

community benefit report



for the fiscal year ending June 30, 2008

2008

the right care.
right here.

Mission and vision

El Camino Hospital's **mission** is to be an innovative, **publicly accountable** and locally controlled comprehensive health care organization that **cares for the sick**, relieves suffering and provides **quality**, cost competitive services to **improve the health and well being** of our community.

Our **vision** for the future is that we will create the preferred **community health care** destination of Silicon Valley, focused on **quality, innovation**, the individualized **patient experience** and **community accountability**: integrating technology and efficiency within a **caring environment**.

A message to the community

Dear friends:

We are pleased to share with you El Camino Hospital's Community Benefit Report for 2008. As in past reports, in addition to presenting our community benefit funds financial data, we have selected several examples of the positive impact these funds can have on individuals in our community. We hope you enjoy their inspiring stories as much as we have.

As a not-for-profit organization, it is both our obligation and our commitment to use our tax-exempt status for the good of the community that supports us. Each year we devote a portion of our revenue to helping people who cannot pay or easily access our services and to supporting programs that maintain and improve the quality of health care in the community.

Among our many community programs are the RotaCare Clinic; free immunizations for children, the homeless and the elderly; and lectures and screenings to inform people about preventing disease and managing their health. In addition, the hospital's generous charity care policy ensures that individuals who cannot pay for treatments and medications can still receive the care they need.

We also continue to operate several clinical services at a financial loss because they fill a vital community need. For example, our three outpatient dialysis centers that provide more than 500 patients with more than 80,000 treatments per year; one of Santa Clara County's only community based inpatient and outpatient mental health units; and non-emergency care in our ED for individuals needing treatment, who do not have a medical home.

Caring for the community and the patients we serve is at the core of El Camino Hospital's mission and values. We consider it a great privilege to have such a vital role in the health of both individuals and the community.

Sincerely,



Kenneth D. Graham
Chief Executive Officer

A history of helping

Since it was founded more than 47 years ago, El Camino Hospital has always put the highest priority on reaching out to and giving back to the community it serves.

Over the years, we have benefited from our Silicon Valley location, enjoying the prosperity and growth that has come with the rise of the technology industry. But we recognize that there are still many unmet needs in the community and many

What is community benefit?

Community benefit refers to programs or activities that provide treatment and/or promote health and healing as a response to identified community needs. To be considered a community benefit, a program must meet one of the following criteria:

- It doesn't cover the cost of providing care.
- It responds to needs of special populations such as persons living in poverty and other disenfranchised persons.
- It supplies services or programs that would likely be discontinued, or would need to be provided by another not-for-profit or government provider, if the decision were made on a purely financial basis.
- It responds to public health needs.
- It involves education or research that improves overall community health.

Source: A Guide for Planning and Reporting Community Benefit, Catholic Health Association

people who cannot easily access the health care they need because they lack health insurance, are frail, elderly or poor.

The hospital has always allocated a significant amount of its income to meeting these needs, through investments in community health services and partnerships with other organizations and public programs. Including charity and subsidized care, unpaid costs of government sponsored health care, education for health professionals and community health programs, El Camino Hospital's investment in its community in the past year has exceeded \$70 million.

El Camino Hospital is committed to improving the health of its community, through hospital sponsored programs and through support and collaboration with other nonprofit organizations that are addressing and finding innovative approaches to health care needs.

A hospital is a trusted partner in the community. Inherent in that trust is the certainty that anyone in need can find help when it's needed most. El Camino Hospital is proud to be that trusted partner here in this community and to help people in need in ways both large and small.



Robbie Smith, eldercare consultant, and other staff at the Health Library & Resource Center, are committed to helping individuals find information and solutions.

Turning depression around

Sarah is a busy scientist for a large corporation and the mother of two young boys. During and after both her pregnancies, she experienced profound feelings of sadness. She thought it was that way for most women.

In fact, Sarah (*not in photograph*) was experiencing serious postpartum depression. It wasn't until she learned about a special program offered by Behavioral Health Services at El Camino Hospital that she got the help she needed. The focused, attentive care Sarah received through the Postpartum Depression Program has helped her to feel totally changed and find a balance.

But not long ago, life was very different. After the birth of her second baby, Sarah felt completely vulnerable and didn't have the energy to get anything done. She had visions of harming her children and even killing herself. Because she was also experiencing physical symptoms, doctors and other caregivers had difficulty diagnosing her problem. Finally, her good friend heard about the program at El Camino Hospital and called to make an appointment.

At the Postpartum Depression Program, the clinical staff did a full assessment of Sarah's history and current condition. She began going to daily counseling and therapy sessions.

“Finally,” she thought, “someone knowledgeable is watching out for me.”

After about a month, Sarah began to pull out of her depression. She was driving again and feeling less panicky. It took about six months, but Sarah now feels stronger and able to handle the ups and downs of life.

“It makes me cry to think of where I would be today if I hadn't gotten the help I needed,” says Sarah. “This is the kind of care you can never repay. I'm so thankful the program is there for me and other women.”



Kristina Peterson, MFT, (*right*) counsels a client who has sought help for postpartum depression.

