

# Introduction

Sutter Medical Center of Santa Rosa and Sutter Warrack Hospital are proud to continue a long tradition of giving back to the community. This tradition was truly put to the test last year when, despite staggering financial losses, our community benefit contributions remained very strong. In fact, our total contributions totaled nearly 10% of our net patient revenue.

The following report highlights the wide range of community benefit programs that are either hosted or supported by Sutter Medical Center and Sutter Warrack Hospital. Also attached is a copy of our most current charity care policy.

## 2002 Community Benefit Value

In 2002, Sutter Medical Center of Santa Rosa and Sutter Warrack Hospital contributed almost 14 million dollars to programs that benefit the poor/underserved and the broader community including \$585,000 dollars in traditional charity care.

<i>Sutter Medical Center of Santa Rosa/Sutter Warrack Hospital</i>	
Benefits for the Poor/Underserved	\$ 7,116,437
Benefits for the Broader Community	\$ 6,772,192
<b>Total Benefits for the Community</b>	<b>\$ 13,889,000</b>
Net Patient Revenue	\$142,464,000

The following list represents the year-end status of highlighted community benefit programs reported for 2002(see attachment A for a full listing of community benefit activities with their corresponding economic values):

### Medical Care Services

#### *Child Health and Development Program*

- Program description: Health screening exams provided to children staying at Family Shelter.
- Need to be addressed and target population: Access to health care for under-served population.
- **2002/3 Goal: Continue weekly triage and health screening clinics on site at the shelter.**
- **2002/3 Status: on track**
- How the program is monitored and evaluated: Residents' performance evaluated by medical director and community medicine coordinator.
- Community partners: None.

#### *Drive Thru Flu Immunization Clinic*

- Program description: A free immunization clinic where community members drive by in their cars and receive flu immunizations from Sutter Medical Center registered nurses.
- Need to be addressed and target population: Illness prevention for seniors and those with chronic disease.

- **2002/3 Goal: Better coordination with other flu vaccine sites so that vaccine does not get wasted due to over-ordering.**
- **2002/3 Status: Still experienced some problems with wasting vaccine in 2002 due to challenges collaborating with agencies outside the Health Care Leadership Council that conduct their own fee-for-service vaccine clinics. The collaborative is discussing these challenges and has a plan in place to avoid over-ordering while assuring sufficient available vaccine.**
- How the program is monitored and evaluated: The number of recipients receiving the vaccine and a reduction in the number of flu-related emergency room visits and admissions.
- Community partners: Health Care Leadership Council.

#### *Medical Equipment Donation*

- Program description: Donation of medical supplies and replaced equipment to local and international organizations such as the Episcopal Church's El Salvador Relief effort.
- Need to be addressed and target population: Individuals, at home or afar, with health problems or potential health problems. Sutter Medical Center partners with local non-profit community service organizations and international health promotion expeditions to assist these individuals.
- **2002/3 Goal: Continue to honor requests for medical supplies and equipment donations as available.**
- **2002/3 Status: provided \$14,504 in supplies and equipment donations in 2002.**
- How the program is monitored and evaluated: The Materials Manager monitors requests. Our contribution to the efforts of these organizations and expeditions is monitored financially.
- Community partners: Requesting organizations.

#### *Prescriptions for Indigent Patients*

- Program description: Free medications for patients being discharged from the hospital who do not have funding to pay for prescription medications.
- Need to be addressed and target population: Necessary prescription drugs for patients who are unable to afford them.
- **2002/3 Goal: Continue to honor all appropriate requests.**
- **2002/3 Status: Over \$8,382 in medication donated to indigent patients in 2002.**
- How the program is monitored and evaluated: Numbers of prescriptions given.
- Community partners: None.

#### *Redwood Community Health Coalition*

- Program description: A Sutter Medical Center manager's participation as a board member on this coalition of community clinics. The coalition meets to coordinate efforts with regard to caring for the un-insured and under-insured residents of the county. The clinics serve 50,000 people.
- Need to be addressed and target population: Coordination in the care of under-served community members as offered by community clinics.
- **2002/3 Goal: Continue participation and increase our service to other clinics through an expanded range of specialty clinics.**
- **2002/3 Status: Participation continues to be strong and has facilitated the establishment of a chronic disease management program called "Next Steps" which has demonstrated**

**significant health improvement for those newly diagnosed with diabetes, hypertension, and/or high cholesterol.**

- How the program is monitored and evaluated: The impacts of the coalition are monitored by the coalition itself. Our participation is evaluated in terms of our relationship with the other clinics.
- Community partners: Other Sonoma County community clinics.

