



**Implementation Strategy
Community Benefit Plan**

FY2020-FY2022

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Implementation Strategy

Introduction

MemorialCare Orange Coast Medical Center is a nonprofit hospital and member of MemorialCare, an integrated health care delivery system. Orange Coast Medical Center became a member of MemorialCare in January 1996. In May 1997, the hospital was granted nonprofit status retroactive to December 26, 1995, the date of incorporation. Orange Coast Medical Center is the only nonprofit hospital in Fountain Valley. The hospital is home to the MemorialCare Cancer Institute, MemorialCare Breast Center, MemorialCare Imaging Center, MemorialCare Heart & Vascular Institute, MemorialCare Surgical Weight Loss Center, MemorialCare Joint Replacement Center, Childbirth Center, Digestive Care Center, and Spine Health Center.

In FY19, Orange Coast Medical Center conducted a Community Health Needs Assessment (CHNA) to assess the significant health needs for the hospital service area. The CHNA and the resulting Implementation Strategy identify and address significant community health needs. These documents help guide the hospital's community health improvement programs and community benefit activities, as well as its collaborative efforts with organizations that share a mission to improve health. This Implementation Strategy explains how Orange Coast Medical Center plans to address the significant health needs identified by the CHNA.

Report Adoption, Availability and Comments

This Implementation Strategy was adopted by the MemorialCare Orange County Boards of Directors on June 10, 2019. This report is widely available to the public on the hospital's web site, <https://www.memorialcare.org/content/community-benefit>. Written comments on this report can be submitted to communitybenefit@memorialcare.org.

2019 Community Health Needs Assessment Summary

Orange Coast Medical Center conducted a Community Health Needs Assessment (CHNA) to comply with state and federal regulations guiding tax-exempt hospitals. The Community Health Needs Assessment incorporated demographic and health data for the communities served by the hospital. Significant health needs were identified from issues supported by primary and secondary data sources gathered for the CHNA. The needs were indicated by secondary data sources, focus groups and community stakeholder interviews. Health indicators were considered significant health needs when they exceeded benchmark data, specifically county or state rates or Healthy People 2020 objectives. A brief description of the significant health needs listed in priority order follows:

1. Access to health care – Health insurance coverage is considered a key component to accessing health care. The service area insurance rate is 85.8%. Among children in the service area, 94.6% have insurance coverage, 80.9% of non-senior adults are insured and 97.9% of seniors have health care insurance. Stakeholders noted the challenges seniors face in accessing health care. For senior adults, 65 and over, accessing health care has to do with transportation and navigating the health care system. For seniors struggling with signs of cognitive decline, it's close to impossible.
2. Asthma – In Orange County, 15.2% of the population has been diagnosed with asthma. 89.0% have had symptoms in the past year, and 41.3% take daily medication to control their asthma. Among county youth, ages 0-17, 22.0% have been diagnosed with asthma, and 8.5% have visited the ER as a result of their asthma.
3. Dental care – In Orange County, 69.0% of adults, 18 years and older, saw a dentist within the past six months compared to the state (73.5%). Among children, ages 2-11, in Orange County, 77.5% of children saw a dentist within the past six months compared to the state (79.5%). Stakeholders noted patients have medical insurance, but dental is not built into their plans. If they do not have dental insurance, they don't access it because they know it will be expensive.
4. Diabetes – Diabetes is a leading cause of death in the United States. Diabetes disproportionately affects minority populations and the elderly. In the service area, the diabetes death rate was 19.9 per 100,000 persons. This was higher than the county rate (15.1 per 100,000 persons).
5. Economic insecurity – Among the service area population, 14.6% are living at or below 100% of the Federal Poverty Level, and 34.2% are living at or below the 200% poverty level (low income). Poverty levels are higher than county rates. In the service area, 20.3% of children live in poverty. 11.8% of seniors and 21.5% of female head of households (HoH) with children live in poverty. Stakeholders noted when people are working two jobs, they are just trying to feed their families. They do not have time to think about health care. One stakeholder noted for the Vietnamese in Orange County, the focus is saving and earning money to care for family, and addressing health needs is not a priority.
6. Heart disease/stroke – In the service area, the age-adjusted mortality rate for ischemic heart disease (a sub-category of heart disease) was 109.3 deaths per 100,000 persons. The age-adjusted rate of death from stroke was higher in the service area (39.5 deaths per 100,000 persons) than in the county (37.4 deaths per 100,000 persons) and the state (38.2 deaths per 100,000 persons). The rate of stroke death does not meet the Healthy People 2020 objective of 34.8 per 100,000 persons.