The power to save

These days, many Americans are worried about the rising cost of medication. It's especially true for people on low incomes or without insurance. So, when the RotaCare Clinic at El Camino Hospital learned it could start a Pharmacy Assistance Program to help eligible patients get access to free and low-cost medications, the clinic thought it had found the answer to a very serious financial problem.

What RotaCare had yet to learn was the complexity of setting up and managing the program. Enter John Cardoza, a RotaCare volunteer and retired high tech sales and marketing manager. John developed a computer database to keep track of each eligible patient's medications, when they needed to be re-ordered and when patients needed to apply to renew their eligibility. Now, nearly 160 eligible patients are on the program and RotaCare is saving about \$10,000 a month in medication costs. (They know this because John's software application also tracks cost savings.)

"John made the program function and enabled it to grow, so we could serve more people," says Tifanni Harwick, RotaCare medical assistant, who coordinates the Pharmacy Assistance Program. "I wouldn't be able to do my job without him."

The RotaCare Clinic is a collaboration among El Camino Hospital, Rotary Clubs and other local organizations. With a small paid staff and a large group of volunteers, including doctors, nurses, other caregivers and support personnel, the clinic provides free primary and specialty health care to people with the greatest need and the least access to medical care.

John comes in once a week to maintain the database. When requested, he enhances the application to help with tracking and reporting. He also helps label the medications as they are delivered.

"Without the Pharmacy Assistance Program and its database, RotaCare would have had to spend an additional \$100,000 or more a year on medication," explains John. "With these savings, they're able to help more people in need."



John Cardoza, a RotaCare volunteer, donated his time and talents to help the clinic save more than \$100,000 a year on the medications it gives to patients.

Vanity in vain

By Mary Beth Hislop, reporter, Los Altos Town Crier

There are two things I have always loved to do — write and do anything else under the sun. Today, I'm a journalist, but I never dreamed I'd be writing my own story as a warning to others.

In May, I participated in an El Camino Hospital skin cancer screening with the idea that the experience could help promote public awareness about the epidemic of skin cancer.

Risk factors increase if you have fair skin, blonde hair and a history of sunburns or excessive sun exposure. I flashed back to memories of long days in the sun, slathered in Bain de Soleil or coconut

One in five people in the United States would develop skin cancer in their lifetimes; if you're Caucasian, your chances are one in three. With more than one million cases diagnosed each year, skin cancer is the most common form of cancer in the United States. Sixty thousand of those diagnosed are melanomas, with 8,000 succumbing to the disease annually.

oil, attempting to defy my naturally pale, Irish/English complexion for a deeply bronzed effect. I spent hours in the afternoon sun tending my vegetable garden, hanging laundry, knitting, reading, intent on developing that sun-kissed glow I mistakenly equated with beauty.

It turned out that out of the four of us who were being screened that day, I was the one in three that proved the statistics correct. Dermatologist Dr. Greg Morganroth found two suspect moles — one above my knee and another on my back shoulder. During a follow up visit to his office, he removed the mole from my knee and sent it to the lab to test for cancer cells. Results showed the mole was a melanoma, the most dangerous form of skin cancer.

I still remember the phone conversation when he called me with the lab results. Had I left that mole another year, we wouldn't be talking, he said. Scarier still, left on my own, a skin screening would never have made it onto my priority list of things to do. An annual skin screening is now on my calendar.

I still love to write — but I won't be penning "A Raisin in the Sun" anytime in my future.



Reporter Mary Beth Hislop says she is now a committed convert to staying out of the sun.

Navigating a new world

As the former CEO of a software company, Elaine Bailey thought she could navigate even the most complex challenges. So, when she suddenly needed to help her elderly mother and father get through a severe health crisis and make major changes to their living arrangements and future plans, she was stunned.

“This was a whole new world for me — a world I knew nothing about — and these decisions were too complex and confusing for my father to make. But, I didn’t even know where to go to begin looking,” she remembers.

When her mother was in El Camino Hospital’s Cardiac Care Unit, Elaine heard about the hospital’s Health Library & Resource Center and its Family Caregiver Assistance service called eldercare consulting.

The library has more than 3,000 current books and other publications, DVDs and CDs, as well as access to a wide range of online resources on clinical and consumer health issues, all available at no charge. Best of all, it has a staff of medical librarians and knowledgeable volunteers who listen to your needs and respond with expert, friendly, hands-on help.

“During my visits, the staff would hear my concerns and, then, carefully select the perfect resource or point me in the direction of the right person to get the help I needed,” she says.

Today, Elaine’s parents are living in a nearby continuing care facility, and she’s happy to report her mom is “coming off my ‘worried-about’ list.”

“It’s hard to imagine how our family would have made it through the last year without the library and the caregiving assistance they provided,” she adds. “One of the best things is that, even though my parents don’t have a lot of money, we could get the help we needed because these services are available to everyone in our community.”



Elaine Bailey (*right*) is grateful for the help she received from the hospital in getting assistance for her parents.

