



ORANGE COAST MEMORIAL

MEMORIALCARE[®] HEALTH SYSTEM

Annual Report and Plan for Community Benefit

Orange Coast Memorial

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

Submitted to:

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

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Message from the CEO

November 25, 2014

Orange Coast Memorial Medical Center is accomplishing our mission to improve the health and well-being of individuals and families through continued implementation of Community Benefit programs and activities.

As a member of the MemorialCare Health System, Orange Coast Memorial is committed to delivering high quality, cost-effective health care that meets the changing needs of the communities we serve.

Orange Coast Memorial works in partnership with dedicated community members and local organizations to remain consistent with our values and to continue investing our resources to best serve those with identified needs. As such, we are strategically focusing our investment of charitable resources to address the identified, unmet health needs of the diverse communities within our market area.

We are proud to continue providing leading, essential health care for our community.

Sincerely,



Marcia Manker
Chief Executive Officer

Orange Coast Memorial
MemorialCare Health System
18111 Brookhurst St.
Fountain Valley CA 92708

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, including operational efficiencies, the application of new technologies and the exchange of ideas, expertise and best practices.

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).

Orange Coast Memorial

Orange Coast Memorial became a member of the MemorialCare Health System in January 1996. In May 1997, the hospital was granted not-for-profit status retroactive to December 26, 1995, the date of incorporation. Formerly, Orange Coast Memorial was known as FHP Hospital and operated as a for-profit facility.

Orange Coast Memorial is the only not-for-profit hospital in Fountain Valley. The hospital is home to the MemorialCare Cancer Institute, MemorialCare Breast Center, MemorialCare Imaging Center, MemorialCare Heart & Vascular Institute, MemorialCare Center for Obesity, MemorialCare Center for Childbirth, the Parkinson's and Movement Disorders Institute, and the Miller Children's Specialty Center.

Orange Coast Memorial fulfills its community's health care needs with innovation and a commitment to excellence. We strive to provide compassionate care and personalized service to our community. We have been recognized by *US News and World Report* as one of the region's top hospitals for 2013-2014.

Governance

Orange Coast Memorial's Board of Directors guided the direction of community benefit, with assistance from the Community Benefit Oversight Committee (CBOC).

Voting Board Members:

Tim Helgeson, Chairman, businessman
Bob Schack, Vice-Chair, businessman
Julio Ibara, M.D., Secretary, physician
Barry Arbuckle, Ph.D., President and CEO, MemorialCare Health System
Hugh Moran, CPA, businessman
Larry Lambert, businessman
John Stroh, businessman
Richard McAuley, businessman
Kathy Ryder, businesswoman
Resa Evans, businesswoman
George Hong, M.D., physician

Invited Guests (non-voting):

Marcia Manker, CEO, Orange Coast Memorial
Stanly Arnold, M.D., Chief of Staff, Orange Coast Memorial
Frank Marino, M.D., Medical Director, Orange Coast Memorial
Dale Vital, R.N., Vice President and Chief Nursing Officer, Orange Coast Memorial
Steve McNamara, Chief Financial Officer, Orange Coast Memorial
Emily Randle, Chief Operating Officer, Orange Coast Memorial
Paul Stimson, Director, Orange Coast Memorial Foundation
Tammie Brailsford, R.N., Chief Operating Officer, MemorialCare Health System
Rick Graniere, Chief Financial Officer, MemorialCare Health System
Karen Testman, Vice President of Financial Operations, MemorialCare Health System

The Community Benefit Oversight Committee (CBOC) prioritized community benefit needs and made recommendations to the Orange Coast Memorial Board of Directors.

