



Annual Report and Plan for Community Benefit

Long Beach Memorial Medical Center

Fiscal Year 2014 (July 1, 2013 – June 30, 2014)

Submitted to:

**Office of Statewide Health Planning and Development
Healthcare Information Division
Accounting and Reporting Systems Section
Sacramento, California**

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LONG BEACH MEMORIAL
COMMUNITY HOSPITAL LONG BEACH
Miller Children's & Women's Hospital Long Beach
 MEMORIALCARE HEALTH SYSTEM

At MemorialCare Health System our mission is to improve the health and well-being of individuals, families and our communities through innovation and the pursuit of excellence. Commitment to our mission is demonstrated through quality care, strategic leadership, state-of-the-art technology, and our ability to adapt to meet the needs of the changing health care environment.

Our commitment extends beyond the walls of our hospitals, clinics and physician practices out into the community. Long Beach Memorial Medical Center, Miller Children's & Women's Hospital Long Beach and Community Hospital Long Beach have a shared service area of 14 cities and over 1.2 million residents. We provide service to the greater Long Beach area and the South Bay, in Los Angeles County, and northern sections of Orange County.

Recently, we engaged the community in a health needs assessment that resulted in identification of priority health needs. We use these priorities to focus our work and target our investments of charitable resources:

- Access to care
- Chronic disease (childhood asthma, cancer, cardiovascular disease, diabetes)
- Mental health
- Overweight and obesity
- Prevention and preventive care

This annual community benefit report outlines the initiatives and activities we undertook last year and plan to take in the forthcoming year to improve the health of the residents in the communities we serve. We don't do this work alone or independently. We work alongside many dedicated partners. Together we seek to address health problems and their underlying causes.

I am pleased to share the following community benefit report and plan. To learn more visit our website at www.memorialcare.org/content/community-benefit.

Sincerely,



Diana Hendel, Pharm.D
Chief Executive Officer



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About the Organization

Mission

To improve the health and well being of individuals, families and our communities through innovation and the pursuit of excellence.

Vision

Exceptional People. Extraordinary Care. Every Time.

Values

The ABCs of MemorialCare

With a focus on solid fundamentals – Accountability, Best Practices, Compassion and Synergy – MemorialCare Health System is delivering the highest standard of patient care and exceptional clinical outcomes. What sets us apart is our ability to leverage the strengths of our health system, from operational efficiencies and the application of new technologies, to the exchange of ideas, expertise and best practices. It’s what we mean when we say: MemorialCare. Excellence in Health Care.

MemorialCare Health System

MemorialCare Health System is a nonprofit integrated delivery system that includes six top hospitals – Long Beach Memorial, Miller Children's & Women's Hospital Long Beach, Community Hospital Long Beach, Orange Coast Memorial, and Saddleback Memorial Laguna Hills and San Clemente; medical groups – MemorialCare Medical Group and Greater Newport Physicians; a health plan – Seaside Health Plan; and numerous outpatient health centers, imaging centers and surgery centers throughout the Southland (Orange County and Los Angeles County).

Long Beach Memorial Medical Center

Long Beach Memorial Medical Center is a 462 bed, state-of-the-art regional medical center. Established as Seaside Hospital in 1907, it became known as Long Beach Memorial Hospital in 1958. The Medical Center is located on a 54 acre campus that it shares with Miller Children’s & Women’s Hospital. In 2011, Community Hospital Long Beach joined the organization. These hospitals function under the same tax identification number but are separately licensed hospitals.

Long Beach Memorial consistently achieves national accolades for its quality care, including being named as one of the U.S. top 125 hospitals by Consumers’ CHECKBOOK; named Top 100 Hospitals Cardiovascular by Thomson Reuters; and named one of “America’s Best Hospitals” for Orthopedics by U.S. News & World Report magazine. Our state-of-the-art electronic medical record system ensures our patients receive the best, safest possible care.