*Southwest Children's Clinic*

- Program description: Direct patient care for under and uninsured children provided by Sutter Medical Center resident physicians.
- Need to be addressed and target population: Health care services for under and uninsured individuals.
- **2002/3 Goal: Continue to provide weekly rotations.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: Residents' performance evaluated by medical director and community medicine coordinator.
- Community partners: None.

Other Benefits for the Vulnerable Populations

*Application Assistance*

- Program description: Staff provide specific assistance to patients and families in order to help them properly complete applications for Medi-Cal, Healthy Families, CMSP, etc.
- Need to be addressed and target population: Health insurance for un- and under-insured individuals.
- **2002/3 Goal: 100% of patient admissions screened for need and appropriate application completed**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: Business Services Department reviews all patient accounts to ensure appropriate screening occurs.
- Community partners: Sonoma County Department of Health Services, Social Services Division.

*End of Life Care Alliance*

- Program description: The End of Life Care Alliance of Sonoma County provides leadership, facilitation, and advocacy supporting the development of programs, activities, and community discussion around improving the quality of care at life's end.
- Need to be addressed and target population: Quality, palliative care for terminally ill.
- **2002 Goal: Develop and begin implementation of outreach educational component; develop evaluation/outcomes tool.**
- **2002/3 Status: Outreach education initiated and on-going; outcomes tool still in development, however, this organization's involvement has terminated due to staffing reduction. Therefore, it was not reported as community benefit in 2002.**
- How the program is monitored and evaluated: In development.
- Community partners: All of Sonoma county hospice programs, mortuary service providers, other grass-roots end of life advocacy groups.

### *Homeless Outreach Medical Clinic*

- Program description: Provision of free, direct patient care to homeless individuals by Family Practice Residents.
- Need to be addressed and target population: Access to health care for homeless individuals.
- **2002/3 Goal: Continue providing weekly triage clinics on site.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: Residents' performance evaluated by medical director and community medicine coordinator.
- Community partners: Inter-Faith Shelter Network.

### *Homeless Shelter (Pharmaceuticals and Physicians)*

- Program description: Resident physicians' time and pharmaceutical supplies were donated throughout the year to residents of this local homeless shelter.
- Need to be addressed and target population: Homeless individuals with unmet health needs.
- **2002/3 Goal: Continue involvement of resident physicians and pharmaceuticals donated at least the levels provided the prior year.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: Improvement in health status as evaluated by the residents.
- Community partners: The shelter itself, as well as other community partners assisting with its operation (e.g. food bank, etc.).

### *Reach Out and Read*

- Program Description: Pediatric literacy program designed by a team of pediatricians and educators at Boston Medical Center with sites nation-wide. ROR operates in 4 community based health clinics in Sonoma County including the Family Practice Center at SMCSR. The program has 3 core components: a) in the clinic waiting room, community volunteers read stories to children and model reading aloud techniques for parents; b) in the exam room, the doctor or nurse gives an age and language appropriate children's book to the child and; c) a "Prescription to Read" to the parents with counseling on how to use the books to support their child's healthy development.
- Need to be addressed and target population: Pediatric literacy and parent/child bonding in low-income families
- **2002/3 Goals:**
  - a. Create and sustain an effective volunteer component for the ROR program
  - b. Create and sustain an effective Health Care Provider component for the ROR program
  - c. Sonoma County is aware of, and supports the literacy needs of low-income children in the community.
  - d. Sonoma County ROR program effectively meets program outcomes
- **2002/3 Status: on track**

### *The Breast Care Center*

- Program description: New program at SMCSR, partially funded by the San Francisco Bay Area affiliate of the Susan G. Komen Foundation, designed to meet a profound community need for coordinated care for women facing a breast cancer diagnosis. Statistics show that over 400 women annually are diagnosed with breast cancer in Sonoma County yet there has been no place for these women to go to receive integrated care. The focal point of the program is the Nurse Navigator who is the patient's guide throughout the process of diagnosis and treatment,

assisting her in obtaining current information, and providing access to important support services and treatment options, including complementary therapies.