Voting CBOC Members:

Gary Vatcher, Chairman, community member
Frank Marino, M.D., Vice-Chair, primary care physician, MemorialCare Medical Group
Marcia Manker, CEO, Orange Coast Memorial
Stanley Arnold, M.D., private practice physician
Norma Brandel-Gibbs, community member
Marc Ecker, Ph.D., Superintendent, Fountain Valley School District
Tanya Hoxsie, CEO, Boys & Girls Club of Huntington Valley

David Truong, community member, businessman

Chris Shinar, Pharm.D., Executive Director, Performance Improvement, Orange Coast Memorial

Jan Murphy, LCSW, Clinical Social Worker, Orange Coast Memorial

Debra Culver, Executive Director, Public Relations, Orange Coast Memorial

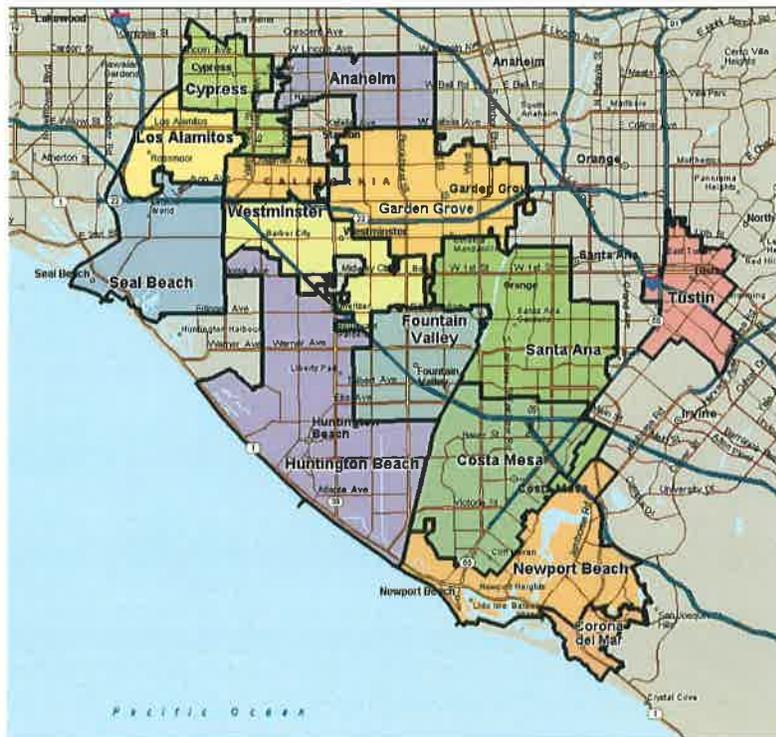
Invited Guests (non-voting):

Erin Hotra-Shinn, Vice President, Strategy and Business Development, Orange Coast Memorial

Beth Hambelton, Community Benefit Coordinator, Orange Coast Memorial

Our Community

Orange Coast Memorial is located in Orange County, California, in the City of Fountain Valley. The primary service area served by Orange Coast Memorial includes: Fountain Valley (92708), Huntington Beach (92646, 92647, 92648, 92649), Costa Mesa (92626, 92627), Westminster (92683), Garden Grove (92840, 92841, 92843, 92844, 92845), Newport Beach (92660, 92663), Corona del Mar (92625), Seal Beach (90740), Los Alamitos (90720), Cypress (90630), Tustin (92780), and parts of Anaheim (92804) and Santa Ana (92703, 92704, 92707). The map below highlights the areas included in the community health needs assessment.



Within the hospital service area there are a number of communities with disproportionate unmet health needs. Two population groups have been identified as vulnerable populations: Vietnamese families and senior adults. A vast majority of the entire Orange County Vietnamese community resides in the hospital's service area. This population represents nearly 10% of those served by the hospital. Senior adults, ages 65 and older, represent 12% of the population in the hospital's service area.

Community Health Needs Assessment

Orange Coast Memorial completed a Community Health Needs Assessment (CHNA) in 2013 as required by state and federal law. The Community Health Needs Assessment is a primary tool used by Orange Coast Memorial to determine its community benefit plan, which outlines how it will give back to the community in the form of health care and other community services to

address unmet community health needs. The assessment incorporated components of primary data collection and secondary data analysis that focus on the health and social needs of the service area.