Long Beach Memorial Medical Center, Miller Children's & Women's Hospital Long Beach, and Community Hospital Long Beach Board of Directors

Richard Adams, MD
Barry Arbuckle, PhD
Gail Carruthers, MD
Dave Carver
Santos Cortez, DDS
Clifford Hancock, MD
Russell Hill
Stephen Hryniewicki, MD
Laurence Jackson
Joseph Maga
Sean Miller
Nancy Myers
Suzanne Nosworthy
Beverly O'Neill
Lupe Padilla, MD

Community Benefit Oversight Committee

The CBOC (Community Benefit Oversight Committee) is an advisory committee for the MemorialCare Long Beach hospitals' community benefit programs and reports to the Strategy Committee. The CBOC reviews and validates legal and regulatory compliance specific to community benefit mandates; assures community benefit programs and services are effectively meeting identified community health needs, with emphasis on populations with unmet health needs; and increases transparency and awareness of community benefit activities. The members of the CBOC include:

Cheryl Barrit, Long Beach Department of Health and Human Services
Melissa Biel, Community Benefit, MemorialCare Health System
Martha P. Gonzalez, Community Relations Manager, Long Beach Memorial
Linda Kerr, Diabetes Program Director, Long Beach Memorial
Dr. Mitchell Kushner, Long Beach City Health Officer
Peter J. Mackler, Government Relations and Policy, MemorialCare Health System
Dr. Mel Marks, Executive Vice President, Research, MemorialCare Health System
Nancy Myers, Community Member, Long Beach Memorial Board of Directors
Dr. Dennis Parmer, Retired ER Physician, Community Hospital Long Beach
Stephanie Stembridge, Family Advocate, Patient and Family Advisory Council, Long Beach Memorial

Our Community

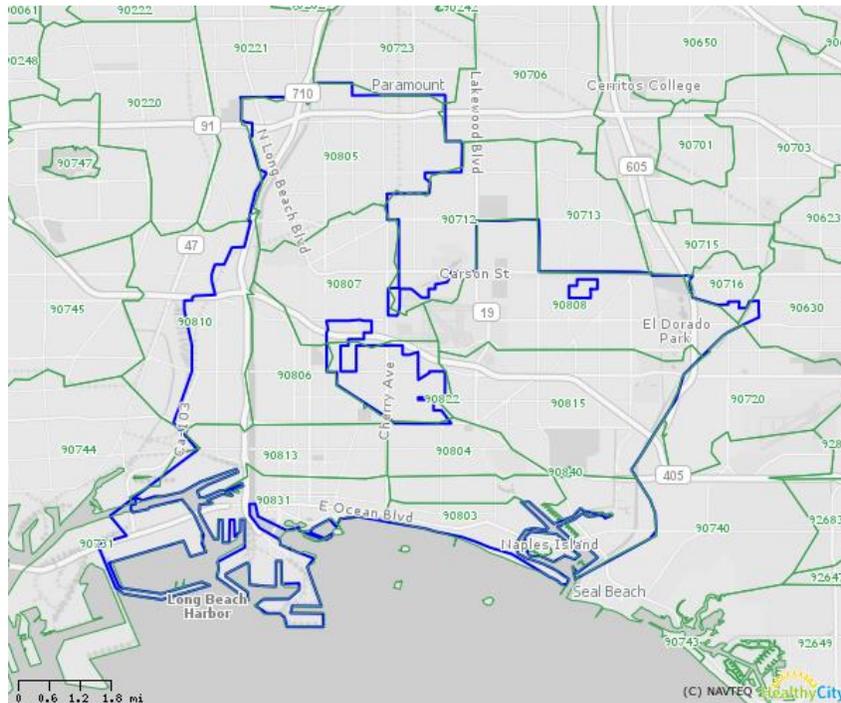
Long Beach, California is the fifth largest city in California. With over 460,000 residents the ethnic, cultural and language diversity of the city is a source of pride. Long Beach Memorial (LBM), Community Hospital Long Beach (CHLB) and Miller Children’s & Women’s Hospital Long Beach (MCWHLB), comprise Long Beach Memorial Medical Center (LBMMC); situated in the South Bay area of Los Angeles County within Service Planning Area 8 (SPA 8).