- Need to be addressed and target population: lack of timely, coordinated care for women from the point of suspicious lump or mammogram through diagnosis and treatment. The Breast Care Center will provide free Navigator and complementary therapy services to women, regardless of ability to pay.
- **2002/3 Goals:**
  - a. Obtain additional Komen Foundation support.
  - b. Plan and execute a minimum of two fundraising events.
  - c. Begin “Saturday Clinic” that will offer free complementary modalities to low-income women with breast cancer.
- **2002/3 Status: on track**

#### *Project Nightengale*

- Program description: Funding to start medical respite shelter for homeless patients discharged from hospital but still in need of bed-rest. The shelter will provide limited health care. For a limited number of days, it will allow patients to stay in bed rather be out on the street early in the morning (which is standard practice for most homeless shelters).
- Need to be addressed and target population: Medical respite shelter for homeless patients discharged from hospital but still in need of bed-rest.
- **2002/3 Goal: The program staff does not set goals; SMSCR/SWH’s goal is to evaluate our utilization of the program and continue to provide an appropriate level of financial support.**
- **2002/3 Status: on track**
- How the program is monitored and evaluated: TBD
- Community partners: Santa Rosa Homeless Services Center, Catholic Charities, Kaiser Permanente, Santa Rosa Memorial Hospital.

#### *Latino Health Forum*

- Program description: Annual daylong workshop for professionals providing health and social services to the Latino Community. The workshop educates providers about the health issues most affecting this population as well as cultural issues affecting health care access. The medical center serves as the premiere sponsor and provides faculty support to plan the event including the development of curricula.
- Need to be addressed and target population: Latinos represent the fastest growing demographic in Sonoma County and have increased risk for many health problems including: heart disease, diabetes, accidental death due to injury, and drug/alcohol abuse.
- **2002 Goal:(achieve course objectives below)**
  - ✓ To facilitate an exchange of ideas between providers of services in Northern California and Mexico.
  - ✓ To inform attendees of the health issues specifically affecting Latinos, including diabetes, obesity, etc.
  - ✓ To assist attendees in improving their cultural competence, which in turn will lead to more effective interventions and improved outcomes
  - ✓ To stimulate bilingual/bicultural students to consider careers in the health care professions and provide recruitment opportunities for the institutions in attendance.
  - ✓ To provide a model for bi-national medical training programs so that future physicians will be prepared to practice in an interconnected global medical community.

- ✓ To begin the process of establishing comparable health care systems in Mexico and California, in order to provide increased continuity and quality of care in both countries.
- **2002 Status: Goals (course objectives) achieved (per attendee evaluation).**
- How program is monitored/evaluated: By participants.
- Community Partners: Kaiser and the Center for Well Being.

#### *Santa Rosa Junior College's Puente Program*

- Program description: Sponsorship to support the important mentoring provided by this non-profit organization. Resident physicians also function as mentors.
- Need to be addressed and target population: Mentoring to encourage continuing education for Latino youth.
- **2002 Goal: 100 students enrolled in program; 100% graduated.**
- **2002 Status: Program capacity had to be limited to 60 due to fewer instructors. A total of 44 students were enrolled in the program with 38 successfully completing. Barriers to completion included competing demands on student's time to participate in the program (i.e., work, family obligations, etc).**
- How the program is monitored and evaluated: Accomplishment of enrollment and graduation goals.
- Community partners: Santa Rosa Junior College; Kaiser Permanente; Mervyn's California; Costco; Starbuck's Coffee.

#### *Costs of Grant writing to California Endowment*

- Program description: Costs of writing grant submitted to the California Endowment to implement a program called "Su Guia" to provide comprehensive translation, bi-lingual education, cultural competency training, and medical transportation for Spanish-speaking patients.
- Need to be addressed and target population: Culturally appropriate care for Spanish speaking patients.
- **2002 Goal: Secure grant and begin program implementation.**
- **2002/3 Status: submitted grant to the Endowment which was well received; however, due to financial challenges at both collaborating hospitals, the California Endowment declined to fund the program due to concerns that the hospitals would not be able to sustain the programs after the grant funding terminated.**
- Community partners: Healdsburg District Hospital, Redwood Coalition for Health Care.

#### *Support Group Conference Room Donation*

- Program description: Free use of hospital and Women's Health Resource Center conference rooms made available to health-related community/support groups (e.g. Alcoholics Anonymous) and nursing schools.
- Need to be addressed and target population: Meeting space for health-related community/support groups.
- **2002/3 Goal: Continue to make space available upon request.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: The program is monitored by assessing the number of organizations electing to use space at the hospital.
- Community partners: All organizations using our space including Alcoholics Anonymous, Narcotics Anonymous, and Overeaters Anonymous.

### *Transportation - Bus/Taxi Vouchers*

- Program description: The provision of free taxi and/or bus vouchers for patients who do not have their own means of transportation, are unable to drive, or do not have a family member to transport them after a hospital visit.
- Need to be addressed and target population: Transportation for patients who are unable to afford taxis or bus fares, and/or those with no other means of transportation.
- **2002/3 Goal: Continue to meet all appropriate requests for bus/taxi transportation.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: Social Work Coordinator and Operations Manager log usage.
- Community partners: None.

