



EISENHOWER MEDICAL CENTER

## **Community Benefit Plan - 2014**

# **EISENHOWER MEDICAL CENTER COMMUNITY HEALTH NEEDS ASSESSMENT AND COMMUNITY BENEFIT PLAN – 2014**

An assessment of the Coachella Valley conducted by Eisenhower Medical Center in partnership with the Health Assessment Resource Center.

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Eisenhower Medical Center is a California not-for-profit hospital situated on a 130-acre campus in the heart of the Coachella Valley. Eisenhower Medical Center is a dynamic, progressive health care complex anchored by a 540-bed hospital, opened in 1971.

## **OUR MISSION**

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

## **OUR VISION**

Our Vision Will Be Realized When:

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

## **OUR SUPPORTING COMMITMENTS**

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

As a not-for-profit hospital, Eisenhower Medical Center is subject to the provisions of the federal Patient Protection and Affordable Care Act - 2010, and California Senate Bill 697 - 1994. Both the federal and the state legislation require a not-for-profit hospital to:

- Conduct a Community Health Needs Assessment at least once every three years by consulting or surveying community groups, local government officials and individuals who represent the broad interests of the community served by Eisenhower Medical Center.
- Develop, adopt, file and publish a Community Benefits Implementation Plan to document actions taken by the hospital – within its mission and financial capacity – to address identified community health needs. In addition, the hospital must explain why it does not address specific needs that are identified in the assessment.

The campus of the Medical Center is home to the main hospital, and multiple programs, including the Eisenhower Smilow Heart Center, the Eisenhower Desert Orthopedic Center,



the Eisenhower Lucy Curci Cancer Center, the Annenberg Center for Health Sciences, the School of Graduate Medical Education and Research, the Robotics Institute, the Wound Care Center, and the Barbara Sinatra Children’s Center at Eisenhower among many others.

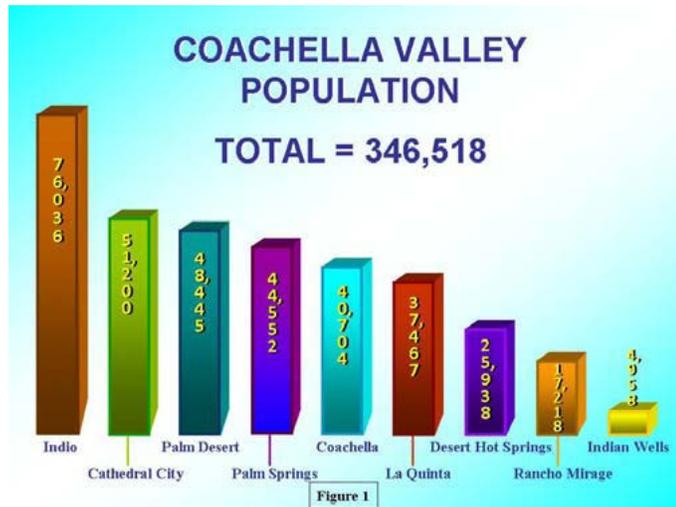
In addition, Eisenhower Medical Center has established Health Centers in Palm Springs, Cathedral City, Rancho

Mirage and La Quinta. These health centers were established to better serve the myriad health needs of a diverse population. The health centers provide a variety of services, including primary care physicians, breast centers, imaging centers, laboratories and urgent care centers. The Medical Center also provides off-campus occupational health centers in Cathedral City and La Quinta, an adult day care center in Palm Desert, and the Eisenhower Wellness Institute in La Quinta.

## THE COMMUNITY WE SERVE

The entire community served by Eisenhower Medical Center consists of a series of nine cities and significant unincorporated areas located in the Coachella Valley. The valley extends for approximately 45 miles in Eastern Riverside County. It is approximately 15 miles wide along most of its length, bounded by four mountain ranges. The San Andreas Fault runs along the entire length of the Valley. These nine communities are – in order of size:

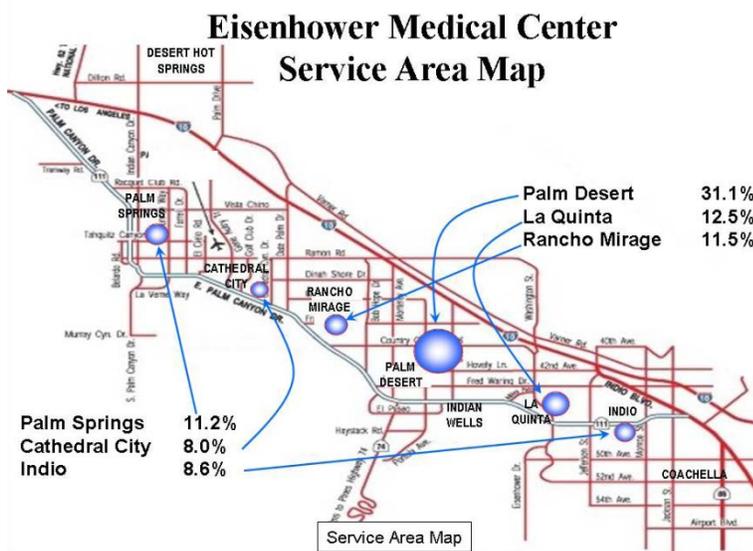
- Indio
- Cathedral City
- Palm Desert
- Palm Springs
- Coachella
- La Quinta
- Desert Hot Springs
- Rancho Mirage
- Indian Wells



Tribal areas within the Coachella Valley include the reservations of the Agua Caliente Band of Cahuilla Indians, the Augustine Band of

Mission Indians, the Cahuilla Band of Mission Indians and the Torres-Martinez Desert Cahuilla Indians. As is evident by Figure 1, the size of the communities varies between quaint villages to small cities. Although the city of Indio is by far the largest of the Valley communities, the Coachella Valley is collectively generally known by its most famous city, Palm Springs.

Notwithstanding the size of each of the communities, the hospital receives over 80% of its patients from six of the communities in the Valley – (the blue ball indicates the percentage of



patient visits). Palm Desert has only 13% of the population but provides 31% of the patient visits; whereas Indio is the largest of our communities but only provides 8.6 % of the patient visits. On the other hand, Palm Springs and Cathedral City have relatively large populations but provide a small share of the hospital’s patient visits. This may change significantly due to the fact that since these figures were compiled, Eisenhower Medical Center has opened four new health

centers in those cities – three in Palm Springs and one in Cathedral City.