According to the 2010 decennial census, 40% of the population identify as Hispanic, nearly 13.5% as African American, 13% as Asian (includes Asian Indian, Chinese, Filipino, Vietnamese, Cambodian etc.), and 29% white. Just over 9% of the total population is aged 65 or older. Children age 14 and under comprise 20% of the population. The median age for the population is 33.2 years. A primary language other than English is spoken in over 45% of the households located near LBMMC. Those living below the federal poverty level make up 18.8% of the population in Long Beach. The median household income is \$50,040.

Long Beach Memorial Medical Center’s service area consists of the following cities and zip codes.

LBMMC Primary Service Area	
City	Zip Code(s)
Long Beach	90805, 90806, 90807 , 90810, 90808, 90813 , 90815, 90802, 90804, 90803, 90814
LBMMC Secondary Service Area	
City	Zip Code(s)
Lakewood	90712, 90713
Seal Beach	90740
Compton	90221, 90220
Bellflower	90706
Carson	90745, 90746
Cerritos	90703
Paramount	90723
Los Alamitos	90720
Signal Hill	90755
Cypress	90630
Norwalk	90650
Lynwood	90262
Wilmington	90744

Service Area Map



Community Health Needs Assessment

Long Beach Memorial Medical Center conducted its most recent community health needs assessment in 2013. The Long Beach Health Needs Assessment (LBHNA) is a community health survey project designed to determine the health needs of the population living in Long Beach and the surrounding communities. The LBHNA is a collaborative partnership among the four major hospitals in the city of Long Beach - Community Hospital Long Beach, Long Beach Memorial, Miller Children's & Women's Hospital, and St. Mary Medical Center. For the 2013 LBHNA the area hospitals contracted with California State University Long Beach Professor of Health Care Administration, Tony Sinay, PhD, and Associate Professor of Health Sciences, Veronica Acosta-Deprez, PhD to conduct the primary data collection and analysis.

The hospital partnership has the potential to improve the health status of the community through program development, access to services and availability of services. Additionally, the report allows community partners to identify gaps in services and to provide opportunities for collaborative partnerships to address the issues.

Four major non-profit hospitals in the city of Long Beach; Community Hospital Long Beach, Long Beach Memorial, Miller Children's & Women's Hospital Long Beach and St. Mary Medical Center joined in a community partnership to identify the health needs of greater Long Beach. Working together in the community, the four local hospitals conducted the greater Long Beach Community Health Needs Assessment (LBCHNA) survey for 2012. Secondary data

analysis was conducted to support the primary data collection. The results of the surveys and data analysis are shared with community leaders, community-based organizations, stakeholders and the community to support improvement in the quality and quantity of services available; to determine health priorities, and identify barriers to care and gaps in available services, and to identify social issues/problems in greater Long Beach. This process informed the hospital's development of an Implementation Strategy for community benefit programming.

Methodology: Survey instruments were developed through an iterative process with questions covering health related topics affecting, children, teens, young adults, adults and the elderly. The LBCHNA survey instrument was provided in English and Spanish languages. The surveys were collected from a convenience sample at community forums, health fairs and events within the city of Long Beach from September 2011 until March 2012 using web technology. The total number of surveys collected from the LBCHNA and key informants surveys were 1,309 (only 1,066 were valid) and 122, respectively. The secondary data analysis was conducted using Census 2010, Community Health Assessment (City of Long Beach, Department of Health and Human Services, 2012) and the California Health Interview Survey (CHIS) to validate the primary data collected. These data are up-to-date and provide information related to community demographics, and inform an overall impression of priority health needs for the community.

Results: The LBCHNA found asthma, obesity, mental health, diabetes and arthritis to be the top five health priorities in greater Long Beach. About 14% of the survey respondents needed medical care but did not receive it. Further investigation showed that lack of health, dental and vision coverage are major barriers to care along with lack of information about where to get care and transportation to services. Most needed health care services were family physician/primary care, behavioral health, and specialty care, along with dental care and prescription drugs. Major social issues identified in the study were: lack of exercise, poor nutrition, lack of insurance and affordable health care, air pollution, and drug and alcohol.