Wheels she can count on

When Evelyn Smith moved to the Los Altos-Mountain View area with her husband Bob in 1956, she never dreamed she'd still be living in the same house 52 years later. Now, at 93, and with her husband gone, she treasures her days at home. Despite her limited mobility, Evelyn can stay in the family home thanks to daily visits by her helpful son. And, thanks to the RoadRunners.

"I don't know what I'd do without them," says Evelyn. "I don't drive anymore, but I need to get to my doctor and physical therapy appointments. The RoadRunners always take me and bring me home. They are very dependable."

Evelyn knew about RoadRunners because Bob had been one of its volunteer drivers before his death. Bob really loved volunteering, she remembers. Almost ten years ago, Evelyn called to ask for her first ride, and she's been counting on RoadRunners ever since.

Because she has a walker, Evelyn needs a little extra assistance when she goes out because the device has to be taken apart to fit into the car and then put back together when she reaches her destination. The drivers are always good about helping her out.

With the growing senior population in the Santa Clara Valley, more and more older adults need a service like RoadRunners as their lifeline to health care services and other appointments and activities. The 56 volunteer drivers provide about 14,000 rides a year to area residents, and the need continues to rise. Services are available for those who need it most, including people with disabilities.

"When one of my friends has to cancel an appointment or an activity because they don't have transportation, I always tell them to call the RoadRunners," adds Evelyn. "They'll get you where you need to go."



Evelyn Smith counts on the RoadRunners transportation service and drivers like John Canata to help her get around.

Pruning away barriers to care

In affluent Silicon Valley, Hector works hard, earning the money to take care of his family. He depends on his income as a gardener to make ends meet for himself, his wife and daughter, who live together in a Mountain View apartment.

Not long ago, Hector began having hearing problems. Since the trouble usually got more severe during the day, he suspected it might be caused by something in one of the gardens where he worked. As the problem worsened, Hector knew he needed medical care, but didn't see how he could manage it. The family has no health insurance and, on top of that, he couldn't afford to take time from his job to see a doctor. Fortunately, the MayView Community Health Center in Mountain View solved Hector's dilemma.

MayView offers basic, affordable health care services to low-income families and

individuals in the area. More than that, through a grant from El Camino Hospital, the clinic has extended its hours of operation. With evening and Saturday hours available, Hector was able to make an appointment and get the medical care he needed to treat the allergies that were causing his hearing problem. He has returned several times for follow-up care.

Hector's wife and daughter have also benefited from MayView's affordable services. His wife has been treated for thyroid problems, and his daughter depends on the clinic for check-ups and other primary care.

Now, the family feels secure with MayView nearby, knowing they have access to medical services they can afford. And Hector is doubly pleased because he can get the care he needs without jeopardizing his job or his hard-earned income.



The expanded evening and weekend hours at a local clinic made it possible for this hardworking gardener to get help and stay on the job.

Community benefit data summary Fiscal Year 07–08

Community health improvement services	\$ 1,451,511
Health professions education	\$ 1,611,413
Subsidized health services	\$ 10,934,505
Financial/in-kind contributions and cost of fundraising for community programs	\$ 889,288
Traditional charity care	\$ 1,999,059
Unpaid cost of Medicare	\$ 35,324,723
Unpaid cost of Medi-Cal	\$ 19,136,346
Santa Clara County Healthy Kids Program	\$ 50,000
Community benefit operations	\$ 72,843
Total	\$ 71,469,688

Community benefit calculations of financial assistance, Medi-Cal and Medicare costs are based on the uncompensated cost of care, not charges.

2007-2008 Community Benefit Programs

Advance health care planning/ Advance Directive assistance	Health Library & Resource Center
Behavioral health services	Health screenings
Blood pressure screening	HICAP counseling for seniors
Charity care program	Immunization program
Clinical trials	Lifeline
Community Wellness Lecture Series	Maternal Connections™ services
Diabetes management	Older Adult Transitions Program (OATS)
Dialysis services	Palliative care program
Education and training for future health care professionals	RoadRunners transportation service
Eldercare services	RotaCare Clinic
Emergency care	Scholarships
Flu shot program	Speakers bureau
Grants through El Camino Hospital Foundation	Subacute care
Health insurance counseling	Support groups
	Wellness programs

If you would like more information about these programs or how to access any of our community services, call our community relations department, 650-988-7703, or visit our web site, www.elcaminohospital.org.

El Camino Hospital, a not-for-profit hospital in Mountain View, California, is located on a 41-acre campus in the heart of Silicon Valley. A recipient of numerous awards for quality of care, patient satisfaction and use of health information technology,

New hospital opening 2009



El Camino Hospital has been named a Distinguished Hospital for Clinical Excellence by HealthGrades and is the first hospital in the Bay Area to be designated as a nursing magnet hospital by the American Nursing Credentialing Center.

For more than four decades, El Camino Hospital has been distinguished by its high caliber staff and affiliated physicians, comprehensive and innovative services and a long history of responding to the needs of the community it serves.

To learn more about El Camino Hospital, visit our web site at www.elcaminohospital.org. For a physician referral, visit our web site or call 800-216-5556.

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