### Other Benefits for the Broader Community

#### *Better Breathers*

- Program description: We host this community education class on the medical management of pulmonary diseases.
- Need to be addressed and target population: Ongoing education designed to provide patients with the knowledge necessary to manage their pulmonary disease.
- **2002/3 Goal: To maintain program and continue our participation at current levels.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: The program is monitored and evaluated by the American Lung Association, its primary coordinator.
- Community partners: The American Lung Association, Valley Oxygen Company.

#### *CPR - Public Education Program*

- Program description: Public education programs held three times per month to train community members about cardiopulmonary resuscitation.
- Need to be addressed and target population: The program is designed for all interested community members to educate them about CPR.
- **2002/3 Goal: Continue current programming.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: The number of classes offered and the number of attendees participating is monitored.
- Community partners: The American Heart Association.

#### *“Grow Your Own” (now called Healthcare Workforce Development Roundtable)*

- Program description: A collaborative effort between the Health Care Leadership Council and educators to develop a long-range plan to promote health care careers to middle school, high school, and adult re-entry students. Particular areas of focus will be in developing economic support for low-income students and those students in communities of color.
- Need to be addressed and target population: Current and projected shortages in a variety of healthcare jobs are affecting patient care as well as access to care. “Grow Your Own” is a local solution to a local problem and will also provide at-risk youth with meaningful, future-oriented interaction with the educational and health care systems. This interaction may reduce risk for mental illness and suicide that are significant health issues in Sonoma County.
- **2002/3 Goal: Secure funding for long-term planning.**

- **2002/3 Status: Received large planning grant from the California Endowment that allowed the collaborative to hire a project director and a social marketing consultant. Plan to submit proposals to fund full implementation of plan by December 2003.**
- How program will be monitored: Formal evaluation measures to be developed when proposals are written to potential funders.
- Community Partners: St Joseph Health System, Kaiser Permanente, Sonoma County Department of Health Services, Redwood Health Services, Sonoma County School to Work Partnership, Job Link, Santa Rosa City Schools, Sonoma County Chapter of the American Red Cross, Santa Rosa Junior College, Sonoma State University, etc.

#### *The World Croquet Championship(WCC) Family House*

- Program description: A collaborative project with the World Croquet Championship Foundation to develop a house for families of children hospitalized at local hospitals from out of town
- Need to be addressed and target population: Lodging for out-of-town families of patients can be very difficult to find in this region which attracts many tourists. Finding low-cost lodging close to the hospital is especially challenging. Because we have a regional-level NICU, we have many families traveling 50+ miles each way to be with their critically ill children.
- **2002/3 Goals:**
  - 1) **Receive county approval to place modular site on county property.**
  - 2) **Purchase modular home.**
  - 3) **Secure donors to provide household amenities**
  - 4) **Doors open by 12/02.**
- **2002/3 Status: Due to a major reorganization of the WCC, progress was significantly delayed. Currently, plans are at the county for approval and a revised timeline projects grand opening at early 2004.**

#### *Parents and Communities Together (PACT)*

- Program description: A project of the Health Care Leadership Council, PACT is a collaborative effort to standardize parenting education throughout the healthcare, child welfare, and child-care systems. Adopting Dr. T. Berry Brazelton's "Touchpoints" child development model, the collaborators funded a coordinator position to develop and implement "Touchpoints" training to nurses, doctors, and child-care providers in order to "speak the same language" when providing parenting information to new families. The program also includes home visitation for new parents in the first year after a child's birth to provide parenting information and support.
- Need to be addressed and target population: Many studies have demonstrated the impact of the first 5 years of a child's development on future mental health and well being. Sonoma County has a significant adolescent suicide rate that could be linked to poor parenting. "Touchpoints" is a community-based approach to improving support systems for parents of young children in order to improve outcomes for children in Sonoma County.
- **2002/3 Goals:**
  - 1) **Assist health care providers in enhancing their relationship with parents around their children's key developmental stages.**
  - 2) **Provide substantial, long-term, measurable linkages between health care and parenting services in the community.**
  - 3) **Advocate for neighborhood-based parenting support groups to increase parents' confidence and provide "community" for families.**
- **2002/3 Status:**

- 1) **Touchpoints trainings are on-going with an increasing number of requests from healthcare providers for the training.**
  - 2) **Development of a referral mechanism between PACT and the hospitals to “normalize” parent education and standardize the referral process in order to reach more parents. To date, 90% of new parents who receive PACT information at the hospital consent to a phone call and express interest in parenting resources.**
  - 3) **Parenting groups piloted in Rohnert Park/Cotati neighborhoods. Attendance fluctuates but efforts are continuing to grow this resource.**
- How program is monitored/evaluated: numbers of parents educated.
  - Community Partners: Healthcare, child welfare, parenting, and child care professionals throughout Sonoma County

