



Implementation Strategy

Community Health Needs Assessment FY13

ORANGE COAST MEMORIAL MEDICAL CENTER

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Introduction

In FY13, Orange Coast Memorial Medical Center (Orange Coast Memorial) conducted a Community Health Needs Assessment (CHNA) to comply with California state and federal regulations guiding nonprofit hospitals. The Community Health Needs Assessment incorporated existing demographic and health data for the community served by Orange Coast Memorial. It included collection and analysis of input from persons who represent the broad interests of the community served by the hospital, including those with special knowledge of public health.

The health needs were identified from issues supported by primary and secondary data sources gathered for the Community Health Needs Assessment. The needs were indicated by stakeholder interviews, a focus group, and secondary data sources. The needs were confirmed by more than one indicator or data source (i.e., the health need was suggested by more than one source of secondary or primary data). In addition, the health needs were based on the size of the problem (number of people per 1,000, 10,000, or 100,000 persons); or the seriousness of the problem (impact at individual, family, and community levels).

At a meeting of the Community Benefit Oversight Committee, the health needs were prioritized through a structured process using defined criteria. This Implementation Strategy addresses the health needs identified through the CHNA.

Priority Health Needs

The health needs that will be addressed by Orange Coast Memorial through its community benefit programs and activities are:

- Access to care
- Chronic disease
- Overweight/obesity
- Prevention/preventive care

Orange Coast Memorial will further address these health needs with a special focus on seniors, underserved children and the Vietnamese community.

Addressing the Health Needs

Orange Coast Memorial plans to meet the identified priority health needs through a commitment of resources with the following programs and services.

Vietnamese Community Outreach

Orange Coast Memorial will focus resources for the Vietnamese community in the areas of:

- Disease prevention and detection
- Access to care
- Medical transportation

Senior Outreach

Orange Coast Memorial will focus resources for the senior community in the areas of:

- Heart disease prevention and detection
- Overweight and obesity prevention
- Cancer prevention and detection
- Access to care
- Medical transportation

Access to Care

Orange Coast Memorial will increase access to health care by offering Patient Financial Services to help individuals enroll in MSI, regardless of where they receive care. The hospital will support a Vietnamese Community Outreach Coordinator who will coordinate free community education and outreach, free health screenings; and assist with securing medical transportation for the Vietnamese community. Additionally, we will provide the Vietnamese community with information on health resources and access to care through local radio and cable TV with health information programming.

The hospital also supports a Senior Advocate to collaborate with local agencies and organizations to assist older adults in securing needed services; coordinate free medical transportation program for seniors; and coordinate free health screenings, flu clinics, health education and disease prevention classes for seniors.

Overweight and Obesity

Orange Coast Memorial will work with community partners to address the overweight and obesity rates in our service area. We will participate in the Orange County Nutritional and Physical Activity Collaborative (OC NuPAC) to help educate our communities on ways to improve health and prevent obesity through promotion of healthy eating and drinking habits, as well as physical activities. Hospital resources will also be focused on management of conditions that are complications of obesity such as heart disease, diabetes and cancer, including healthy eating and physical activity efforts.

We will maintain our relationship with the Boys & Girls Club of Huntington Valley to help prevent obesity as we:

- Serve on the Health Committee
- Provide expert speakers for health assemblies focusing on nutrition, physical activity and health risk behaviors
- Provide exercise equipment for the Boys & Girls Club, and provide expert training to staff on teaching use of the equipment to community members
- Donate nutritious snacks to children of parents in the Twilight Education Project, which is a program for low-income families designed to:
 - Help English language learners succeed in school
 - Help parents get the English language skills they need to support their children financially, academically and socially
 - Help the children and their parents to identify healthy food choices

We will target nutrition and physical activity for underserved youth as we explore opportunities to work collaboratively with the school districts in our area.

Chronic Disease Prevention and Management and Preventive Care

Orange Coast Memorial will provide health education and support groups that focus on a variety of topics related to health and wellness, chronic disease management, healthy eating, disease and injury prevention, and prenatal/perinatal care. Priority health needs will be addressed through health and wellness fairs, disease screenings, flu clinics and preventive exams.

Orange Coast Memorial will offer targeted health outreach to the Vietnamese community through local radio and cable TV with health information programming. Outreach to seniors will be provided through the Senior Plus newsletter that is mailed to their homes. The Care Connection newsletter will be mailed to community residents to provide information on free health classes, screenings, and

support groups held at Orange Coast Memorial and in the community. The information will also be posted at memorialcare.org.

Orange Coast Memorial will continue its support for a number of community organizations through a program of cash and in-kind donations. These donations will support physical activity, healthy food choices, nutritional support, social services, transportation services, and health education and support for at-risk children, low-income/underserved residents and seniors.

Other Health Needs

Orange Coast Memorial will focus its efforts and resources on priority health needs that our infrastructure, licensing and areas of expertise enable us to have the most impact. We have also taken into consideration other community resources that are available to meet needs that we are not able to. The remaining health needs identified in the CHNA that we will not be actively addressing are: mental health care, dental care, vision care, access to medications, and access to specialty care. Whenever possible, we will make direct referrals to other community providers offering these services.