Community Benefit Services Summary FY2014

Community benefit services promote health and healing and are focused on addressing the identified unmet health needs of the community. For a program or service to be considered a community benefit it must: improve access to health care; or enhance the health of the community; or advance medical or health care knowledge; or reduce the burden of government or other non-profit community efforts.

In FY2014, Long Beach Memorial provided community benefit activities and programs within its service area. A summary of these activities follows:

Community Health Improvement Services

Activities carried out to improve community health, available to the public, which address a community need.

Community Health Education

Health education classes and events were made available to the public at no cost. Community health education targeted the community at large, populations with, or at risk of, chronic disease, seniors and populations with health disparities. Over 6,500 individuals were reached through community health education. Examples of activities included:

- Pre-diabetes classes offered in English and Spanish
- Tar Wars tobacco-free education program for fourth- and fifth-grade students in the Long Beach Unified School District
- Community Health Fairs
- Senior health lecture series
- Asthma resource fair
- Health education seminars on heart disease and stroke prevention
- CareConnection newsletter was mailed to service area residents to notify the community of free classes, support groups, and screenings offered at the hospital. The information was also posted on our website.
- Support groups for community residents and family members/caregivers.
- Public health education in the media and health awareness events to encourage healthy behaviors and improve preventive practices.

Community-Based Clinical Services

- Long Beach Memorial is a sponsor of the CSULB Health on Wheels. This mobile clinic engages CSULB nursing students provides preventive health services to students in the Norwalk-La Mirada Unified School District. Our support of this program helps to provide two pediatric nurse practitioner faculty to serve both as practitioners and as preceptors for the nursing students that rotate through the clinic.
- Health care screening tests held in the community

Health Care Support Services

- Oncology life coach provides community members with answers to questions about cancer related information and provides referrals to local services.
- Transportation programs for patients and families with limited resources to support access to care.
- Information and assistance to enroll in Covered California health care exchange.

Health Professions Education

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

Long Beach Memorial is a professional teaching hospital accredited by the Accreditation Council for Graduate Medical Education (ACGME) to sponsor post-MD medical training programs. LBMMC is also accredited by the Council on Podiatric Medical Education (CPME), an independent accrediting agency for podiatric medical education.

Our institution plays a vital role in the training of physicians from several universities. We currently oversee 23 programs with about two hundred residents and fellows. In addition, 20 medical students train at our facility each month as well as short-term medical students, physician assistant students, residents, fellows, research fellows and visiting professors.

In addition to graduate medical education, Long Beach Memorial has an outstanding nursing education program partnering with local community colleges and California State University Long Beach, School of Nursing. There were 224 undergraduate and graduate student nurses (non-contracted) participating in a clinical rotation at LBM this past year.

Other health professionals are educated and perform their clinical hours and/or internship rotations at LBM. Students are directly supervised by LBM staff. Fields such as clinical nutrition, social work, physical therapy, and pharmacy are represented. There were more than 260 students categorized as “other health professionals” educated this past fiscal year. In addition to on-site training of the next generation of health care professionals, we also provide training and continuing education to community physicians and nurses through a number of different avenues including grand rounds and conferences hosted at our facility.

MemorialCare hospitals administer an H-1B Visa Skills Training Grant Program to provide skills, certifications and training needs in the healthcare sector.

Subsidized Health Services

Clinical programs that are provided despite a financial loss. Negative margins remain after removing charity care, bad debt and shortfalls from Medi-Cal. The services meet a community need and if not offered would be unavailable in the area or become the responsibility of the government or another non-profit organization.

In FY2014 Long Beach Memorial served 70 persons in the Family Medicine Sigmoidoscopy Clinic.

Research

The study or investigation Research is the study or investigation to generate generalizable knowledge made available to the public. Research includes the communication of findings and observations, including publication in a journal. Internally funded research and research funded by tax-exempt or government entities are eligible for reporting.

There are currently more than 300 ongoing research projects at LBM. Our studies focus on cancer, heart disease, orthopedics, infectious diseases, gynecology, obstetrics, urology, pediatrics, neonatology and many other areas. Research administration is aggregated for both Long Beach Memorial and Miller Children's & Women's hospitals.

