



LONG BEACH MEMORIAL
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ANNUAL REPORT 2015



LONG BEACH MEMORIAL

With exciting new leadership and a commitment to the needs of our patients and the community, Long Beach Memorial stands at the center of excellence in health and wellness. Continued expansion into important areas of specialty, coupled with significant investments in advanced medical technologies, validate our *U.S. News & World Report* recognition as one of California's best hospitals.

Major News for MemorialCare's Long Beach Hospitals

John Bishop Named as New CEO

Long Beach Memorial was proud to announce the appointment of the new CEO for MemorialCare's three Long Beach hospitals – Long Beach Memorial, Miller Children's & Women's Hospital Long Beach and Community Hospital Long Beach. Bishop, who has been a part of MemorialCare Health System since 2004, started as CFO of Saddleback Memorial Medical Center after 12 years as a certified public accountant with Ernst & Young, LLP, where he consulted for some of the nation's best-known health care organizations. In 2009, he joined the MemorialCare executive management team as CFO of Long Beach Memorial, Miller Children's, Community Hospital Long Beach and Seaside Health Plan and oversaw the financial operations of Memorial Medical Center Foundation, a philanthropic support organization for the three hospitals. Bishop was named among the *Nation's Top CFOs in Health Care* by *Becker's Hospital Review*.

Strategic Expansion Extends Impact

MemorialCare Todd Cancer Institute Opens Lung Nodule Center

With lung cancer as the leading cancer killer in the United States, the MemorialCare Todd Cancer Institute at Long Beach Memorial announced the opening of a vital resource with its new Lung Nodule Center. This new Center is not only highly valuable to those who have a high risk for lung cancer, but helps anyone diagnosed with lung nodules get ahead of potential disease. The MemorialCare Todd Cancer Institute's lung screening program provides individualized, comprehensive evaluation, diagnosis and follow-up care for those with lung nodules.





Robotic-Assisted Surgery Technology for Knee and Hip Pain Sufferers

The MemorialCare Joint Replacement Center at Long Beach Memorial now offers MAKOplasty® robotic-assisted surgery technology, bringing a new level of surgical precision to patients with knee and hip pain. The surgeon-controlled robotic arm enables accurate alignment and placement of knee and hip implants to restore mobility and an active lifestyle. This new technology allows for partial knee replacements, by allowing surgeons to resurface only the diseased portion of the knee, retaining as much of the natural knee as possible, including healthy bone and ligaments. Long Beach Memorial is the first hospital in Long Beach and north Orange County to make these procedures available.

New Center for Women’s Pelvic Health Improves Quality of Life

Women of all ages can suffer from bladder and pelvic floor disorders, which often go untreated because they are assumed to be a part of the aging process. To tackle that challenge, Long Beach Memorial launched the Center for Women’s Pelvic Health, dedicated to helping women who suffer from these conditions. The pelvic floor can be weakened by a combination of factors, including childbirth, heavy lifting, the effects of menopause and aging, and other chronic medical and neurologic conditions, and even young women can be affected. The Center for Women’s Pelvic Health at Long Beach Memorial offers comprehensive treatment options for women with pelvic problems, ranging from non-surgical treatments, such as medication, pelvic muscle rehabilitation and intravaginal devices, to a wide spectrum of minimally invasive surgical procedures.

Revolutionary Chronic Total Occlusion Procedure

The MemorialCare Heart & Vascular Institute at Long Beach Memorial has introduced the Chronic Total Occlusion (CTO) procedure, a minimally invasive approach to creating new blood flow in the heart, bypassing blockages without the need for traditional bypass surgery. With this breakthrough procedure, a cardiac interventionalist uses a special guide wire and catheter to reach the blockage through an artery in the leg, so the chest is not “cracked” open. He or she then enters a stent between the wall arteries, and, when the stent expands, blood flow is able to travel around the blockage. Patients often experience a better quality of life after the less invasive CTO since it is not “open heart surgery.”

