2015

USC Verdugo Hills Hospital
Keck Medicine of USC
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**MISSION STATEMENT**
At USC Verdugo Hills Hospital our mission is to provide personalized, high-quality healthcare relevant to our patient community.

**ABOUT USC VERDUGO HILLS HOSPITAL**
USC Verdugo Hills Hospital began in 1947 as Behrens Memorial Hospital. Rather than expand the Behrens facility, a new hospital was built on the hilltop land donated by the Greene family. In 1972, Verdugo Hills Hospital was created serving patients in the cities of Glendale and La Cañada Flintridge, as well as the surrounding Foothill communities of Southern California.

In 2013, Verdugo Hills Hospital partnered with the University of Southern California (USC), creating USC Verdugo Hills Hospital. USC Verdugo Hills became part of Keck Medicine of USC, which includes the Keck Medical Center of USC, USC Norris Cancer Hospital and Keck School of Medicine of USC.

USC Verdugo Hills Hospital is a 158-bed nonprofit community hospital. Services include a 24-hour emergency room staffed by USC faculty physicians; a primary stroke center; bariatric and minimally invasive surgery; OB-GYN and infant services; orthopaedic surgery; occupational, physical and speech therapy; cardiac rehabilitation; and imaging and diagnostic services including mammograms, magnetic resonance imaging (MRI), CT scans and angiograms.
In 2013, USC Verdugo Hills Hospital conducted a Community Health Needs Assessment as required by California law (SB 697). The passage of the Patient Protection and Affordable Care Act also requires tax exempt hospitals to conduct Community Health Needs Assessments every three years. This Community Health Needs Assessment was carried out in partnership with Glendale Adventist Medical Center and Glendale Memorial Hospital and Health Center. The complete Community Health Needs Assessment and the sources of data can be accessed at http://uscvhh.org/about-vhh/community-benefit.

USC Verdugo Hills Hospital is located at 1812 Verdugo Boulevard, Glendale, California 91208. The hospital serves the communities of Eagle Rock, Glendale, La Cañada Flintridge, La Crescenta, Montrose, Pasadena, Sunland, Tujunga, and Verdugo City. These communities are located in Service Planning Areas 2, 3 and 4 in Los Angeles County.

Methodology
The assessment incorporated components of primary data collection and secondary data analysis that focus on the health and social needs of the service area. Secondary data were collected from a wide range of local, county, and state sources to present demographics, mortality, morbidity, health behaviors, clinical care, social and economic factors, and physical environment. A focus group was convened to obtain information and opinions from 37 persons who represented the broad interests of the community served by the hospital. Participants in the focus group included individuals who are leaders and representatives of medically underserved, low-income, minority and chronic disease populations, or regional, State or local health or other departments or agencies that have “current data or other information relevant to the health needs of the community served by the hospital facility.”

Health Needs
Based on the results of the primary and secondary data collection, health needs were identified. The health needs to be addressed by the hospital in its Implementation Strategy are:

- Obesity/overweight
- Diabetes
- Cardiovascular disease
- Mental health
COMMUNITY BENEFIT SERVICES SUMMARY

COMMUNITY HEALTH IMPROVEMENT SERVICES
Activities carried out to improve community health.

Community Health Education

Community Infant CPR
As a sponsor of the Glendale Sunrise Rotary Club’s “Not Even for a Minute” safety campaign, USC Verdugo Hills Hospital - an American Heart Association training center - offered a free infant cardiopulmonary resuscitation (CPR) training class to the community. More than 30 individuals, including grandparents, mothers, fathers and soon-to-be-parents, attended the class. The class offered hands-on instruction on infant CPR skills, including child one-person rescue and child choking maneuvers. Over 30 people participated.

Stroke Prevention Seminars
In an effort to raise stroke awareness, the Roxanna Todd Hodges Stroke Foundation and USC Verdugo Hills Hospital offered two free lunch and learn events on stroke prevention. The seminars included educational information on stroke prevention and blood pressure guidelines. Matthew Tenser, MD, assistant professor of neurological surgery and endovascular neurosurgery at Keck Medicine of USC, was the guest speaker at the events. These community events also included free carotid artery and blood pressure screenings. More than 85 individuals were served.