Much of the research performed is made possible by grants and other philanthropic support. In compliance with Federal regulations, research expenses are reported after applying the restricted research specific offsetting funding revenue.

Cash and In-Kind Contributions

Funds and in-kind services donated to community groups and non-profit organizations.

LBM provides in-kind donations of meeting space and parking validations for a number of nonprofit organizations and community groups. Contributions are made to nonprofit organizations, charity events and event sponsorships.

The hospital provides a land lease, below fair market value, to the Long Beach Ronald McDonald House charity, which supports a 23-room Ronald McDonald House to serve the LBM campus and the broader community.

Community Building Activities

Activities that support community assets by offering the expertise and resources of the Hospital organization. These activities may address the root causes of health problems, such as homelessness, poverty and environmental concerns.

Coalition Building and Advocacy

Hospital representatives serve on a number of local, regional and state level organizations and committees that address health improvement. MemorialCare engages in local, state and national advocacy efforts that support access to health care.

Workforce Development

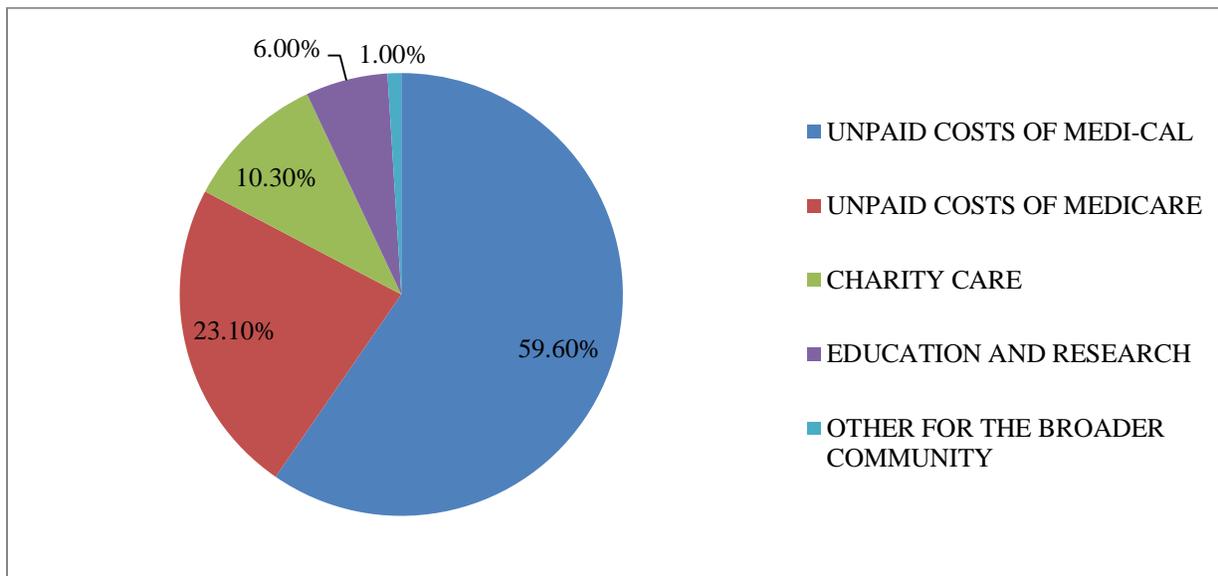
LBM participated in community programs that encourage careers in nursing and other health professions.

Financial Summary of Community Benefit

Long Beach Memorial, Miller Children's & Women's Hospital Long Beach And Community Hospital Long Beach (Consolidated Financials)

Community Benefit Summary FY14 (July 1, 2013 - June 30, 2013)

Community Benefit Categories		Net Benefit
1.	CHARITY CARE ¹	\$14,856,000
2.	UNPAID COSTS OF MEDI-CAL ²	\$86,043,000
3.	OTHERS FOR THE ECONOMICALLY DISADVANTAGED ³	\$0
4.	EDUCATION AND RESEARCH ⁴	\$8,600,000
5.	OTHER FOR THE BROADER COMMUNITY ⁵	\$1,475,000
	TOTAL QUANTIFIABLE COMMUNITY BENEFIT LESS UNPAID COST OF MEDICARE	\$110,974,000
6.	UNPAID COSTS OF MEDICARE ²	\$33,361,000
	TOTAL QUANTIFIABLE COMMUNITY BENEFIT	\$144,335,000



¹ Charity Care - Includes traditional charity care write off to eligible patients at reduced or no cost based upon the individual patient's financial situation.