The CHNA examined up-to-date data sources for the service area to present community demographics, social and economic factors, health access, birth characteristics, leading causes of death, chronic disease, and health behaviors. When applicable, these data sets were presented in the context of California and compared to the Healthy People 2020 objectives.

Targeted interviews were used to gather information and opinions from persons who represented the broad interests of the community served by the Hospital. Fourteen interviews were completed from August through November, 2012. Interviewees included individuals who are leaders and representatives of medically underserved, low-income, minority and chronic disease populations. Additionally, input was obtained from the Orange County Health Care Agency. One focus group was conducted in November 2012. The focus group engaged 13 senior residents and was held at the Center at Founders Village Senior and Community Center in Fountain Valley. The CHNA data report and the prioritized health needs can be accessed at www.memorialcare.org/content/community-benefit.

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, Orange Coast Memorial provided community benefit activities and programs within its service area. A summary of these activities follows:

Community Health Improvement Services

Community Health Education

The community was served by the provision of a variety of health education classes and events made available to the public at no cost. Health education targeted the general community, pregnant and lactating mothers, seniors, and the Vietnamese community.

- General health and wellness education reached individuals on topics that included: Cardiovascular health, cancer, digestive disorders, women's and men's health, back health, skin health, eye health, nutrition and more.
- Childbirth, baby care and lactation support classes were provided, free of charge, to 29 low-income mothers from the community.
- Seniors attended health and wellness education classes with topics that included: Nutrition, physical activity, diabetes prevention and management, cancer prevention and treatment, fall prevention, cardiovascular diseases, hypertension, digestive disorders, back and spinal conditions, depression, allergies, osteoporosis, advance directives, Medicare education, personal preparedness, and more.
- Vietnamese health and wellness education was provided on topics that included: women's health, cancer, hepatitis, cardiovascular disease, and lung disease.
- Support for educational outreach to children and their families was provided in the areas of nutrition, healthy food choices, and physical activity.

Health Fairs, Screenings, Flu Clinics and Exams

- Health and wellness fairs for seniors included screenings for stroke, blood pressure, glucose screenings, lung function, body composition.
- Carotid artery stroke risk screenings for seniors throughout the community. Two participants, who were found to be at significant risk for stroke but had no symptoms, reported back that they received life-saving treatment after following up with their physicians.
- Flu shot clinics for adults, seniors and the Vietnamese community.
- Vietnamese-specific health and wellness fairs.
- Additional screenings targeting the Vietnamese community included hepatitis, bone density, stroke risk, heart health, body fat, prostate cancer, and breast cancer.

- Individuals in the broader community received screenings for prostate cancer, heart disease, lung function, body fat, glucose, and skin cancer at community-wide screenings.

Health Promotion Activities

- Orange Coast Memorial offered a targeted health outreach program on local radio and cable TV to the Vietnamese community. Information on a variety of topics, including preventive practices, was presented weekly on local access channels. Radio listeners called-in with questions. It is estimated that 250,000 people listened to and watched these presentations.
- Senior Plus newsletter was mailed to senior residents to notify them of free health classes, events, and important information for seniors. This information was also posted at memorialcare.org.
- CareConnection newsletter was mailed to residents to notify the community of free classes, screenings, and support groups held at Orange Coast Memorial and in the community. The information was also posted at memorialcare.org.

Community Based Clinic Services

- Flu vaccines were provided for seniors at various locations within the service area.

Health Care Support Services

- Cancer support groups and survivor events provided support assistance to individuals in the community.
- Counseling was also provided to individuals.