A community's health status is reflective of its population characteristics. The most significant demographic details of the Coachella Valley population are that 57.9% of the population is over age 55, and – more important – over 40% is over age 65. Interestingly, people in their prime working years from 18 to 54, represent only 42.1% of the population. Generally, the more aged the population, the greater its health needs.

Aside from the critical fact that this aging population is more likely to develop chronic medical conditions and will require substantially more health care, there are important financial implications that must be addressed as part of any needs assessment. This pressing issue is addressed further later in this report. The population in the Coachella Valley grew substantially from 2000 to 2008, and flattened somewhat through 2012 (See Figure



Figure 2

2). But it is outpacing that of other California regions as well as California and the U.S. as a whole. This growth magnifies the many issues that Eisenhower Medical Center faces in the provision of health care: an aging population, among the highest concentration of HIV positive individuals, substantial increase in the need for charity care and the shortfall in Medicare reimbursement rates. This serves to amplify the importance of the Community Health Needs Assessment so that limited resources can be applied where they will achieve the greatest result.

### **OUR SURVEY PARTNER**

In 2006, the Desert Healthcare Foundation recognized an important gap in available information that substantially impeded its efforts to improve the health status of area residents. Consequently, they took action to establish the Health Assessment Resource Center (HARC) to identify key health issues and subsequently survey the community to determine the health status of Eastern Riverside County - of which the Coachella Valley is by far the largest part. This analysis is accomplished through the conduct of a triennial survey, which incorporates in one document both primary and secondary data from a number of other valuable sources to make the report as useful as possible. Meanwhile, HARC's steering committee, comprised of 35 key community organizations, helps guide the survey process through active collaboration. When completed, survey results and in-depth analysis are organized into a comprehensive document that can be accessed by health care providers and others focused on public health issues. Eisenhower Medical Center also engaged HARC to prepare a customized survey with results specific to the Coachella Valley.

## **COMMUNITY PARTICIPATION AND INPUT**

The Coachella Valley Community Health Monitor report presents the results of HARC's systematic survey of households in Eastern Riverside County to determine the health and social well-being of its adult and child residents. Eisenhower Medical Center commissioned HARC to extract the data and provide analyses covering only the nine communities of the Coachella Valley that are within Eisenhower's primary service area. Telephone surveys were administered to individuals 18 years of age and older residing in randomly selected households in the Coachella Valley between January and March 2010. Surveys were conducted in English and Spanish. Survey data were collected in two studies, one consisting of a sample of landline telephones, and the second consisting of a sample of cellular telephones. The homeless, and persons in institutions including penal facilities, hospitals, and military barracks, are excluded from the sampling frame. For both studies, contacted households were screened to ensure that they were within the Coachella Valley. In addition, cell respondents were screened so as to provide a cell only sample. The survey process consisted of two independent random samples of households within the Coachella Valley. First, questions were developed for the adult population (18 years and older), which focused on their health and well-being. A second, independent survey, asked adults (18 and older) questions about a randomly selected child living in the household. Because the survey is the only major source of health and welfare data for the Coachella Valley, it encompassed a significantly wider spectrum of issues than was required for the Community Health Needs Assessment. Consequently, those issues that were not germane are not included in the CHNA.

In addition, Eisenhower Medical Center contracted with HARC to conduct a second survey. It was sent via the web to approximately 110 individuals who represent the broad interests of the community. Participants represented a spectrum of organizations that serve local minority populations and specific health needs. Representatives from several local city councils participated, including the Cities of Indio, Palm Desert, Desert Hot Springs, Cathedral City, and Palm Springs. Representatives from several important health-related nonprofits participated, such as Desert AIDS Project, Hidden Harvest, and Gilda's Club Desert Cities. Representatives from senior centers, such as Mizell Senior Center and Joslyn Center, were participants. County employees also participated, including those from the Riverside County Fire Department and the Riverside County Department of Mental Health. The Desert Healthcare District was also represented, as was Building Healthy Communities and the William J. Clinton Foundation, all important health organizations in the Coachella Valley. School districts, such as Desert Sands Unified School District, were also represented in the participant pool. Participants also included individuals from organizations focused on specific underserved populations, including Incight (disabled), The LGBT Community Center of the Desert, and Desert Samaritans for Seniors. Representatives from those organizations that administer crisis intervention services were also present, including SafeHouse of the Desert and Coachella Valley Rescue Mission.

The majority of participants were executives in these organizations. Common job titles included Chief Executive Officer, Executive Director, President, Regional Director, Mayor, and Councilmember. Several titles were health-specific, such as Mental Health Services Administrator, Director of Counseling and Wellness Programs, and Clinical Director. On average, participants had been in their position for approximately 10.58 years, giving them ample time to become familiar with the populations in need in the Coachella Valley.

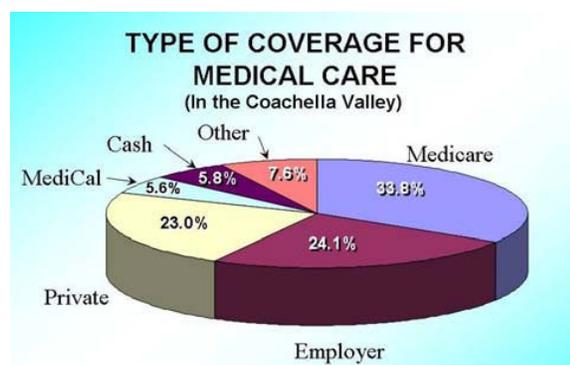
## 2013 COMMUNITY HEALTH NEEDS ASSESSMENT RESULTS

### Adult Access to Health Care Coverage

Strong indicators for quality health care are health insurance, a higher income level, primary and preventive care or a source of continual care. Access to health care allows patients to have a medical provider who is able to monitor their health. Having health insurance coverage increases a person's chances of fostering an ongoing relationship with a doctor and/or other health care