*"Your Health"*

- Program description: Development, printing, and distribution of this community health magazine inserted in the local paper on a quarterly basis.
- Need to be addressed and target population: Health education and information for community members.
- **2002/3 Goal: Change distribution method from newspaper insert to direct mail targeting zip-codes with lower income households that may have limited access to health information.**
- **2002/3 Status: on track**
- How the program is monitored and evaluated: Sutter Health evaluates for content-community response has been very positive.
- Community partners: None.

Health Research, Education, and Training

*APIC-Association Practitioners in Infection Control*

- Program description: Management participation in association founded to improve infection control practices in Sonoma County.
- Need to be addressed and target population: Management of the spread of infection throughout all people in Sonoma County.
- **2002 Goal: Continued participation.**
- **2002/3 Status: on track.**
- How the program is monitored and evaluated: N/A.
- Community Partners: All major health care providers in Sonoma County.

*Unreimbursed Costs of Family Practice Residency Program*

- Program Description: Nationally-renown physician training program. Residents provide supervised primary care to low-income patients at the Family Practice Center on campus at the medical center.
- Need to be addressed and target population: physician training/health care for low-income residents.
- **2002/3 Goal: 100% of residents graduate**
- **2002/3 Status: on track**

*Community Talks*

- Program description: Health related lectures for teen parents living in Santa Rosa developed and given by resident physicians.
- Need to be addressed and target population: Health education for pregnant and parenting teens.
- **2002/3 Goal: Continue at same level as 2001.**
- **2002/3 Status: on track**
- How the program is monitored and evaluated: Number of attendees.
- Community partners: Teen Parent Connection.

#### *Continuing Medical Education (CME)*

- Program description: Twice-weekly programs offering medical professionals required, on-going medical education.
- Need to be addressed and target population: Medical education for physicians and other health care professionals throughout the community.
- **2002/3 Goal: Continue to be the leader in CME programs as compared to other hospitals in the community by providing a minimum of 100 CME programs.**
- **2002/3 Status: on track.**

#### Community Health Fairs/Events

*Program description: See below for some of the programs supported*

- Need to be addressed and target population: Each health fair has a target audience as highlighted.
- **2002/3 Goal: Focus of participation in community events/fundraisers to target areas of health or social need that are most consistent with the community benefit priorities or reflect areas of clinical expertise of the medical centers.**
- **2002/3 Status: on track**
- Community partners: Some fairs are attended in collaboration with Sutter Medical Foundation-North Bay, and/or The VNA, another Sutter affiliated organization.

#### *American Heart Association Luncheon - Women and Heart Disease*

- Program description: Sponsorship donation and participation in this event to educate women about healthy living and heart disease.

#### *Children and Healthcare Week (AKA Kid's Safety Fair in CBISA report)*

- Program description: Sponsorship of this weeklong event designed to promote education among children, teachers, and families about healthy living and the role of a hospital in the community. The week concluded with a health and safety fair held at a local mall with more than 100 exhibitors hosted that promote child health, safety, and wellness.

#### *Children's Health Network*

- Program description: Sponsorship of fundraiser to support program that has established significant partnerships between the school districts and local, volunteer physicians, clinics, labs, pharmacies, and hospitals to match sick children with no insurance and no primary care with acute healthcare. The program also provides limited case management to these children and their families once the immediate health need is met to identify other health needs in the family and provide assistance in obtaining health insurance coverage. SMCSR/SWH also provide free physician and radiological services to this program.

*100 Black Men of Sonoma County*

- Program description: Sponsorship of fundraiser to support the local chapter of this national organization established to help disadvantaged high-school students, particularly those of color, finish high school and continue on to college. They provide mentoring, scholarships, and workshops to help the students enhance communication skills, study skills, etc. The scholarship provided by SMCSR/SWH was earmarked for a student interested in pursuing a career in healthcare.

*Family Expo*

- Program description: Participation in a family-oriented community event to educate families about healthy lifestyles.

*Senior Celebration Fair*

- Program description: Hosting, sponsorship, and coordination of a health fair designed to educate older adults on health issues.

*American Cancer Society's Relay for Life*

- Program description: Sponsorship for hospital employee teams to participate in fundraiser.

*"Breastfeeding is Priceless and Precious"*

- Program description: Donation to support development of calendar to raise awareness of the benefits of breastfeeding.