Dr. Dorr's team by providing operating rooms, medical supplies and staff to perform hip and knee replacements on 7 uninsured Los Angeles County individuals.

- Through the Operation Walk organization, the hospital hosted a team of nurses and technicians to assist with joint surgeries for the medically needy in Nicaragua. Over a three-day period, 50-60 surgeries were completed.

Vietnamese Physician Association of Southern California

The association has community outreach program that includes numerous health fairs, weekly radio and TV talk shows on health topics. All activities aim to provide people

with general knowledge about common health issues, to raise awareness and promote early screening for cancer and other diseases. All programs are community orientated and culturally sensitive.

Southern California Society of Health System Pharmacists

CSHP is committed to promoting Medication Wellness in California and developing access tools for enhancing medication reconciliation.

Friends of Californians with Disabilities, Inc.

Friends of Californians with Disabilities is a leader in developing statewide and national partnerships to increase employment and independent living opportunities for people with disabilities.

Celebrating a Second Chance at Life Survivorship Symposium

Over 500 Survivors from across the U.S. are expected to attend this symposium for bone marrow, stem cell and cord blood transplant survivors. Two days of workshops and networking will empower survivors to better manage their health long-term. In addition, the symposium's objectives are to Educate, Engage, Empower, and Foster a working partnership between survivors and healthcare providers to minimize the impact of long-term effects on quality of life. Keck Medical Center of USC has four presenters at the event: a physician, nutritionist, social worker, and nurse.

Acoustic Neuroma Association National Symposium

Keck Medical Center of USC is a sponsor of the ANA national symposium for pre- and post-treatment acoustic neuroma patients, family members, friends and health care professionals for a weekend of educational lectures, workshops and panel discussions – all with leading acoustic neuroma medical professionals. The symposium showcases the best thinking from both practitioners and visionaries on the major issues confronting acoustic neuroma patients.

Ministries of Christ

In 1981, Missionaries for Christ (MFCM) began as a small group of volunteers helping those less fortunate. Today, MFCM is a two-fold charitable organization that provides food, clothes, emergency, and recreational services to homeless and low-income people residing in Skid Row area as well as visiting and providing encouragement to patients confined in convalescent facilities. Funds were used to provide Thanksgiving baskets to 40 needy families in November and blankets, clothing, and food distribution to 150 homeless, including the overflow from Union Rescue Missions in December.

Casa0101 Theater

CASA 0101 is dedicated to providing vital arts, cultural, and educational programs — in theater, digital filmmaking, art and dance — to Boyle Heights. CASA 0101 has established itself as a leading arts venue for Los Angeles' East Side, presenting theatrical productions, film festivals, and other special events year round. CASA 0101 also offers year-round, free classes in acting and other arts disciplines for youth, and free and low-cost classes for adults in acting and writing.

APAIT Health Center

The APAIT Health Center positively impacts the quality of life for medically underserved communities living with or at risk for HIV/AIDS and other health disparities through culturally competent and linguistically appropriate programs in Southern California.

Padres Contra El Cancer

For 25 years, PADRES Contra El Cancer has been dedicated to improving the lives of Latino children with cancer and their families. As the only organization of its kind operating in the United States, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Though programs, activities and services are primarily oriented to the Latino community, PADRES serves childhood cancer patients from all races and ethnic origins.

Additional Support to Community Partners:

We are proud to support our community partners who impact those around us on a daily basis. Our support was provided to:

- iDream for Racial Equity
- Quench the Fire Pain Management
- Center of Cystic Fibrosis
- Our Lady Queen of Angels Church
- Blood and Marrow Transplant Information Network
- Congenital Heart Walk
- Bluewater Media
- USC Adolescent and Young Adult Oncology Program
- USC's Alzheimer's awareness event.

STAFF AND VOLUNTEER LEADERSHIP

The staff at Keck Hospital of USC engages with a number of organizations, dedicating time to support efforts to improve the health and wellness of vulnerable populations in local communities.

Ramona Gardens Collaborative

The purpose and goal of the collaborative is to bring together non-profit organizations, education institutions, government, law- enforcement, key community stakeholders, and organizations that are providing services to the Ramona Gardens Community and provide a mechanism for collaboration in order to better serve the youth and residents living in the Ramona Gardens community.