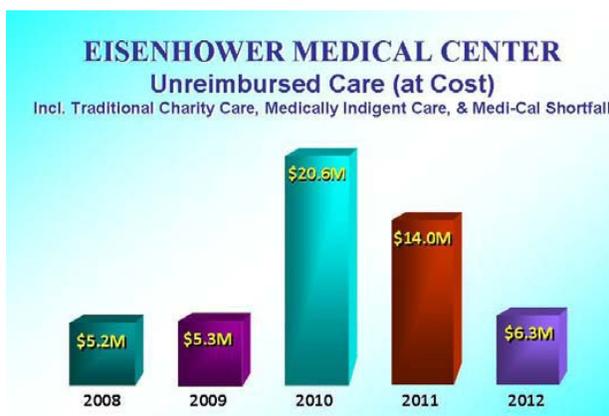
providers who will coordinate comprehensive health care services and oversee the patient's overall health. Lack of insurance compromises the health of the uninsured because they receive

Coverage	Weighted Percent	Population Estimate
YES	83.0%	289,089
NO	17.0%	59,062



less preventive care, are diagnosed at more advanced disease stages, and once diagnosed, tend to receive less therapeutic care and have higher mortality rates than insured individuals. According to the Urban Institute of Research of Records, there were an estimated forty-five million nonelderly Americans who did not have any form of healthcare in 2007. This number was recorded before the economic downturn in 2009. As a result of the recession, the number of uninsured

Americans increased to 49.9 million at the end of 2010. According to the HARC study, the number of people without health insurance increased from 15.2% of the Valley population in 2007 to 17% in 2010; greater than the rate for the United States as a whole at 16.3%. This is validated by the fact that the amount of unreimbursed care (excluding Medicare shortfall) Eisenhower provided increased by



296% from fiscal year 2008 to 2010.

The number of people in the Coachella Valley covered by Medicare increased to 33%, slightly higher than the 31% average for the U.S. Of the total patient population at Eisenhower Medical Center, more than 71% are covered by Medicare. This finding indicates that almost three-quarters of its patients come from only a third of the population.

#### Additional Key Survey Findings on Health Care Coverage:

- In 2010, Hispanic/Latinos are three times more likely than Whites to lack health care coverage (35.9% compared to 10.6%). In 2007, more than five times as many Hispanic/Latinos as Whites lacked health care coverage (34.8% compared to 6.4%).
- In 2010, over 40% of respondents earning less than \$25,000 annually reported they do not have health care coverage; this compares to about 1 in 3 (34.1%) in 2007. In both years, the proportion of respondents without insurance coverage declines as respondents report earning higher household incomes.
- In both 2007 and 2010, lack of health care coverage is more likely among adults 18-44 years of age. In 2010, adults 25-34 are the most likely (43.3%) to lack insurance. In general, lack of health care coverage is less likely with increasing age.
- In 2010, 36.2% of respondents with less than a high school education do not have health care coverage. In 2007, 37.1% of respondents with this level of education lacked health care insurance. The proportion without insurance declines with each categorical increase in education in both 2007 and 2010.

#### General Health Status

One's self-reported general health is a personal view of how one feels mentally and physically. Understanding how an individual feels about the condition of his/her general health can be a strong predictor of future health outcomes as well as an indicator of demands that will be made on the health care system. Three important indicators of general health are *age, ethnicity and household income*.

COACHELLA VALLEY General Health – Self Assessment		
	Weighted Percent	Population Estimate
Excellent	25.4%	88,765
Very Good	30.0%	104,928
Good	27.2%	95,046
Fair or Poor	17.4%	60,641

#### Important Statistics about General Health

In the survey of community leaders and stakeholders, participants were asked “How do you rate our valley as a “Healthy Community”? The vast majority of participants rated the Coachella Valley as a “somewhat healthy” community. No participants indicated that they considered the

Coachella Valley to be a “very healthy” community, indicating that all agree there is room for improvement. Nationally, close to one-third of all people reported excellent health (32.7 percent) and an additional one-third of people (32.9 percent) reported very good health in 2010. Almost one-quarter of all people (24.1 percent) reported good health, and the remaining population reported fair (7.9 percent) or poor (2.4 percent) health.

Compare these figures to the ones compiled for the Coachella Valley and we find that although a larger percentage of local residents rate their health status as “Good” (27.2% vs 24.1%), a significantly smaller group regard themselves as being in either Very Good or Excellent Health (65.6% vs 55.4%). Moreover, health status is strongly associated with age. For example, excellent health was reported for over a third (36.2% of the population under 65), while 9.2% of people aged 65 or older reported excellent health. In general, health status declines with age. Members of younger age groups were more likely to report excellent health and less likely to report good, fair, or poor health than their older age counterparts. When given a five point scale, Community leaders and Stakeholders only rated the Valley as “Somewhat Healthy,” presenting an interesting dichotomy: the population’s perception of their health is better than what the community leaders report.

Household income is also a relatively accurate indicator of how one feels about one’s general health. In 2010, the proportion of adults reporting “fair” or “poor” health decreases with each categorical increase in household income; ranging from 35.6% among those with household incomes below \$25,000 to 4.9% among those with income of \$75,000+. Moreover, household income is directly related to the most serious barriers to accessing health care in the Valley: lack of insurance, cost of health care and transportation to health care sources. This partially accounts for the extreme increase in charity care previously mentioned. Furthermore, results showed that the most vulnerable populations affected by health care issues were those of low socioeconomic status: the uninsured and underinsured, low income, and the unemployed.

### **Health Problems in the Coachella Valley**

The key to addressing and successfully treating the most serious health problems in the Coachella Valley is prevention.

### **PREVENTION**

Chronic Diseases are the Leading Causes of Death and Disability in the U.S.

- Seven of 10 deaths among Americans each year are from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year.
- In 2005, 133 million Americans – almost one of every two adults – had at least one chronic illness.

- Obesity has become a major health concern. One in every three adults is obese and almost one in five youth between the ages of six and 19 is obese (BMI  $\geq$  95th percentile of the CDC growth chart).
- About one-fourth of people with chronic conditions have one or more daily activity limitations.
- Arthritis is the most common cause of disability, with nearly 19 million Americans reporting activity limitations.
- Diabetes continues to be the leading cause of kidney failure, non-traumatic lower-extremity amputations, and blindness among adults, aged 20-74.
- Excessive alcohol consumption is the third leading preventable cause of death in the U.S., behind diet and physical activity and tobacco.