Health Talk – Breast Cancer
In honor of Breast Cancer Awareness Month, USC Verdugo Hills Hospital hosted a free community lecture on breast cancer, featuring Christy Russell, M.D., an associate professor of clinical medicine at the Keck School of Medicine of USC, director of the USC Norris Breast Center and Chief of Medicine at the USC Norris Cancer Hospital. The lecture addressed the effects of environment, body weight, physical activity, alcohol and diet on developing breast cancer. One hundred community members attended the lecture.

Health Talk – Cardiovascular Disease - Understanding the Risk Factors
This free community lecture, featuring Helga Van Herle, M.D., outlined the risk factors for cardiovascular disease and events in women. More than 90 community members attended the lecture.
BEGINNINGS Early Pregnancy Class
As part of the hospital’s Family Education Program, this class addresses various pregnancy-related health topics, including nutrition, common discomforts of pregnancy, relaxation techniques and baby’s development in the womb. Over 250 individuals attended. The classes are offered monthly and are open to the public. A decision to deliver at the hospital is not required to participate.

New Mothers Forum Support Group
As part of the hospital’s Family Education Program, weekly discussion groups open to the public are offered to help new mothers adjust to motherhood. The support group is facilitated by a family education program instructor. Over 300 individuals have been served.

Breastfeeding Support Group
As part of the hospital’s Family Education Program, this support group offered breastfeeding advice and support to new mothers. The support group is facilitated by a lactation specialist. Open free to the public, babies in arms are welcomed. A total of 400 individuals have been served.

Bariatric Support Meeting
As part of the hospital-based bariatric program, we offer monthly free monthly support meetings, led by our bariatric surgeons, to help community members learn about ways they can improve their quality of life through reaching their weight-loss goal, and decrease health risk factors that lead to obesity. The support group includes a live chat for off-site participants. This program has served over 50 individuals.

Community Health Education Center and Support Groups
Nearly 25 support group programs and local organizations encompassing a variety of health-related issues meet regularly at the hospital.

Glendale Health Festival
USC Verdugo Hills Hospital participated in the 5th Annual Glendale Health Festival Building a Healthier Community Together, by offering infant and adult hands-on CPR training to members of the community. This free health fair is a community service event by the Armenian American Medical Society. This event is held in conjunction with the Glendale Unified School District. The event served 2,000 individuals.

USC Verdugo Hills Hospital Health and Wellness Fair
USC Verdugo Hills Hospital held a community-wide health and wellness fair. Community members received a number of free health check-ups. Cholesterol and glucose screenings were administered by USC School of Pharmacy students. Balance
testing and blood pressure screenings were provided by USC-VHH clinical staff. Car seat safety, hands-on CPR training and infection control methods were among the educational activities offered at the health event. More than 700 community members were served. The event was held in conjunction with Glendale Healthy Kids a non-profit organization whose mission is to provide affordable or no-cost healthcare to children who have no access to insurance or who are under-insured.

**Strokes for Stroke Art Therapy Class**
This first-time offering was held in conjunction with the American Heart Association/American Stroke Association, USC Verdugo Hills Hospital provided an art therapy class with artist Jennifer Korsen for patients who had suffered a stroke.

**YMCA Doc Talk: Glaucoma Awareness**
As a sponsor of the Foothills YMCA’s Doc Talk lecture series, USC Verdugo Hills Hospital, in collaboration with the USC Eye Institute, offered a free community talk on glaucoma awareness. The lecture featured Rohit Varma, MD, MPH, professor and chair, Department of Ophthalmology, Keck School of Medicine of USC, and director, USC Eye Institute. More than 50 community members attended the lecture and learned about early diagnosis and treatment of glaucomatous optic nerve damage.

