



2017-2019

Implementation Strategy

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Implementation Strategy

Introduction

Orange Coast Memorial Medical Center (Orange Coast Memorial) is a member of the MemorialCare Health System family. Orange Coast Memorial is the only nonprofit hospital in Fountain Valley and its surrounding communities. The hospital fulfills its community's health care needs with innovation and a commitment to excellence.

In FY16, Orange Coast Memorial 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 and help guide the hospital's community health improvement programs and community benefit activities, as well as its collaborative efforts with other organizations that share a mission to improve health.

This Implementation Strategy explains how Orange Coast Memorial plans to address the significant health needs identified by the CHNA.

2016 Community Health Needs Assessment Summary

Orange Coast Memorial conducted a Community Health Needs Assessment (CHNA) to comply with state and federal regulations guiding tax exempt hospitals. The CHNA is posted on the MemorialCare website and can be accessed at www.memorialcare.org/content/community-benefit. Public comment on the CHNA is encouraged and comments are used to inform this work.

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. The following significant health needs were identified:

- Access to care: Health insurance coverage is considered a key component to accessing health care including primary care, specialty care and other health services. The service area insurance rate is 80.2%.
- Cancer: The leading cause of death in the county. Male genital, digestive system and breast cancers occur at the highest rates.
- Dental care: Includes access to preventive services, such as regular dental exams and cleanings, which can decrease the likelihood of developing future health problems. Community stakeholders identified a lack of access to dental care.
- Heart disease: The second leading cause of death in the county. 6.3% of adults

have been diagnosed with heart disease.

- **Mental health:** Mental health factors include serious psychological distress, access to mental health care, and suicide. In Orange County, 6.3% of adults experienced serious psychological distress in the past year. Community stakeholders identified an ongoing stigma associated with having mental health issues. A lack of mental health resources was identified as a barrier to accessing care in Orange County.
- **Overweight and obesity:** 41.9% of the adult population in Orange County is overweight; 12.7% of teens and 12.8% of children in the county are overweight. Adult overweight and obesity by race and ethnicity indicate high rates among Latinos (75.3%) and African Americans (71.4%). Whites also report higher levels of overweight and obesity (60.2%).
- **Substance abuse (drug/alcohol/tobacco):** The rate of smoking among Orange County adults is 10.8%. However, a number of communities have higher rates – Costa Mesa, 15.8%; Anaheim, 14.2% and Huntington Beach, 12.9%. Community stakeholders noted that smoking is found in high rates in the Vietnamese community. 35.1% of county adults had engaged in binge drinking in the past year. 7.5% of teens in Orange County had tried marijuana, cocaine, sniffing glue, and other drugs in the past year.

Definition of the Community Service Area

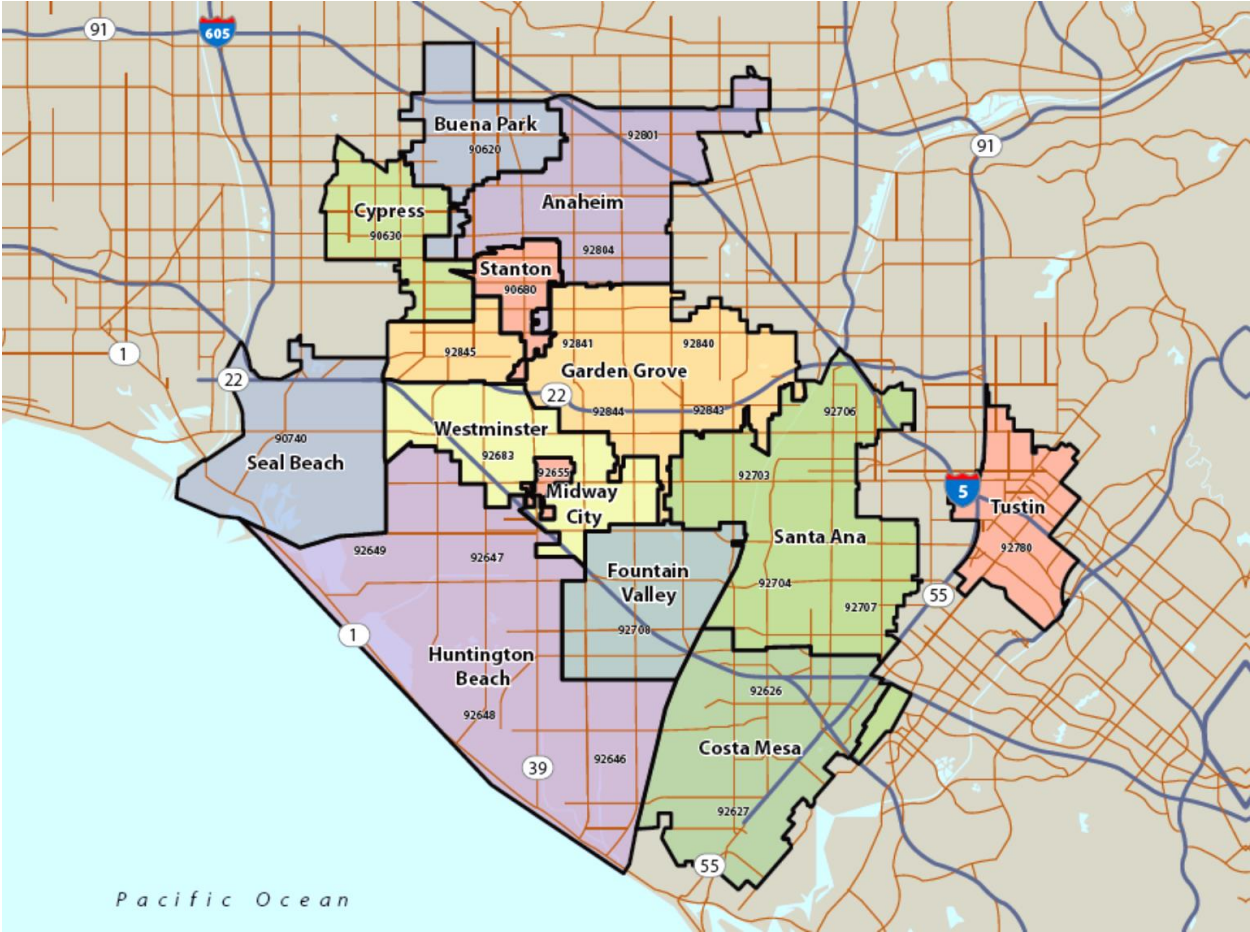
Orange Coast Memorial Medical Center is located at 9920 Talbert Avenue Fountain Valley, California 92708. The service area is located in Orange County and includes 25 zip codes, representing 13 cities or communities. Orange Coast Memorial determines the service area by assigning zip codes based on patient discharges. Approximately 78% of admissions came from these zip codes. The Orange Coast Memorial service area is presented below by community and zip code.