While chronic diseases are among the most common and costly of all health problems, they are also among the most preventable. Chronic disease prevention, to be most effective, must occur in multiple sectors and across individuals' entire life spans. Prevention encompasses health promotion activities that encourage healthy living and limit the initial onset of chronic diseases. Prevention also embraces early detection efforts, such as screening at-risk populations, as well as strategies for appropriate management of existing diseases and related complications.

Eisenhower Medical Center is anchored by a state-of-the-art acute care hospital and its orthopedic, cardio-vascular, neuroscience and cancer centers of excellence as well as its robust primary care program continue to provide exceptional care; however, Eisenhower Medical Center has also recognized the need to reposition its health care to a prevention model. This is exemplified by its development of local health centers, staffed by an expanded body of primary care physicians and with a full complement of outpatient services available (see map page 2). Community leader survey showed that obesity prevention education, such as diet, exercise, and nutrition education, was considered the most necessary health education topic for this region. Mental health awareness was also listed as a needed education topic, as was education pertaining to specific disease such as cancer or diabetes. The issue of disease prevention can then be more effectively addressed with the patient, emphasizing education along with proven, low cost tests and screenings, well in advance of and with the aim of preventing the need for hospitalization. There are a wide variety of screenings, some routine and some more specific. There are blood tests for cholesterol, prostate cancer, diabetes or vitamin deficiency; clinical breast exams for breast cancer; pap smears for cervical cancer; eye checks for glaucoma or cataracts; and blood pressure checks will reveal hypertension leading to heart attack or stroke. Some of the most common screenings are:

**BLOOD CHOLESTEROL SCREENING**

Cholesterol can be found in various foods we eat such as, eggs, poultry, pork, beef and cheese. It is an important part of a healthy body because it helps to maintain cellular wall integrity and helps to produce hormones. However, too much or too little cholesterol is a major risk factor for coronary heart disease and strokes.

COACHELLA VALLEY Blood Cholesterol Screening		
	Weighted Percent	Population Estimate
YES	81.8%	280,084
NO	18.2%	62,506

Additional Key Survey Findings on Blood Cholesterol Screening:

- o Hispanic/Latino adults are more likely than White adults never to have had their cholesterol tested.
- o Those with lower incomes are most likely never to have had a blood cholesterol screening.
- o Younger adults are more likely than older adults never to have had cholesterol screening.
- o There is an inverse relationship between level of education and blood cholesterol screening.
- o Men and women are both as likely to never have had a blood cholesterol test.

**COLORECTAL CANCER SCREENING**

Colon cancer is the growth of abnormal cells in the large intestine (colon). Rectal cancer is the growth of abnormal cells that develop in the last several inches of the colon. Together, they're often referred to as colorectal cancer. Screening is checking for health problems before symptoms occur. If there is a family history of colorectal cancer, an individual should talk with a health care provider about when and how often to have screening tests. Colorectal cancer

screening detects abnormal cells that are flat or slightly depressed. If colorectal cancer screening reveals a problem, diagnosis and treatment can occur promptly.

COACHELLA VALLEY Colorectal Cancer Screening		
Adults Over 50	Weighted Percent	Population Estimate
YES	71.6%	157,996
NO	28.4%	62,518

Additional Key Survey Findings on Blood Colorectal Screening:

- o About twice as many Hispanic/Latinos, compared to Whites, have never had a colonoscopy or sigmoidoscopy.
- o Adults with less income are more likely to report never having had a colonoscopy or sigmoidoscopy.

- Adults 50-54 are more likely than older adults never to have been screened for colorectal cancer.
- Adults who did not complete high school are most likely never to have had a colonoscopy or sigmoidoscopy.
- Women were about as likely as men to report never having had a colonoscopy or sigmoidoscopy.

**PROSTATE CANCER SCREENING**

Prostate cancer is the most common cancer in American men, and in most men it grows very slowly. Diet and genetics may be factors in prostate cancer development, but they are not the only ones. Age, race, diet, family history -- even a sedentary lifestyle -- may all play a part in contributing to prostate cancer risks. It may not be possible to prevent prostate cancer, but one may be able to lower one's risk. Despite controversy, most doctors agree the prostate-specific antigen (PSA) blood test remains an important and necessary diagnostic tool.

COACHELLA VALLEY PSA Test		
Men Over 40	Weighted Percent	Population Estimate
YES	76.0%	95,263
NO	24.0%	30,039

Additional Key Survey Findings on Prostate Screening:

- Hispanic/Latino males are much less likely than Whites to be tested.
- Males with an annual household income less than \$25,000 are less likely to have a PSA test than their counterparts with higher incomes.
- Men age 40-44 are least likely to have had a PSA test. Overall, testing is more likely as men age.
- Males with less than a high school education are least likely to have a PSA test.

**BREAST CANCER SCREENING**

Over the course of a lifetime, one in eight women will be diagnosed with breast cancer. Preventing and detecting breast cancer, early, when it is most likely to be curable, will help save more lives. Although medical tests can be nerve-racking — especially when it comes to waiting for results — they are essential in keeping the breasts healthy and getting proper care if breast cancer develops.

COACHELLA VALLEY Clinical Breast Exam		
Women Over 40	Weighted Percent	Population Estimate
YES	88.0%	153,877
NO	12.0%	21,048

Additional Key Survey Findings on Breast Cancer Screening:

- Hispanic/Latino women are more likely than White women never to have had a clinical breast exam.
- Women with lower annual household incomes are more likely never to have had a clinical breast exam.
- Younger women are more likely not to have had a clinical breast exam.
- Women with less than a high school education are most likely never to have had a clinical breast exam.

**HIV/AIDS SCREENING**

HIV (human immunodeficiency virus) is a virus that attacks the immune system. HIV finds and destroys a type of white blood cell (T cells or CD4 cells) that the immune system must have to fight disease. AIDS (acquired immune deficiency syndrome) is the final stage of HIV infection. It can take years for a person infected with HIV, even without treatment, to reach this stage. AIDS weakens the immune system and increases a person’s risk of developing serious illnesses such as certain cancers, opportunistic diseases, and neurological disorders.

COACHELLA VALLEY HIV Screening		
Adults Over 18	Weighted Percent	Population Estimate
YES	46.7%	93,926
NO	53.3%	107,412

Important Statistics about HIV/AIDS

- At the end of 2009, an estimated 1.4 million persons in the United States were living with diagnosed or undiagnosed HIV/AIDS.
- Blacks/African Americans accounted for just under half (47%) of the estimated number of HIV/AIDS diagnoses made during 2011, followed by Whites (28%) and Hispanic/Latinos (21%).
- While the largest single age group diagnosed with HIV is 20-24, the infection rate (>5,000) remains high through age 49.
- Approximately 50,000 people in the U.S. are infected each year.