² Unpaid costs of public programs include the difference between costs to provide a service and the rate at which costs are determined as part of the VHA Community Benefit package and are based on the overall cost to charge ratio.

³ Includes other payers for which the hospital receives little or no reimbursement.

⁴ Costs related to the Medical Education programs and research that the hospital sponsors.

⁵ Includes many non-billed activities, such as community education, screenings, support groups and health support services.

Community Benefit Plan FY2015

Long Beach Memorial will continue to develop institutional support for community benefit and establish activities and programs to address the identified unmet health needs in our service area. With established leadership oversight for community benefit, we will initiate program planning, implementation, and evaluation; and enhance the sustainability of organizational and programmatic commitments.

As a result of the 2013 Community Health Needs Assessment, priority health needs were identified that the hospital chose to address through its Implementation Strategy. For Long Beach Memorial, selected Community Benefit efforts focus on increasing and supporting access to health care services through direct programs and partnerships with local community-based organizations. Our programs address the following access to care priority health needs:

- Medical Homes
- Transportation
- Mental health
- Preventive care

Community Benefit efforts also focus on the prevention of and attention to key chronic health conditions. Our programs address these related chronic health priority health needs:

- Cancer
- Cardiovascular disease
- Diabetes
- Health education
- Overweight/obesity: nutrition and exercise
- Preventive care

Addressing Health Needs

The Implementation Strategy developed from the 2013 Community Health Needs Assessment, spans the period 2013-2016. Long Beach Memorial (LBM) will continue to meet the identified priority health needs: access to care, mental health, chronic disease, obesity/overweight and preventive care/prevention through a commitment of resources with the following programs and services.

Access to Care

- As a teaching hospital, we offer community based clinical services through our family medicine rotations. Residents serve the gynecologic clinic, Sigmoidoscopy clinic, The Children's Clinic, vaccination clinic and the Westside Neighborhood clinic, providing access to care for those who are living in poverty and/or uninsured. LBM has committed

a needed facility to house an FQHC to be operated by The Children's Clinic (a separate 501c3 non-profit) to build capacity for medical homes in the community.

Mental Health

- LBM is an active partner with the Long Beach Police Department Homeless Assistance project, quality of life team, connecting with the local outreach multi-service center to connect individuals to needed social services thereby influencing the quality of life of our homeless patients.
- LBM has provided a land lease, below fair market value, to the Long Beach Ronald McDonald House charity, which provides a 23-room Ronald McDonald House. This partnership provides a place for families to stay while their child is in the hospital for minimal or no charge. This house serves not only Miller Children's hospital on the LBM campus but the broader community.

Chronic Disease

- We offer disease specific support groups such as stroke, cancer and diabetes, which are part of the community-based clinical services. Support groups are facilitated by physicians or nurses and social workers. Additionally, we provide an oncology life coach and help-lines, which community members can call to ask questions e.g., cancer related information.

Adult Diabetes Program

- The Long Beach Memorial Adult Out-Patient Diabetes Clinic was established in 2011 in response to requests from community providers, patients and patient families for geographically accessible support services for adults with diabetes related disorders. The purpose of the Diabetes Clinic is to provide the individual with diabetes the knowledge and skills needed to perform self-care, manage difficulties, and initiate lifestyle changes required to successfully manage their disease. Additionally for individuals using insulin therapy, group appointments with an Advanced Practice Nurse provide support, resource management and insulin dosing adjustment in collaboration with the primary care practitioner. The goal is to enable the individual to become an active participant in successful control of his or her diabetes through self-management training.
- Self-management training helps individuals with diabetes make lifestyle changes to improve glycemic control. Self-management education includes self-monitoring of blood glucose, diet, physical activity, medications, and motivates individuals to obtain optimal glycemic control. The LBM Diabetes Program is committed to providing community education in a variety of venues, at no cost to participants.