7. Liver disease – In the service area, the liver disease death rate was 14.1 per 100,000 persons. This rate exceeded the Healthy People 2020 objective for liver disease death (8.2 per 100,000 persons).
8. Mental health – In Orange County, 6.5% of adults experienced serious psychological distress in the past year. 15.6% of adults needed help for emotional, mental health, alcohol or drug issues; however, 85.5% of those who sought or needed help did not receive treatment. A stakeholder noted Asian Pacific Islanders don't tend to seek out assistance with mental health and counseling as much as other cultures.
9. Overweight and obesity – In Orange County, 33.3% of the adult population reported being overweight. The county adult rate of overweight is lower than the state rate of 34.8%. 17.7% of Orange County teens, ages 12-17, are overweight compared to the state (18.1%). 23.3% of adults and 28.3% of teens are obese. The Healthy People 2020 objectives for obesity are 30.5% of adults aged 20 and over, and 16.1% of teens. The rate of obese teens exceeds the state rate (22.6%) and the Healthy People 2020 objective.
10. Preventive practices – 40.9% of Orange County residents have received a flu shot. 37.0% of children age 0-17, and 68.4% of seniors in Orange County received flu shots. The Healthy People 2020 objective is for 70% of the population to receive a flu shot. Most Orange County school districts have high rates of compliance with childhood immunizations upon entry into kindergarten (95.7%). The Vietnamese may have insurance, and they may have bought it at levels where their premiums are high. They cannot pay their deductibles and it prevents them or discourages them from seeking screenings.
11. Senior health – Among Orange County Medicare beneficiaries (adults 65 and older), 31.4% have been treated for arthritis or osteoarthritis. 19.4% of seniors have been treated for chronic kidney disease. 10.9% have been treated for Alzheimer's disease or dementia and 9.1% have been treated for osteoporosis. These rates are higher than in the state. It was identified that low-income seniors do not have the resources to pay for home health and other services to help them age in place, therefore, this population is more at risk for injuries and falls. It is concluded by the stakeholders that there are not enough social services (meal delivery, home nursing care, etc.) to support the needs of low-income seniors.
12. Substance use and misuse – 7.5% of teens in Orange County had tried marijuana, cocaine, sniffing glue, other drugs and 3.8% had used marijuana in the past year. These rates of reported drug use are less than state rates of teen drug use. Opioid overdose deaths in Orange County were 7.5 per 100,000 persons, which was a higher death rate than in the state (4.5 per 100,000 persons). Stakeholders noted substance misuse has had a severe impact in our

community. There are insufficient resources and services for substance use and misuse.

13. Transportation – Orange County workers spend, on average, 27.2 minutes a day commuting to work. 78.5% of workers drive alone to work and 39.7% of solo drivers have a long commute. Stakeholders highlighted that those not having access to vehicles have trouble relying on the bus system because it is unpredictable and takes a lot of time to use- making it difficult to seek timely medical assistance or keeping medical appointments.

Definition of the Community Service Area

Orange Coast Medical Center is located at 9920 Talbert Avenue, Fountain Valley, California 92708. The service area is located in Orange County and includes 25 ZIP Codes, representing 13 cities or communities.

Orange Coast Medical Center Service Area

City	Zip Code
Anaheim	92801, 92804
Buena Park	90620
Costa Mesa	92626, 92627
Cypress	90630
Fountain Valley	92708
Garden Grove	92840, 92841, 92843, 92844, 92845
Huntington Beach	92646, 92647, 92648, 92649
Midway City	92655
Santa Ana	92703, 92704, 92706, 92707
Seal Beach	90740
Stanton	90680
Tustin	92780
Westminster	92683

The population in the Orange Coast Medical Center service area is 1,284,792 persons. Children and youth (ages 0-17) make up 22.3% of the population and seniors (65 years and older) account for 15.1% of the population. In the service area, more than half of the population (50.7%) is White. At 24.8% of the population, Asians are the second largest race/ethnic group in the service area. Latinos or Hispanics make up 17.2% of the population in the service area. Black/African Americans are 1.8% of the population. In terms of educational attainment, 20.8% of service area residents, who are 25 years old and older, have less than a high school diploma. 14.6% of the population is at or below 100% of the federal poverty level and over one-third (34.2%) of service area residents are low-income, living below 200% of the federal poverty level.