The screenings listed here are some of the most obvious examples of essential screenings for a large percentage of the population. Certainly, for the large majority of chronic diseases, one of the keys to successful preventive health care is screenings. They help doctors test for a wide variety of diseases through routine checks or more highly targeted screenings. In the preponderance of cases, these will lead to an early diagnosis and better treatments.

## **Community Health Needs Assessment Implementation Strategy**

### **Description of the process and criteria used in determining the priority of the significant health needs identified.**

The survey instrument was developed based on other CHNAs, best practices in survey research, and an assessment of the needs of the CHNA requirements. The survey had 14 questions in total. The survey was programmed into the online platform SurveyMonkey for distribution. As stated above, participants represented a broad spectrum of organizations that serve local minority populations and specific health needs. Representatives from several local city councils participated, including the City of Indio, the City of Palm Desert, the City of Desert Hot Springs, Cathedral City, and Palm Springs. Representatives from several important health-related nonprofits participated, such as Desert AIDS Project, Hidden Harvest, and Gilda's Club Desert Cities. Representatives from senior centers, such as Mizell Senior Center and Joslyn Center, were participants. County employees also participated, including those from the Riverside County Fire Department and the Riverside County Department of Mental Health. The Desert Healthcare District was also represented, as was Building Healthy Communities and the William J. Clinton Foundation. School districts, such as Desert Sands Unified School District, were also represented in the participant pool. Participants also included individuals from organizations focused on specific underserved populations, including Incight (disabled), The LGBT Community Center of the Desert, and Desert Samaritans for Seniors. Representatives from those organizations that administer crisis intervention services were also present, including SafeHouse of the Desert and Coachella Valley Rescue Mission.

Eisenhower Medical Center has prepared this Implementation Strategy and Community Benefits Plan in response to the most pressing needs identified by the survey of these community leaders and stakeholders. Those surveyed were asked to identify the *most needed health services* in the Coachella Valley. They prioritized the most significant health needs as follows.

1. Mental Health
2. Wellness and Prevention
3. Continuity of Care
4. Primary Care
5. Substance Abuse Treatment

### **Significant Health Need: Mental Health and Aging**

Measures and Resources Identified to Meet the Need:

- Eisenhower Five Star Club
- Memory Assessment Center
- Healthy Living Resource Center
- Eisenhower Outpatient Behavioral Health

All too frequently, illnesses such as stroke, glaucoma, Alzheimer's, depression or Parkinson's leave an individual cut off from opportunities for friendship and independence. Those who care for a frail adult often feel overwhelmed by daily demands and need some help. Eisenhower Medical Center offers the Eisenhower Five Star Club, the valley's only not-for-profit adult day care center for people with Alzheimer's and other dementia-related illnesses. The Eisenhower Five Star Club helps its members in many ways. The center is designed to:

- Maximize members' health and independence through therapeutic activities.
- Encourage friendships to flourish, minds to be stimulated and independence to be celebrated.

The Eisenhower Five Star Club's qualified staff genuinely cares about each member's well-being. Staff is committed to helping members maintain and increase their optimum functional level through recreational, social and mental stimulation. The center is staffed by trained professionals and volunteers, and charges only a nominal fee for services, underwriting a substantial portion of the center's cost. In addition, the Five Star Club offers a support group for caregivers of people with Alzheimer's or dementia, whether they utilize the Club or not.

The Healthy Living Resource Center offers free membership in a program targeted primarily to community members 55 years and older. The Center's focus is on providing health education programs as well as health and wellness services. Services include the free magazine Healthy Living, public education lecture series, health screenings, information on advance directives, information on medical insurance plans and discounts for various services (e.g., food services at Eisenhower, local restaurants and businesses, gift shops at Eisenhower). Some seniors are confused about available health care options, such as Medicare and HMOs. Educational programs to assist seniors in better understanding their health care insurance options, as well as completing the necessary paperwork, are useful. The Healthy Living Resource Center offers free counseling by HICAP trained volunteers on Medicare, HMOs, and supplemental health insurance options.

In partnership with the University of Southern California's Keck School of Medicine and the Alzheimer's Association® California Southland Chapter, Eisenhower Medical Center opened the Memory Assessment Center on its campus to provide a comprehensive diagnostic center for Alzheimer's disease, memory loss and related disorders. The Center offers a comprehensive process for the diagnosis of these conditions and follow-up support by the Alzheimer's Association.

To better respond to the need for behavioral health services in the community, Eisenhower Medical Center transitioned its services to outpatient behavioral health services in fiscal year 2014. The psychiatrists and counselors in the outpatient behavioral health clinic offer services to adults 18 and older. Eisenhower's services are particularly important to the community because

the patients are able to use insurance coverage while most private practice mental health specialists work on a cash pay basis only.

Eisenhower Medical Center continues to develop and support its growing Auxiliary and Volunteer Services programs. Residents of the Coachella Valley benefit from opportunities to meet and socialize with others and participate in activities suited to their special skills and talents. Our 766 volunteers and 1100 Auxiliary members continue to enjoy their diverse experiences at the Medical Center, Healthy Living Resource Center, Eisenhower Urgent Care Centers in La Quinta, Palm Springs and Rancho Mirage, Eisenhower's Five Star Club, Barbara Sinatra Children's Center at Eisenhower, and others, and interact frequently with visitors, patients and their families, as well as other volunteers.

## **Significant Health Need: Wellness and Prevention**

### **Measures and Resources Identified to Meet the Need:**

- Health Education, promotion and wellness services
- Eisenhower Rehabilitation Services
- Support Groups
- Screenings and Means Tested Cancer assessments

To address this need, Eisenhower Medical Center is committed to the continuation of comprehensive health education, promotion and wellness services to improve the health status of the community. The Eisenhower Healthy Living Resource Center, in both Rancho Mirage and La Quinta, in addition to the Eisenhower Health Center at Sunrise in Palm Springs offers hundreds of free public education lectures and activities. These cover each of the most pressing health needs of the Valley. A brief selection includes:

**Habits of Health** – A regularly scheduled session conducted by a staff physician stressing the important connection between diet and overall health.