Enrollment Assistance and Referral Services

- Patient Financial Services helped individuals enroll in Medi-Cal and MSI, regardless of where they received care.
- Vietnamese Community Outreach Coordinator
 - Coordinated free community education and outreach, free health screenings.
 - Assisted with securing medical transportation for the Vietnamese community.
- Senior Advocate
 - Collaborated with local agencies and organizations to assist older adults in securing needed services
 - Coordinated free medical transportation program for seniors
 - Coordinated free health screenings, flu clinics, health education and disease prevention classes for seniors
 - Coordinated socialization and enrichment events for seniors
 - Directly assisted seniors and their families, upon request

Health Professions Education

Orange Coast Memorial recognized the need, many years ago, to help build a strong health care workforce. We continued that commitment in FY2014.

Continuing Medical Education

CME lectures were offered throughout the year for educational purposes and were available to all physicians and health care professionals in the community. More than 1,000 professionals attended lectures that included topics such as new anticoagulants, improving physician/patient communication, HIV updates, evaluation and treatment of hearing loss, changes in breast screening guidelines, the aging physician, current modalities in pain management, electrophysiology evaluation and treatment for cardiac arrhythmias, GERD and new emerging technologies, influenza update 2014, sleep apnea, colon cancer and polyps, use of the internet and intranet for medical information, gait and balance disorders, kidney stones, esophageal cancer, new cholesterol guidelines, sepsis, vitamin D (risk or benefit), general cancer screening modalities, blood component therapy, COPD, misconceptions in palliative care, C.difficile, acute joint inflammation, immunization updates for 2014, empathy training, osteoporosis and transcatheter aortic valve replacement (TAVR).

Nursing Education

Orange Coast Memorial's registered nurses provided more than 28,000 hours training, directly supervising and precepting nursing students during the 2013/2014 academic year. Nursing students attended: Golden West College; Saddleback College; California State University Fullerton; California State University Long Beach; California State University Dominguez Hills; University of California Irvine, and Vanguard University.

Other Health Professions

More than 4,200 hours were spent training and directly supervising radiology tech students, while more than 1,500 hours were spent training and directly supervising ultrasound tech students. Additionally, more than 1,900 hours were spent training and directly supervising respiratory therapy and cardiac students. Students attended Golden West College, Orange Coast College and Pacific College. In addition, surgical tech and laboratory tech students from Concord Career College, Advanced College and Loma Linda University were trained and directly supervised for more than 1,400 hours by Orange Coast Memorial registered nurses.

Cash and In-Kind Donations

Contributions to non-profit community organizations were made to (partial listing):

- Boys & Girls Club of Huntington Valley – donations to support physical activity, healthy food choices and enrichment opportunities for at-risk children
- Kiwanis Club of Fountain Valley – donations to support activities for at-risk children
- Harbor View Elementary School – donations to support physical activity and skin cancer

prevention

- Oka Elementary School – donation to support physical activity
- Huntington Beach Chamber of Commerce – donation to support 10 high school students
- Fight With Grace – donation to support cancer education
- Rotary Club of Fountain Valley – donation to support local students
- Surf City Rotary Club – donation to support local students
- Fountain Valley Senior Center – donations to maintain exercise equipment, provide enrichment activities and nutritional support for seniors
- Huntington Beach Council on Aging – donations to support senior nutrition,
- Fountain Valley Senior Expo – free health screenings; donation for senior classes and activities
- City of Fountain Valley – donations for community activities
- Fountain Valley Community Foundation- donation to support local needy families
- Costa Mesa Senior Center – donations to support senior nutrition and enrichment activities
- Elwyn California – donation to support programs for developmentally disabled adults
- SeniorServ – donations to support senior nutrition programs
- Pacific Islander Health Partnership – donation to support seniors
- Fountain Valley High School – donation to support physical activity
- Alta Med Huntington Beach – donation to support access to care