**Community Based Clinical Services**

**La Cañada Unified School District TB Tests**
USC Verdugo Hills Hospital, together with the La Cañada Parent Teacher Association (PTA) Council, administered two free TB screening sessions at the La Cañada Unified School District (LCUSD). This annual community outreach program served more than 200 persons.

**American Red Cross Blood Drives**
The hospital coordinated various community blood drives by recruiting donors and scheduling appointments in collaboration with the American Red Cross. By supporting the blood drive, participants help residents in the community when there is a need for blood. A total of 116 individuals donated blood; 115 units were collected, which will help up to 461 individuals.

**Senior Influenza Immunization Clinic**
USC Verdugo Hills Hospital offered free flu vaccines to seniors in the community (55 years of age or older). More than 120 vaccines were administered.

**Jet Propulsion Laboratory (JPL) Safety Fair**
USC Verdugo Hills Hospital participated in JPL’s annual health/safety event and distributed educational information on emergency services, physical therapy services,
obstetrical services, stroke awareness and prevention as well as other programs. Free blood pressure and balance screenings were offered. More than 300 individuals were served.

**Mammogram Screenings**
USC Verdugo Hills Hospital offered 700 free mammogram screenings to low-income women.

**Health Care Support Services**

**Transportation Services**
Taxi vouchers were made available to patients and families for whom transportation is a barrier to accessing care. A total of 1,707 patients were served.

**Health Library**
Keck Medicine of USC provided access to an electronic health library available to the public on its website. The site provides information on health conditions, wellness and prevention.

**HEALTH PROFESSIONS EDUCATION**

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

**Graduate Medical Education**
The USC Hospitals are clinical settings for Interns, Residents and Fellows from the USC Keck School of Medicine. Clinical faculty at the Keck School of Medicine directs a broad range of accredited residency and fellowship training programs.

**Nursing Education**
Nursing students from California State University Dominguez Hills, California State University Los Angeles, West Coast University, Pasadena City College, Glendale Community College and Azusa Pacific University were precepted by the nursing staff.

**Other Health Professions Education**
Staff at the hospital served as clinical preceptors for a number of health professions students.

**Laboratory**
8 students from College of the Canyons were precepted by Laboratory Technicians.

**Radiology**
2 students from Pasadena Community College were Precepted by Radiology Technicians.
Physical Therapy
Inpatient Physical Therapy and Outpatient Physical Therapy had 2 students from Pasadena City College 1 from Chapman University. Crescenta Valley High School had 3 students Precepted by a Physical Therapist.

Occupational Therapy
3 students from USC were supervised by an Occupational Therapist and a Nurse Practitioner.

Pharmacy
1 student from Pasadena City College was precepted by a Pharmacist.

Continuing Education
The hospital hosted a number of education events made available to health providers throughout the hospital staff and the provider community.

Monthly Case Managers Breakfast Meetings are held at USC Verdugo Hills Hospital featuring guest speakers on various health topics, including mental health and wound care. These meetings are open to all area health care professionals. A total of 400 individuals have been served.

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

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

Cash and In-Kind Donations
Funds and in-kind services donated to community groups and other nonprofit organizations.

Cash Contributions and Sponsorships
USC Verdugo Hills Hospital offered cash donations to nearly 20 community organizations that support community health and community-building efforts.
Glendale – Crescenta Valley Chapter of the American Red Cross
USC Verdugo Hills Hospital donated six automated external defibrillator (AED) units to the Glendale-Crescenta Valley Chapter of the American Red Cross. The AEDs are used at the American Red Cross site for community education, such as CPR training.

**COMMUNITY BUILDING ACTIVITIES**

*Activities that support community assets by offering the expertise and resources of the Hospital.*

**Foothills Community Business Expo**
USC Verdugo Hills Hospital hosted the annual tri-chamber Foothills Community Business Expo. The event offered community members health care educational information. More than 500 individuals and 50 community businesses were served.