**Diabetes Education Class** – A regularly scheduled class offering education and support for individuals, families and caregivers affected by diabetes facilitated by a certified diabetes educator (classes offered in both English and Spanish)

**Stress Reduction** – Stress reduction and relaxation techniques to improve cardio-pulmonary health.

**Learning to Live With Heart Failure** – Sessions to provide education on the treatments, physiology, diet, signs and symptoms for those diagnosed with heart failure, caregivers and general public.

**Medicare 101 & Medicare Part D** - Basic education on the Medicare program, eligibility, what it covers, and the options for participants.

**Plus:** A wide variety of classes, lectures and seminars on the current state of research and

practice on cardio-pulmonary disease, breast and prostate cancer, and Parkinson's disease.

The real challenge in this area is not the will, capacity or assets, but our ability to “get the word out” to the general public on the availability of these health resources. In addition to distributing 61,000 copies of its health care publication, *Healthy Living*, to physicians' offices, local organizations, clubs and senior centers, and directly to homes, the Hospital runs a full-page color advertisement – also titled *Healthy Living* - monthly in the local newspaper which lists all the health promotion activities scheduled at its facilities. This calendar of events is available in numerous print formats as well as online and via social media.

- Eisenhower Medical Center staff and volunteers participate in health fairs and business expos on a year-round basis with many major employers across the valley, providing free and reduced cost health screenings and health information, including height, weight, blood pressure, lung capacity tests, blood tests, upper and lower body strength tests and body fat composition tests.
- Eisenhower Medical Center Rehabilitation Services department provides screenings to identify individuals at risk to experience falls; education and classes to improve back safety, home safety and balance reactions; and arthritis exercise classes. The department also offers Lebed® Method movement classes, cancer strength training, CogniFit MS classes, and tai chi classes among others.
- Eisenhower's Phillip and Carol Traub Parkinson's Center provides information, education, exercise classes, support and referral services for Parkinson's patients and their caregivers.
- Performing an auxiliary role in the need for health education and promotion, the staff provides education to students at local schools regarding career opportunities in health care. Eisenhower Medical Center participates in a job shadow program working directly with local high schools and their Health Care Academies supported by the Coachella Valley Economic Partnership (CVEP) Career Pathways Initiative. Career Exploration Tours give middle and high school students the opportunity to tour various departments at Eisenhower, introducing students to a myriad of health care career options, thus engaging them in possibilities for their futures. The program brings students to the Annenberg Center for Health Sciences, where a registered nurse explains the various duties performed by nurses and recruits student volunteers for wound wrapping demonstrations. Students then visit a variety of hospital departments. At each stop, the students learn about a career and are given equipment demonstrations and an explanation of how the equipment is used with different patients. Tours conclude with a presentation by the human resources department with information presented about job applications, job preparation and Eisenhower's Junior Volunteer program.
- Support groups bring together people facing related problems, whether that is illness, relationship problems or major life changes. Members of support groups often share

experiences and advice. It can be helpful just getting to talk with other people who share similar issues. While not everyone wants or needs support beyond that offered by family and friends, many find it helpful to turn to others outside their immediate circle. A support group can help participants cope better and feel less isolated as they make connections with others facing similar challenges. A support group shouldn't replace standard medical care, but it can be a valuable resource to help those involved cope.

Eisenhower Medical Center offers a variety of support groups to meet community needs:

- Bariatric Surgery Support Group
- Bereavement Support Group
- Better Breathers Club
- Breast Cancer Support Group
- Cancer Support Group
- Dystonia Support group
- Diabetes Support Group
- Heart Failure Treatment Support Group
- Lupus Support Group
- Mended Hearts Support Group
- Multiple Myeloma Support Group
- Osteoporosis Support Group
- Ostomy Support Group
- Parkinson's Support Group
- Parkinson's Caregivers' Support Group
- Pulmonary Disease Support Group
- Speech Therapy Support Group
- Stroke Support Group

- The Eisenhower Lucy Curci Cancer Center offers more than 100 free lectures and events that emphasize the life-saving importance of obtaining appropriate screenings. It offers free skin cancer screenings, and means tested free mammograms as well as a free prostate cancer education symposium during National Prostate Cancer Awareness Month. In cooperation with the American Cancer Society® (ACS), Eisenhower Medical Center is a sponsor of the ACS Relay for Life, an annual fundraising event in the community and offers cancer support groups and programs.

- Palm Springs' population is by some estimates upwards of 40 percent GLBT (Gay, Lesbian, Bisexual, Transgender). The population also has a higher than average number of HIV positive individuals. To address this health concern, Eisenhower Medical Center recruited a cadre of primary care physicians with a specialty in HIV care and offers three locations in Palm Springs for both primary care as well as specialists in gastroenterology and neurology. An additional location is planned with expanded specialty services. Eisenhower was recognized in fiscal year 2014 as a *Leader in LGBT Healthcare Equality* in the Healthcare Equality Index 2013, an annual survey conducted by the Human Rights Campaign Foundation, the education arm of the country's largest lesbian, gay, bisexual and transgender organization. This recognition is for commitment to equitable, inclusive care for LGBT patients and their families.

## **Significant Health Needs: Continuity of Care and Primary Care**

### **Measures and Resources Identified to Meet the Need:**

- Health Professionals Education: School of Graduate Medical Education & Research
- Expansion of Primary care availability

The establishment of Eisenhower Medical Center as a School of Graduate Medical Education is in response to the growing needs of the local communities. Like the rest of the nation, the Coachella Valley is experiencing a substantial shortage of primary care physicians and has been classified as an underserved region. With the impending retirement of a generation of physicians and with fewer physicians specializing in primary care, Eisenhower Medical Center has prioritized the expansion of primary care services in two important ways: recruiting more primary care physicians and taking steps to become a teaching hospital, where young physicians can be trained in primary care specialties, specifically internal medicine, family medicine and geriatric medicine. As Eisenhower broadens its educational scope, the Medical Center's academic and intellectual environments will be markedly enriched. Ultimately, Eisenhower intends to be the institution of choice where a number of these new physicians will choose to practice after completing their graduate medical education. Evidence shows that physicians often practice at the medical center where they train. Teaching hospitals also reinforce the best in health care delivery, with a climate of continuous learning that requires all members of the medical staff, from physicians to nurses to allied health professionals, to stay at the forefront of the latest in evidence-based medicine.