Community Building Activities

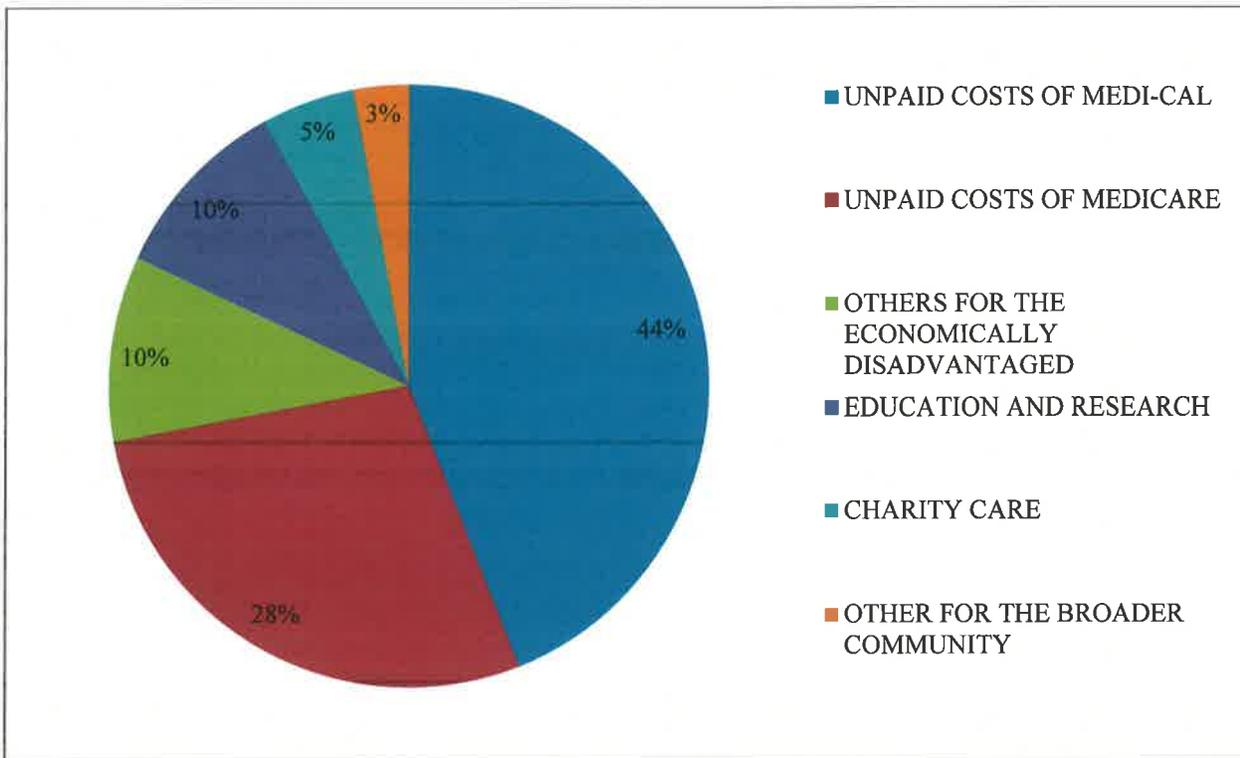
The Hospital supported the following organizations (partial listing):

- Service on the Huntington Beach Council on Aging Board of Directors
- Fundraising support for the Susan G. Komen Race for the Cure
- Service on the Fountain Valley Chamber of Commerce Board of Directors
- Service on the Fountain Valley Chamber of Commerce Government Affairs Committee
- Service on the Huntington Beach Chamber of Commerce Board of Directors
- Service on the Huntington Beach Chamber of Commerce Legislative Action Committee
- City of Fountain Valley - senior services
- City of Costa Mesa - senior services
- City of Huntington Beach - senior services

Financial Summary of Community Benefit

Orange Coast Memorial's community benefit funding for FY2014 is summarized in the table below.