Physician Partnerships at the Heart of Health and Wellness

A Big Welcome Home from the Todd Cancer Pavilion

Long Beach Memorial’s Todd Cancer Pavilion officially opened its Women’s Specialty Center and welcomed six physicians to the team, including breast and gynecologic oncologists. In their brand new offices, these physicians will be able to provide comprehensive women’s cancer care to every patient treated at the Todd Cancer Pavilion. Patients can now have their exams and receive treatment, if needed, all in one place.

Joining the Fight against Ebola

Long Beach Memorial’s **Gracie-Ann Dinkins, MD**, who is a trauma surgeon, is a part of the efforts to combat Ebola in Africa, coordinating relief efforts for those in Liberia suffering from the disease. Dr. Dinkins collected donated medical supplies, many of which were provided by Long Beach Memorial, to offer help to those in need, and money was also raised for shipment. Dr. Dinkins spent her childhood in Liberia and represented that country in the 1984, 1996 and 2000 Olympics as a track and field athlete.

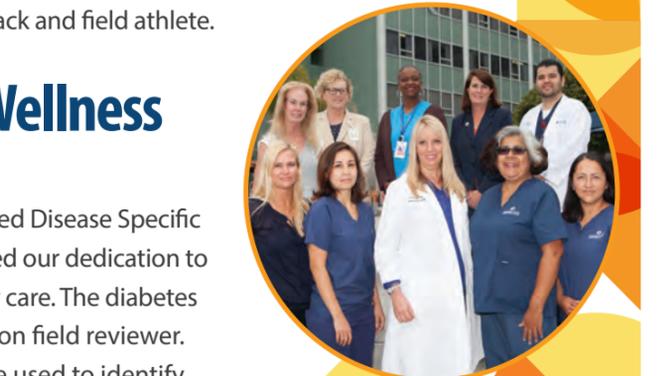
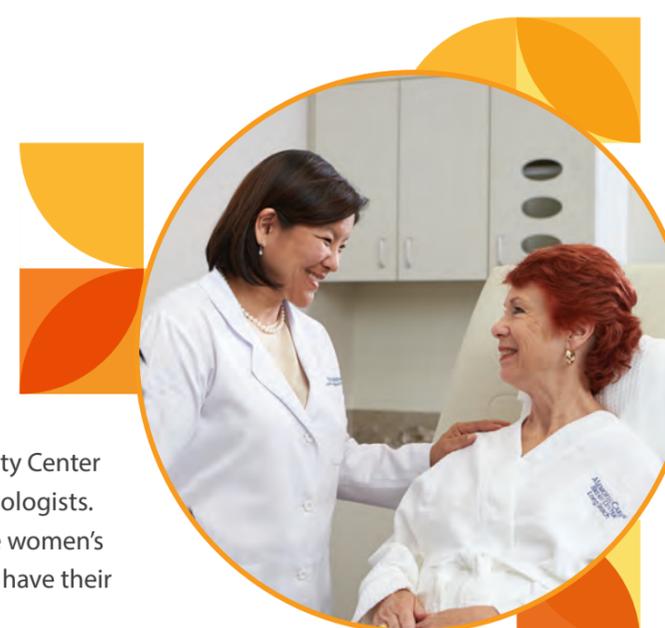
Value Empowers Patients for Health and Wellness

Joint Commission Re-Accreditation for Diabetes Program

The Long Beach Memorial Diabetes Program has been re-accredited for the Advanced Disease Specific Certification for Diabetes by The Joint Commission. The Joint Commission recognized our dedication to continuous performance improvement and passion for achieving consistent quality care. The diabetes care team was evaluated during an on-site review conducted by a Joint Commission field reviewer. The reviewer assesses how clinical outcomes and other performance measures are used to identify opportunities to improve care, whether the organization’s leaders are committed to improvements, and how patients are educated with respect to self-management and guidelines pertinent to them.