Orange Coast Memorial Medical Center Service Area

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

The population in the Orange Coast Memorial service area is 1,275,614 persons. Children and youth (ages 0-17) make up 23.87% of the population; while seniors (65 years and older) account for 12.7% of the population. In the service area, Latinos or Hispanics make up 41.5% of the population. At 32.5% of the population, Whites are the second largest race/ethnic group in the service area. Asians account for 21.9% of the population in the service area. The remaining races/ethnicities comprise 4.1% of the service area population. In terms of educational attainment, 22.8% of service area residents who are 25 years old and older have less than a high school diploma. 15.3% of the population is at or below 100% of the federal poverty level; 37% of service area residents live below 200% of the federal poverty level.

Map of the Orange Coast Memorial Medical Center Services Area



Significant Health Needs the Hospital Will Address

This Implementation Strategy provides additional details on how Orange Coast Memorial plans to address the significant health needs identified in the 2016 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 which significant health needs Orange Coast Memorial will address in the Implementation Strategy:

- **Organizational Capacity:** There is capacity to address the issue.
- **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 Memorial will address: access to health care; chronic diseases; overweight and obesity; and preventive practices through a commitment of community benefit programs and charitable resources. Additionally, to align with the work already being undertaken by Orange Coast Memorial, the Implementation Strategy will also focus on 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 Memorial 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 Advocate 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.

Anticipated Impact

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

Orange Coast Memorial 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.

Planned Collaboration

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

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

Chronic Diseases

Orange Coast Memorial 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 funding support to community organizations to support chronic disease prevention and treatment.

Anticipated Impact

Orange Coast Memorial 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 Memorial anticipates the following impact from these efforts:

- Increase the identification and treatment of chronic disease.
- Increase 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 Memorial anticipates collaborating with:

- American Cancer Society
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Senior living communities
- Susan G. Komen Foundation
- Vietnamese American Cancer Foundation

Overweight and Obesity

Orange Coast Memorial 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 funding support to community organizations to support healthy eating and physical activity.
- Support services to improve senior nutrition.

Anticipated Impact

Orange Coast Memorial 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 Memorial 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 Memorial 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 Council on Aging
- Nutrition and Physical Activity Cooperative of Orange County (NuPAC OC)
- Oka Elementary School
- Orange County Food Bank
- SeniorServ

Preventive Practices

Orange Coast Memorial 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 funding support to community organizations to support preventive health services.

Anticipated Impact

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

Orange Coast Memorial 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 Memorial anticipates collaborating with:

- Boys and 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

Evaluation of Impact

Orange Coast Medical will monitor and evaluate the programs and activities outlined above. The hospital anticipates that 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 that tracks 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. 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 Memorial will not directly address the remaining health needs identified in the CHNA including: dental health, mental health, and substance abuse. Resources for mental health are available at the MemorialCare Center for Mental Health & Wellness at Community Hospital Long Beach (CHLB), which offers a full spectrum of mental health programs. Orange Coast Memorial partners closely with them to refer clients. Orange Coast Memorial has chosen to concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.

Approval

This Implementation Strategy was adopted by the Community Hospital Long Beach Board of Directors on October 25, 2016.