Community Benefit Categories	Net Benefit
CHARITY CARE ¹	\$ 1,218,000
UNPAID COSTS OF MEDI-CAL ²	\$ 11,522,000
OTHERS FOR THE ECONOMICALLY DISADVANTAGED ³	\$ 2,739,000
EDUCATION AND RESEARCH ⁴	\$ 2,558,000
OTHER FOR THE BROADER COMMUNITY ⁵	\$ 904,000
TOTAL COMMUNITY BENEFIT PROVIDED EXCLUDING UNPAID COSTS OF MEDICARE	\$ 18,941,000
UNPAID COSTS OF MEDICARE ²	\$ 7,327,000
TOTAL QUANTIFIABLE COMMUNITY BENEFIT	\$ 26,268,000



¹ Charity Care includes traditional charity care write-offs to eligible patients at reduced or no cost based on 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 the hospital is reimbursed. Estimated costs are based on the overall hospital cost to charge ratio. *This total includes the Hospital Provider Fees (HPF) paid by Orange Coast Memorial to the State of California.

³ Includes other payors for which the hospital receives little or no reimbursement (County indigent).

⁴ Costs related to the medical education programs and medical research that the hospital sponsors.

⁵ Includes non-billed programs such as community health education, screenings, support groups, clinics and other self-help groups.

Community Benefit Plan FY2015

Orange Coast 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 Orange Coast 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 priority health needs:

- Access to care
- Chronic disease
- Overweight and obesity
- Prevention/preventive care

Community Benefit efforts also have a special focus on the Vietnamese and senior populations. Our programs address these needs:

- Access to care
- Chronic disease
- Overweight and obesity
- Prevention/preventive care

Addressing Health Needs

The Implementation Strategy developed from the 2013 Community Health Needs Assessment, spans the period 2013-2016. Orange Coast Memorial (OCM) will continue to meet the identified priority health needs through a commitment of resources with the following programs and services:

- Community education
- Senior outreach and advocacy
- Vietnamese outreach and advocacy
- Health screenings
- Cash and in-kind donations to support identified needs
- Transportation
- Free physician referral service

Measuring Impact

Orange Coast 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 Orange Coast 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 are building 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.

Appendix 1 – Community Partners

In order to help meet the needs of vulnerable individuals in the service area, Orange Coast Memorial collaborated with the following organizations:

- Abrazar Inc.
- Alamitos IPA
- AltaMed Community Clinic, Huntington Beach
- American Cancer Society, Orange County Chapter
- Asian Community Clinic
- Boys & Girls Club of Huntington Valley
- California State University, Dominguez Hills
- California State University, Fullerton
- California State University, Long Beach
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Community Action Partnership
- Concord College
- Council On Aging – Orange County
- County of Orange
- Edinger Medical Group
- Fountain Valley Chamber of Commerce
- Fountain Valley Regional Hospital
- Fountain Valley School District
- Golden West College Nursing Program
- Greater Newport Physicians
- HealthCare Partners Medical Group
- Hoag Hospital
- Huntington Beach Chamber of Commerce
- Huntington Beach Council on Aging (HBCOA)
- Huntington Beach Hospital
- Huntington Beach Senior Outreach Center
- Illumination Foundation
- Kiwanis Club of Fountain Valley
- Memorial HealthCare IPA
- Memorial Prompt Care & Family Medicine
- MemorialCare Medical Group
- Monarch HealthCare IPA
- Nhan Hoa and Asian Community Clinics

- Nutrition and Physical Activity Cooperative of Orange County (NuPAC OC)
- Office of Assemblyman Allan Mansoor
- Office of Assemblyman Travis Allen
- Office of Congressman Dana Rohrabacher
- Office of Congresswoman Loretta Sanchez
- Office of Orange County Supervisor Janet Nguyen
- Office of Orange County Supervisor John Moorlach
- Office of State Senator Lou Correa
- Office on Aging, Orange County
- Orange Coast College
- Orange County Rescue Mission
- Orange County Food Bank
- Orange County Transportation Authority (OCTA ACCESS)
- Rotary Club of Huntington Beach
- Saddleback College
- SeniorServ
- Social Security Administration, Santa Ana Office
- St. Anselm Cross Cultural Community Center
- Surf City Rotary Club
- Susan G. Komen Foundation
- University of California, Irvine
- Vanguard University of Southern California
- Vietnamese American Cancer Foundation
- Walden University