*“Another important benefit of being a teaching hospital is the emphasis on research and innovation,” says Joseph Scherger, MD, MPH, Vice President, Eisenhower Primary Care and Academic Affairs. “Our physicians are already involved in some important research to cure disease, improve quality of life and keep people healthy. As a teaching hospital, Eisenhower Medical Center will strengthen its ties with various academic medical centers and increase the opportunities for cutting-edge research and collaborative work.”*

This new venture is historic and fundamental to Eisenhower's commitment to maintain medical excellence by expanding its primary care physician services to serve Coachella Valley residents. Eisenhower is seeking to attract the best residents, medical students and faculty. Eisenhower is a progressive medical center that is fully wired with information technology and is developing the Patient Centered Medical Home model of primary care practice.

The first group of 22 resident physicians arrived in July 2013. By 2016, the Eisenhower School of Graduate Medical Education will be at capacity with a total of 55 residents undertaking their three-year training in these vital primary care specialties. Twenty-four will train in Family Medicine at the Eisenhower George and Julia Argyros Health Center, with the remainder completing their studies in Internal Medicine on the main hospital campus. In addition, Eisenhower plans to offer two one-year fellowship positions in geriatrics in the future.

In addition to its commitment to train primary care physicians, Eisenhower Medical Center maintains educational affiliations with College of the Desert, California State University, San Bernardino and Loma Linda University for clinical experience in nursing. Moreover, the Rehabilitation Services Department and Clinical Social Services maintain nearly 50 other educational affiliations with universities/programs across the United States for clinical experience.

## **Significant Health Needs: Additional Need: Diabetes**

### **Measures and Resources Identified to Meet the Need:**

- Eisenhower Diabetes Program
- Diabetes support groups, classes, clubs and community involvement

Since its inception in 1974, the Diabetes Program at Eisenhower Medical Center has provided educational classes, lectures and individual instruction for diabetic residents of the Coachella Valley. It is the first program in the Coachella Valley to achieve recognition by the American Diabetes Association.

Eisenhower's Diabetes Program is taught by registered nurses, registered dietitians and other health care professionals with expertise and training in diabetes education. The primary goal of Eisenhower's Diabetes Program is to offer evidence-based curriculum and current information about Diabetes Mellitus to individuals with diabetes, family members and the community. The professional staff of the Diabetes Program offers individual or group instruction and activities designed to promote self-management skills in nutrition, blood glucose monitoring, medication administration and other diabetes-related subjects.

Family members are encouraged to support their loved one by attending the sessions. Spanish speaking educators are available.

Individual nutrition counseling provided by a registered dietitian with a credential in diabetes education can assist in helping people with diabetes develop healthy eating habits. For those with

diabetes, Eisenhower's Diabetes Program offers classes throughout the year. These classes are free to the community.

Eisenhower Medical Center and the Desert Diabetes Club sponsor the annual Jim Cook Day of Hope for Diabetes® - a free, public event held each spring at the Annenberg Center for Health Sciences at Eisenhower which offers the latest information on diabetes cure, prevention and care to the diabetes community. A Day of Hope has an annual attendance of 800 to 1,200 community members.

## **Need Not Addressed in This Plan**

### **Substance Abuse**

Although Eisenhower Medical Center treats the consequences of substance abuse when presented at the emergency department or admitted by a physician, the Hospital is not equipped to treat the underlying basis for the abuse or addiction. However, a prominent element of the Eisenhower campus is the Betty Ford Center.

Recognized as the premier treatment center in its field, the Betty Ford Center is committed to providing effective alcohol and other drug dependence treatment services to women and men 18 years and older. Founded in 1982, the Center is a licensed 100-bed recovery hospital that has treated thousands of patients and family members from all over the United States and throughout the world. All aspects of drug and alcohol dependency are addressed in residential, outpatient, family and children's programs so that patients' physical, spiritual and psychological needs can be met. (In early 2014, the Betty Ford Center merged with the Hazelden Foundation.)

Since the Betty Ford Center considers the disease of addiction to alcohol and other drugs as a family illness, the Center emphasizes the importance of having family members and significant friends attend the five-day Family Program. Prior to her death in 2007, the Center's Co-Founder, Betty Ford, was committed to maintaining the high-quality, cost effective care so needed by those whose lives have been affected by alcohol and other drugs.

The Betty Ford Center addiction treatment center provides residential and outpatient rehabilitation specially designed for each recovering addict. The rehab is gender specific and each resident is provided with their own team that will help guide them through their recovery. All treatment teams are made up of a physician, nurse, psychologist, primary counselor, case manager, spiritual care counselor, family counselor, dietician, fitness trainer, chemical dependency technician, and alumni services representative. The Betty Ford program includes:

- Individual sessions with treatment team members
- Programming based on the 12-step philosophy
- Highly credentialed doctors and professionals who specialize in addiction treatment
- Fitness/pool services, spacious rooms and many amenities
- Prevention and education programs for family and children

The addiction treatment centers at Betty Ford include multidisciplinary clinical diagnostic evaluations that help determine if a person is in need of addiction rehabilitation. The evaluation will help decide the patient's personal journey of recovery by determining the person's level of physical, social, psychological, and cognitive impairment. The state of the art addiction treatment centers at Betty Ford consist of exercise, recreation, biofeedback, acupuncture, and meditation. Each program is meant to help the patient reach physical, mental, and emotional recovery from the grip of addiction.

## **ECONOMIC VALUE AND CATEGORIZATION OF COMMUNITY BENEFITS PROVIDED IN FISCAL YEAR 2014**

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This section includes an estimate of the economic value of quantifiable community benefits provided by Eisenhower Medical Center in fiscal year 2013. Additional non-quantifiable benefits provided by Eisenhower Medical Center are also described.

### **ESTIMATED ECONOMIC VALUE OF COMMUNITY BENEFITS**

The economic value (unreimbursed costs) of quantifiable community benefits provided by Eisenhower Medical Center in fiscal year 2014 is estimated at **\$92.0 million**. The following table shows Eisenhower Medical Center's quantifiable community benefits grouped into the categories specifically identified in State Senate Bill 697.