Weingart East Los Angeles YMCA

The Weingart East Los Angeles YMCA has a number of programs that promote youth development, healthy living and social responsibility. The hospital is represented on the YMCA's Board of Directors.

FINANCIAL SUMMARY OF COMMUNITY BENEFIT

Keck Hospital of USC and Norris Cancer Hospital community benefit funding for FY13 (July 2012 – June 2013) are reported as a combined entity and summarized in the table below.

Community Benefit Categories	Net Benefit
Charity Care	\$2,810,277
Unpaid Costs of Medi-Cal and Other Means Tested Government Programs	\$36,490,433
Community Health Improvement Services	\$536,931
Health Professions Education	\$14,956,836
Research	\$454,456
Cash and In-Kind Donations	\$533,110
Community Benefit Operations	\$201,500
TOTAL COMMUNITY BENEFIT PROVIDED	\$55,983,543
Excluding Unpaid Costs of Medicare	
Unpaid Costs of Medicare	\$61,980,041
TOTAL COMMUNITY BENEFIT PROVIDED Including Unpaid Costs of Medicare	\$117,963,584

COMMUNITY BENEFIT PLAN FOR FY 2014

This past year, USC Norris Cancer Hospital in conjunction with Keck Hospital of USC completed a Community Health Needs Assessment and identified the priority health needs: Cancer care and treatment; Disease prevention and health promotion, with a special focus on cancer prevention, healthy eating, physical activity, and overweight/obesity issues; and Health sciences education for minority students. As required by federal IRS guidelines, an Implementation Strategy was developed to address the priority health needs. For FY14, the hospitals plan to meet the identified priority health needs through a commitment of resources with the following programs and services.

Education and Outreach

USC Norris Cancer Hospital will offer a structured program of health education and outreach to the greater Los Angeles community. Understanding that care extends beyond our medical campus, we will provide health education and support groups that focus on a variety of topics related to health and wellness, cancer management, healthy eating, and physical activity. CancerHelp is a computer-based cancer education program from the National Cancer Institute. This education tool will be made available to patients, staff and the public. The Image Enhancement Center at USC Norris Cancer Hospital assists with appearance and body image issues for men and women as a result of cancer treatment. Services will continue to be open to the community and include mastectomy prosthesis fittings. In collaboration with the University of Southern California, the hospital will continue to support the Health Pavilion at the annual Los Angeles Times Festival of Books. Festival of Books attracts tens of thousands of guests for a weekend of screenings and health-related activities. In addition, we will sponsor education opportunities available to health care professionals to prevent disease and improve the treatment of cancer.

Community Grants

USC Norris Cancer Hospital has chosen to partner with community nonprofit groups and affiliated USC organizations whose programs align with the strategic priorities identified in our hospital's Community Health Needs Assessment as part of our Strategic Plan. As a method to address our identified health needs, we will provide a limited amount of grant funding to community programs that address our priorities.

USC's Neighborhood Outreach

In addition to the community grants program, the hospital will continue its support of the USC Neighborhood Outreach (UNO). This program was created to enhance the quality of life in the neighborhoods surrounding the University Park and Health Sciences campuses through mutually beneficial university-community partnerships. Funded programs include sponsoring

community based health fairs, prevention and wellness services for underserved children and adults in the local community who are at high risk for diabetes and conditions associated with physical inactivity, and the neighborhood academic initiative, a comprehensive college preparation program for low-income middle and high school students.

Access to Care

Cancer is the leading disease related cause of death for individuals ages 15-39. While great advances have been achieved with cancer survival rates in other age groups, progress with adolescent and young adult (AYA) oncology has been slow for nearly 30 years. As a result, USC Norris Cancer Hospital will participate in collaboration with USC Norris Comprehensive Cancer Center, Children's Hospital Los Angeles, and LAC+USC Medical Center to develop a multi-disciplinary, collaborative care model that addresses the unique needs of the AYA population in our community.

USC Norris Cancer Hospital will continue its support of the USC Norris Comprehensive Cancer Center to provide cancer research, treatment, prevention and education. In partnership with the Keck Hospital of USC, Norris Cancer Hospital has plans to increase its emphasis on access to care through partnerships with area Federally Qualified Health Centers. The hospital will explore supporting Community Health Centers to increase their capacity to provide primary care and preventive services, and provide clinic patients access to specialty care services and diagnostic testing at the hospital.