Significant Health Needs the Hospital Will Address

This Implementation Strategy provides additional details on how Orange Coast Medical Center plans to address the significant health needs identified in the 2019 CHNA. The hospital plans to build on previous CHNA efforts and existing initiatives, while also considering new strategies and efforts to improve health. The following criteria were used by the hospital's Community Benefit Oversight Committee to determine the significant health needs Orange Coast Medical Center will address in the Implementation Strategy:

- Existing Infrastructure: There are programs, systems, staff and support resources in place to address the issue.
- Established Relationships: There are established relationships with community partners to address the issue.
- Ongoing Investment: Existing resources are committed to the issue. Staff time and financial resources for this issue are counted as part of our community benefit effort.
- Focus Area: Has acknowledged competencies and expertise to address the issue and the issue fits with the organizational mission.

As a result of the review of needs and application of the above criteria, Orange Coast Medical Center will address: access to health care, preventive practices, chronic diseases, overweight and obesity, and mental health/substance use and misuse through a commitment of community benefit programs and charitable resources. Target populations for community benefit efforts are seniors and the Vietnamese community.

For each health need the hospital plans to address, the Implementation Strategy describes: actions the hospital intends to take, including programs and resources it plans to commit, anticipated impacts of these actions, and planned collaboration between the hospital and other organizations.

Access to Care

Orange Coast Medical Center will address access to care by taking the following actions:

- Provide financial assistance through both free and discounted care for health care services, consistent with the hospital's financial assistance policy.
- Provide transportation support to increase access to health care services.
- The Senior Liaison will work with local organizations to assist older adults in securing needed services and coordinating the free senior medical transportation program.
- The Vietnamese Community Outreach worker will assist with securing medical transportation for the Vietnamese community.

- Provide grant funding and in-kind support to increase access to health care, including transportation support.

Anticipated Impact

Orange Coast Medical Center will conduct these strategies with the overarching goal in mind to increase access to health care for the medically underserved.

Orange Coast Medical Center anticipates the following impact from these efforts:

- Increase access to health care.
- Provide financial assistance to qualified patients.
- Support access to health care services by providing transportation assistance.
- Provide low-income residents with low-cost or no cost pharmacy assistance.

Planned Collaboration

In order to accomplish the planned activities above, Orange Coast Medical Center anticipates collaborating with:

- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Orange County Transportation Authority

Chronic Diseases

Orange Coast Medical Center will address chronic disease by taking the following actions:

- Offer community health education, community lectures, presentations and workshops.
- Host health and wellness fairs for seniors, including screenings.
- Offer health and wellness fairs, and additional screenings targeting the Vietnamese community.
- Offer flu shot clinics for adults, seniors and the Vietnamese community.
- Provide support groups to assist those with chronic diseases and their families.
- Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent chronic diseases.
- Provide grant funding and in-kind support to encourage chronic disease prevention and treatment.

Anticipated Impact

Orange Coast Medical Center will conduct the above referenced strategies with the overarching goal in mind to reduce the impact of chronic diseases on health and increase the focus on chronic disease prevention and treatment education.

Orange Coast Medical Center anticipates the following impact from these efforts:

- Increase the identification and treatment of chronic disease.
- Increased public awareness of chronic disease prevention.
- Increase individuals' compliance with chronic disease prevention and management recommendations.

Planned Collaboration

In order to accomplish the planned activities above, Orange Coast Medical Center anticipates collaborating with:

- Alzheimer's Association Orange County
- American Cancer Society
- American Heart Association
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Senior living communities
- SeniorServ
- Susan G. Komen Foundation
- Vietnamese American Cancer Foundation

Mental Health and Substance Use and Misuse

Orange Coast Medical Center will address mental health and substance use and misuse by taking the following actions:

- Offer community health education, community lectures, presentations and workshops.
- Support multisector collaborative efforts that support access to mental health and substance use services.
- Increase community awareness of prevention efforts and availability of resources to address mental health and substance use and misuse concerns.
- Provide grant funding and in-kind support to increase mental health and substance use awareness and access to care.