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

### **NONQUANTIFIABLE BENEFITS**

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

With nearly 3,000 employees, Eisenhower Medical Center is a large and involved employer in the community.

Staff and volunteers at Eisenhower Medical Center participate in and hold leadership positions in numerous community agencies, such as Desert AIDS Project, American Heart Association, American Cancer Society, American Diabetes Association, Arthritis Foundation, American Society of Addiction Medicine, Crohn's and Colitis Foundation Association, California Society of Pathologists, American Physical Therapy Association, Occupational Therapy Association of California, National Quality Caregiving Coalition, local Chambers of Commerce, Coachella Valley Economic Partnership, Rotary International, YMCA, and Lions Club.

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

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

## ECONOMIC VALUE OF COMMUNITY BENEFITS – FY2014

Category	Activities Included in Category	Estimated Unreimbursed Cost
Medical Care Services	Shortfall in Medicare program	\$ 72,084,446
	Shortfall in Medi-Cal program	\$ 1,392,411
	Shortfall in MIA program	\$ 1,785,014
	Traditional Charity Care	\$ 3,551,584
	<b>Subtotal Medical Care Services</b>	<b>\$ 78,813,455</b>
Other Services for Vulnerable Populations	Subsidized Continuing Care and Outpatient Services	\$ 921,624
	<b>Subtotal Other Services for Vulnerable Populations</b>	<b>\$ 921,624</b>
Other Services for the Broader Community	Health promotion	\$ 284,812
	Health fairs, business expos & coalition building	\$ 19,778
	Community benefit operations & fundraising	\$ 102,836
	Donations of money and/or goods to non-profits	\$ 739,063
	General Health Education	\$ 393,764
	Fitness & Exercise	\$ 140,499
	Support Groups	\$ 186,253
	Patient Transportation	\$ 150,000
	School Based Programs	\$ 20,891
<b>Subtotal Other Services for the Broader Community</b>	<b>\$ 2,037,896</b>	
Health Research, Education and Training Programs	Clinical Research	\$ 640,395
	Physician & Medical Student Education	\$ 6,661,416
	Clinical Rotations and continuing education classes for Physicians, nurses and health care professionals	\$ 3,087,199
	<b>Subtotal Health Research, Education, and Training</b>	<b>\$ 10,389,010</b>
<b>Total Unreimbursed Community Benefit Expenses</b>		<b>\$ 92,161,985</b>

# **EISENHOWER MEDICAL CENTER**

## **Community Leader Survey Recipients**

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Representatives of the following communities, tribes and organizations responded. (For most of those listed, more than one individual received the survey)

Agua Caliente Band of Cahuilla Indians  
Alliance for a Healthier Generation  
Boys & Girls Club of the Coachella Valley  
Braille Institute  
Building Healthy Communities  
City of Cathedral City  
City of Desert Hot Springs  
City of Indian Wells  
City of Indio  
City of La Quinta  
City of Palm Desert  
City of Palm Springs  
City of Rancho Mirage  
Clinton Foundation  
Coachella Valley Latino Police Officers Association  
Coachella Valley Rescue Mission  
Coachella Valley Unified School District  
College of the Desert  
County of Riverside, Department of Mental Health  
California State University-San Bernardino, Palm Desert Campus  
Desert Arc  
Desert Health News  
Desert Healthcare District  
Desert Samaritans for the Elderly  
Desert Sands Unified School District

Family Services of the Desert  
    FIND Food Bank  
        Gilda's Club  
    Healthy Family Foundation  
        Hidden Harvest  
            InCight  
    Jewish Family Services  
Jewish Federation of Palm Springs  
    Joslyn Senior Center  
    Mizell Senior Center  
    Operation SafeHouse  
Palm Springs Unified School District  
    Planned Parenthood  
Planned Parenthood Coachella Center  
Regional Access Project Foundation  
Riverside County Fire Department  
    Shelter from the Storm  
Southwest Community Church  
    St. Francis of Assisi Church  
        St. Louis Church  
    St. Margaret's Episcopal Church  
        Stroke Recovery Center  
Susan G. Komen for the Cure Inland Empire  
    The Church of St. Paul in the Desert  
        The Desert AIDS Project  
The LGBT Community Center of the Desert  
    United Cerebral Palsy  
    United Way of the Desert  
    Volunteers in Medicine  
    YMCA of the Desert

# **EISENHOWER MEDICAL CENTER**

## **Major Facilities**

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### **Eisenhower Hospital**

Walter and Leonore Annenberg Pavilion

Tennity Emergency Department

Autry Tower

Greg and Stacey Renker Pavilion

### **Eisenhower Lucy Curci Cancer Center**

Schnitzer/Novack Breast Center

Arnold Palmer Prostate Center

Eisenhower Imaging Center

Bighorn Radiation Oncology

Leo and Gloria Rosen Infusion Center

### **Eisenhower Desert Orthopedic Center**

### **Eisenhower Neuroscience Institute**

### **Eisenhower Smilow Heart Center**

Eisenhower Desert Cardiology Center

### **Eisenhower Phillip and Carol Traub Parkinson's Center**

### **Eisenhower Diabetes Program**

### **Eisenhower Wound Care center**

### **Eisenhower Five Star Club (Adult Day Care)**

### **Eisenhower Wellness Institute**

### **Healthy Living Resource Center**

### **Eisenhower Health Centers**

(Primary Care, Urgent Care, Diagnostic Labs, Radiology,

Schnitzer/Novack Breast Centers & Occupational Health)

*Multiple locations in Palm Springs, Cathedral City, Rancho Mirage and Palm Desert*

### **Eisenhower George and Julia Argyros Health Center in La Quinta**

## **REFERENCES**

This Community Health Needs Assessment and Community Benefits Plan is based primarily on the 2013 Community Health Monitor for the Coachella Valley and the Survey of Stakeholders and Community Leaders prepared for Eisenhower Medical Center by the Health Assessment Resource Center, as well as from these resources:

The United States Census Bureau

Centers for Disease Control and Prevention, Diseases and Conditions

National Center for Chronic Disease Prevention and Health Promotion

Administration on Aging, Profile of Older Americans & Aging Statistics

Coachella Valley Association of Governments, Building a Healthier Coachella Valley –  
A Toolkit for Change

Coachella Valley Economic Partnership Annual Economic Report

MAYO Clinic – Stress Management