**Glendale Healthier Community Coalition**
The Glendale Healthier Community Coalition (GHCC) plans and implements projects that promote disease prevention, health education, clean and safe environments, adequate housing, quality education, and community revitalization. The GHCC mission statement embraces a broad definition of health, which includes the wider spectrum of environmental influences impacting the community’s well-being.
**FINANCIAL SUMMARY OF COMMUNITY BENEFIT**

USC Verdugo Hills Hospital, Keck Hospital of USC, and USC Norris Cancer Hospital community benefit funding for FY15 (July 2014 – June 2015) are reported as a combined entity and summarized in the table below.

<table>
<thead>
<tr>
<th>Community Benefit Categories</th>
<th>Net Benefit</th>
</tr>
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<tbody>
<tr>
<td>Charity Care Financial Assistance¹</td>
<td>$4,536,136</td>
</tr>
<tr>
<td>Unpaid Costs of Medi-Cal and Other Means Tested Government Programs²</td>
<td>$56,541,423</td>
</tr>
<tr>
<td>Health Professions Education and Research³</td>
<td>$20,504,667</td>
</tr>
<tr>
<td>Other for the Broader Community⁴</td>
<td>$1,878,496</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNITY BENEFIT PROVIDED</strong></td>
<td></td>
</tr>
<tr>
<td>Excluding Unpaid Costs of Medicare</td>
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</tr>
<tr>
<td>Unpaid Costs of Medicare</td>
<td>$68,530,777</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNITY BENEFIT PROVIDED</strong></td>
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</tr>
<tr>
<td>Including Unpaid Costs of Medicare</td>
<td>$151,991,499</td>
</tr>
</tbody>
</table>

¹ Charity Care - Includes traditional charity care/financial assistance 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 based on the overall cost to charge ratio. This total includes the Hospital Provider Fees (HPF) paid to the State of California.

³ Costs related to health professions education programs, including graduate medical education and clinical training for students, and research that the hospital supports.

⁴ Includes non-billed activities, such as community education, screenings, support groups and health support services; community benefit operations; and grants and in-kind donations to support community health.
COMMUNITY BENEFIT PLAN FOR FY 2016

In FY13, USC Verdugo Hills Hospital completed a Community Health Needs Assessment and identified priority health needs: overweight/obesity, mental health, diabetes and cardiovascular disease. As required by federal IRS guidelines, an Implementation Strategy was developed to address the priority health needs. This plan spans the time period 2014-2016. For FY16, the hospital plans to continue to meet the identified priority health needs through a commitment of resources with the following programs and services.

Education and Outreach
USC Verdugo Hills Hospital will offer a structured program of health education and outreach. We will provide health education and support groups that focus on a variety of topics related to health and wellness, chronic disease management, and mental health. In collaboration with the University of Southern California, as a part of Keck Medicine of USC, we will continue to support the Health Pavilion at the annual Los Angeles Times Festival of Books. Festival of Books attracts tens of thousands of guests for a weekend of screenings and health-related activities. In addition, we will sponsor education opportunities available to health care professionals to prevent disease and improve the provision of clinical care.

Overweight and Obesity
- Health education to decrease health risk factors that lead to obesity
- Support groups for bariatric treatment and breastfeeding
- Cash and in-kind donations to organizations supporting obesity prevention

Mental Health
- Health education
- Health and wellness fairs provide prevention and treatment education.
- Cash and in-kind donations to organizations supporting access to mental health services and resources

Diabetes and Cardiovascular Disease
- Health and wellness fairs provide prevention and treatment education and screenings.
- Health education on risk factors and prevention for diabetes, heart disease and stroke
- Support groups
- Cash and in-kind donations to organizations supporting diabetes and cardiovascular prevention and treatment
• Community outreach to raise awareness for disease prevention, identification of signs and symptoms of disease, and resources to access services

Plan Effectiveness
USC Verdugo Hills Hospital convenes a Community Benefit Advisory Committee (CBAC) that annually reviews the plan and its effectiveness. The CBAC is comprised of hospital and community representatives. It is through the CBAC that we solicit community views on the hospital community benefit plan. The Advisory Committee reports to the Governing Board on community benefit efforts and program effectiveness.