The Built Environment

The health of a community is influenced by the environments where we live, work and play. The built environment is the manmade surroundings that have consequences for individual and community health. Improving green access is a critical strategy in building healthy communities. Therefore, the hospital has plans to explore the development of a community garden and walking path in the East Los Angeles community of Boyle Heights adjacent to the USC Health Sciences campus. We envision this garden as a catalyst to develop a comprehensive five-year community wellness plan to improve nutrition education and healthy food options, develop targeted obesity, diabetes, fitness and stress management programs, as well as strengthen ties between the community and the health sciences campus. This garden will be a tangible, visible commitment to the community.

The proposed community garden is a one acre plot on the corner of Norfolk and Playground on the health sciences campus. Directly across the street from the Community Center and Hazard Park, this garden will become an epicenter of the USC Health Sciences campus: promoting physical and programmatic links between the local schools, hospitals, medical school, research

labs, and the larger community. The garden will be a convenient outdoor lab to develop targeted obesity, diabetes, fitness, and stress management programs for the local community. The land is currently owned by USC and is designated as green space in the 35-year Master Plan.

We are partnering with the Los Angeles Community Garden Council to develop the land and will collaborate with Los Angeles Conservation Corps to provide hands-on job skills training for a minimum of 20 at-risk youth in the East Los Angeles area to build the garden. We will also rely on Keck Medical Center of USC employees, Master Gardeners, and local students to volunteer their time to help maintain the garden. Additionally, through the Hospital Grant Program, we will fund three programs to target obesity, diabetes and stress reduction in the community. The programs will focus on three age groups: elementary school children, high school children, and the adult population.

Preliminary plans for the garden including a fruit and nut orchard, an outdoor classroom with seating and an outdoor sink, raised plots of land for various school-based programs, herb and medicinal gardens, a water feature, storage shed, and a small meditation area with seating. Plans will be solidified with further community input.

The following programs utilizing the garden will be funded by Keck Medical Center of USC.

Elementary School Program:

LA Sprouts is a 12-week nutrition, cooking and gardening intervention for low-income, predominantly Latino elementary school children in Los Angeles, currently under evaluation in a randomly controlled trial. This culturally-tailored program emphasizes the consumption of fruits, vegetables and non-processed foods, and teaches children easy recipes to prepare these foods at home and other strategies for including them into a regular diet. The gardening component of the program incorporates principals of environmental stewardship and the use of recycled materials for inexpensive at-home edible gardening. The underlying goal of this intervention is that increased hands-on exposure to fruits and vegetables will increase their familiarity, and in turn preferences, intake and physical health through their consumption.

High School Program:

The high school program will incorporate many similar elements as the Elementary School program, such as nutrition and gardening for a healthy diet, and mindfulness for stress reduction. A noteworthy addition to the high school program will be in the incorporation of STEM principals of plant biology and soil chemistry, engineering water

systems, and the scientific method. Other learning techniques to be included are team building, entrepreneurship and independent thinking. Finally, this program aims to improve self-esteem by emphasizing the accomplishment of growing plants and food.

Adult Program:

As a solution to combat food insecurity, the adult program will focus on empowering individuals to utilize their own resources and knowledge gained from this program to grow edible plants at home and in community gardens. The adult program will also have a central stress-reduction component, with a focus on mindfulness practices and engagement with the natural world in a visually appealing space.

Minority Health Education

A University-wide priority that impacts the work of the hospital is a commitment to minority education in the health sciences. To support this priority need, the hospital will continue to support a job shadowing and mentoring program in collaboration with Bravo Medical Magnet High School. Located next to the USC Health Sciences campus, Bravo High School places an emphasis on science, math, and language skills as they relate to the science and medical fields.

We will also continue to provide support to the Med-COR program. Established in 1970, USC's Med-COR Program has offered academic enrichment programs aimed at increasing the pool of high school students of color who are committed to pursuing careers in the health professions. Students are provided structured academic enrichment in the areas of mathematics, science, and English as well as academic counseling, SAT assistance, and summer internships at local hospitals. The hospital will host a Minority Outreach Enrichment day, whereby directors of non-clinical fields at the hospital share their career paths and daily job duties with students, offering mentorship and internships.

CONTACT INFORMATION

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Web Address

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