Anticipated Impact

Orange Coast Medical Center will conduct the above referenced strategies with the overarching goal in mind to increase access to mental health and substance use services.

Orange Coast Medical Center anticipates the following impact from these efforts:

- Increased availability of mental health and substance use services in community settings.

- Improved screening and identification of mental health and substance use needs.
- Improved coordination among health care providers and community resources and programs.

Planned Collaboration

In order to accomplish the planned activities above, Orange Coast Medical Center anticipates collaborating with:

- Be Well OC
- Municipalities
- NAMI – National Alliance on Mental Illness
- Orange County Health Care Agency
- School districts
- Senior centers
- Tobacco Use Prevention Program

Overweight and Obesity

Orange Coast Medical Center will address overweight and obesity by taking the following actions:

- Offer community health education, community lectures, presentations and workshops.
- Host health and wellness fairs that include screenings for BMI, blood pressure, and blood glucose.
- Provide support for educational outreach to children and their families on nutrition, healthy food choices, and physical activity.
- Provide grant funding and in-kind support to promote healthy eating and physical activity.
- Support services to improve senior nutrition.

Anticipated Impact

Orange Coast Medical Center will conduct the above referenced strategies with the overarching goal in mind to reduce the impact of overweight and obesity on health and increase the focus on healthy eating and physical activity.

Orange Coast Medical Center anticipates the following impact from these efforts:

- Increased knowledge about healthy food choices to improve health.
- Improved healthy eating behaviors and increased physical activity.

Planned Collaboration

In order to accomplish the planned activities above, Orange Coast Medical Center anticipates collaborating with:

- Boys & Girls Club of Huntington Valley
- Costa Mesa Senior Center
- Fountain Valley High School
- Fountain Valley Schools Foundation
- Fountain Valley Senior Center
- Huntington Beach Senior Center
- Huntington Beach Council on Aging
- Local elementary, middle and high schools
- Orange County Food Bank
- SeniorServ

Preventive Practices

Orange Coast Medical Center will address preventive practices by taking the following actions:

- Provide free health screenings.
- Provide education and resources focused on healthy living and disease prevention.
- Reduce injuries and falls among seniors through balance improvement and falls prevention classes.
- Offer flu shot clinics.
- Provide public health education in the media and community health awareness events to encourage healthy behaviors and promote preventive health care.
- Provide grant funding and in-kind support to increase preventive health services.

Anticipated Impact

Orange Coast Medical Center will conduct the above referenced strategies with the overarching goal in mind to improve community health through preventive practices.

Orange Coast Medical Center anticipates the following impact from these efforts:

- Increase availability and access to preventive care services.
- Increase compliance with preventive care recommendations (screenings, immunizations, lifestyle and behavior changes).

Planned Collaboration

In order to accomplish the planned activities above, Orange Coast Medical Center anticipates collaborating with:

- Boys & Girls Club of Huntington Valley
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach

- Fountain Valley Schools Foundation
- Fountain Valley Senior Expo
- Huntington Beach Council on Aging Senior Expo
- Local elementary, middle and high schools
- SeniorServ

Evaluation of Impact

Orange Coast Medical Center will monitor and evaluate the programs and activities outlined above. The hospital anticipates the actions taken to address significant health needs will improve health knowledge, behaviors, and status, increase access to care, and help support good health. The hospital is committed to monitoring key initiatives to assess impact and has implemented a system to track the implementation of the activities and documents the anticipated impact. Our reporting process includes the collection and documentation of tracking measures, such as the number of people reached/served, increases in knowledge or changes in behavior as a result of planned strategies, and collaborative efforts to address health needs. Through our grants program, community partners track and report program outcomes. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled Community Health Needs Assessment.

Needs the Hospital Will Not Address

Taking existing hospital and community resources into consideration, Orange Coast Medical Center will not directly address the remaining health needs identified in the CHNA including: dental care and economic insecurity. Orange Coast Medical Center has chosen to concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.