Expanding Employer Outreach to Meet Increasing Needs

Knowing that employers are growing more concerned about the health and wellness of their employees, Long Beach Memorial has increased its efforts to develop relationships with key employers in our immediate service area. Our community outreach team’s efforts to expand our physician speakers bureau were successful, with our physicians participating in 21 different health-related speaking engagements, reaching more than 1,000 employees.





Our Patients are Always First

Putting patients first requires compassionate care that addresses every aspect of a patient's encounter with our hospitals. This effort must include the patient, his or her physical comfort, as well as his or her educational and emotional needs. To that end, our Patient Experience team is providing training to every employee to ensure consistent delivery of patient and family centered care, while offering the right resources and support. To date more than 90 percent of the staff at Long Beach Memorial, Miller Children's and Community Hospital Long Beach have been trained.

Innovation Enables Excellence in Health and Wellness

Advanced Tomotherapy Comes to MemorialCare Todd Cancer Institute

The MemorialCare Todd Cancer Institute at Long Beach Memorial is now treating cancer patients with the Tomotherapy® HDA System. This breakthrough treatment is the only radiation therapy system that combines daily 3-D CT imaging with intensity modulated radiation therapy to deliver advanced radiation treatments with speed and precision. This approach reduces radiation exposure to surrounding healthy tissue.

MemorialCare Breast Center Now Offers Digital Tomosynthesis

Approximately 40 - 50 percent of women have dense breast tissue, making it more difficult to find cancer, as well as increasing the risk for breast cancer. To address this finding, California joined many other states in enacting the Breast Density Notification Law, which requires that health care providers notify women who have dense breast tissue. Responding to the need, the MemorialCare Breast Center at Long Beach Memorial now offers 3-D digital tomosynthesis for mammographic screening. Tomosynthesis addresses the limitations of 2-D mammography as 3-D mammography has improved sensitivity and specificity in all tissue types, particularly in women with dense breasts. As a result, women experience fewer call backs and a higher cancer detection rate compared to 2-D mammography.



Workplace Wellness Plays a Vital Role

Lunch at Work and a Way to Work Out

Through The Good Life, Long Beach Memorial has taken steps to ensure the continued investment in the health of its employees. We revamped our outdoor café to build the Good Life Café, a new food emporium offering healthier snack options to employees. In addition, we opened a new 24-hour employee-only gym to provide employees with the opportunity to exercise for free, as well as attend onsite exercise classes. The gym is equipped with weights, cardio equipment, balls, bands, a cable pulley system, individual lockers and showers.

Pride in Our Success

Once Again Named Among the Best



Even as it tightened its standards this year, making it much more difficult for hospitals to earn its accolades, *U.S. News & World Report* named Long Beach Memorial #8 in the Los Angeles metro area and #21 in California, with high performing credits in gynecology and nephrology.

We Won Gold



The U.S. Department of Health and Human Services (HHS) recognized Long Beach Memorial with its *Gold Medal of Honor* – one of just two hospitals in Orange and Los Angeles Counties and only eight in California honored for remarkable efforts in saving lives through organ donations. As part of its national Workplace Partnership for Life Campaign, HHS awards the Gold Medal to hospitals with organ donation rates greatly exceeding national standards. Our integrated practices for donations means more lives can be saved through organ transplants.

Quality Achievement Award for Stroke Care

For the third consecutive year, Long Beach Memorial has received the *American Heart Association/American Stroke Association Get With the Guidelines® Gold Plus Quality Achievement Award* for implementing specific quality improvement measures for the treatment of stroke patients. This program helps hospital care teams provide the most up-to-date, research-based guidelines with the goal of speeding recovery and reducing death and disability for stroke patients. Long Beach Memorial earned the award by meeting specific quality achievement measures for the diagnosis and treatment of stroke patients at a set level for a designated period. These measures include aggressive use of medications, risk-reduction therapies aimed at reducing death and disability, and improving the lives of stroke patients.