Prevention

- Long Beach Memorial provides Community Health Improvement and Prevention services through programs and activities, which include community health education, community lectures, presentations and workshops in the areas of cancer, stroke, heart health, women's health, disaster preparedness, health screenings, respiratory care, senior health, employer wellness programs and tobacco education. We provide a number of

initiatives through partnerships with the Long Beach Health Department, California State University Long Beach and community based organizations.

Tobacco Use Prevention

- The “Tar Wars” tobacco education is conducted by the Family Medicine Residency Program targeting 5th grade students in the Long Beach Unified School District. The program was developed by the American Academy of Family Physicians in accordance with CDC national guidelines. Our goal is to annually reach 750 students during the school year.

Overweight/Obesity

- LBM will work in partnership with the City of Long Beach to promote the Healthy Active Long Beach initiative to battle overweight and obesity in our community. In addition, we will provide nutrition communication in multiple languages. As well LBM staff is active participants on the Long Beach City Department of Health community health improvement task force.

Measuring Impact

Long Beach Memorial has established impact measures and objectives for the community benefit programs. For example, measures may include documenting persons served, and identifying increases in knowledge and changes in behavior as a result of the programs.

The Long Beach Memorial Community Benefit Oversight Committee (CBOC) annually reviews the plan and its effectiveness. The CBOC is comprised of hospital and community representatives. It is through the CBOC that we solicit community views on the hospital community benefit plan.

Fostering Community Partnerships

Working together we can build community capacity. We are committed to fostering partnerships with community based organizations, community clinics, government agencies, schools and school districts, the faith community, public health, and public safety agencies. Our community benefit plan includes maintaining current partnerships and exploring opportunities to engage with new partners. Appendix 1 is a partial list of our partners.

Of note in FY2015, we will participate in Los Angeles Department of Public Health Office of Planning, Evaluation, and Development needs assessment and community health improvement plan efforts. We will also continue our collaboration with the Long Beach Department of Health and Human Services by participating in the city’s Community Health Improvement Plan Task Force. The Long Beach City strategic health plan shares many of our health priorities. We are working together to address the area health needs in a collaborative manner.

Appendix 1 – Community Partners

In keeping with the community benefit principle to actively build community capacity and the overall mission and commitment to improve the health and wellbeing of individuals, families and our communities, Long Beach Memorial cultivates and maintains strong ties with community stakeholders. The following list is not all-inclusive.

American Heart Association
American Lung Association
American Youth Soccer Organization (AYSO)
Arts & Services for Disabled, Inc.
Bickerstaff Foundation
California Department of Developmental Services Regional Centers
California State University, Long Beach
California State University, Los Angeles
CARE Program
Cerritos College
Child Protection Center
City of Long Beach
Family Resource Center Network of Los Angeles County
Greater Long Beach Child Guidance Center
Injury Prevention Alliance of Los Angeles County
Junior Leagues of Long Beach
Latinos in Action
Long Beach Alliance for Children with Asthma (LBACA)
Long Beach Area Chamber of Commerce
Long Beach City College
Long Beach Department of Health and Human Services
Long Beach Fire Department
Long Beach Police Department
Long Beach Ronald McDonald House
Long Beach Stroke Association
Long Beach Unified School District
Los Angeles County Office of Education
Los Angeles County Department of Public Health
Los Angeles County Department of Public Health California Children’s
Services Workgroup
Los Angeles Harbor College
March of Dimes
Memorial Medical Center Foundation
Pacific Harbor Line

Ronald McDonald Charities of Southern California (RMCSC)
Safe Kids L.A.
Safety Belt Safe
Southern California Special Olympics
Stroke Support Association
Tichenor Orthopedic Clinic for Children
The Children's Clinic (TCC)
UCLA Health Partnership
United Cambodian Association
University of California Irvine (School of Medicine)
YMCA