Building Healthy Communities
Promoting Healthy Families
2006-2007
OUR MISSION

To heal, comfort and promote health in the communities we serve.

CORE VALUES

Compassion
Treat our patients and their families with dignity, respect and empathy at all time. Be considerate and respectful to colleagues.

Integrity
Be honest and ethical in all we do, regardless of consequences.

Teamwork
Work together toward a common goal while valuing our differences.

Innovation and Creativity
Courageously seek and accept new challenges; take risks. Envision new and endless possibilities.

Excellence
Continuously strive to meet the highest standards, to surpass all customer expectations.

Stewardship
Inspire commitment, accountability and a sense of common ownership by all individuals.

VISION

Palomar Pomerado Health will be the health system of choice for patients, physicians and employees, recognized nationally for the highest quality of clinical care and access to comprehensive services.
Letter from the CEO

To heal, comfort and promote health in the communities we serve. These are not just words to us but rather a living, dynamic mission statement shared by our Board of Directors, our skilled physicians and nearly 4,000 dedicated staff. As you will see throughout this unique snapshot, PPH is more than a health system. Our organization touches the lives of people in every corner of the district.

PPH is proud to work with some of the region’s finest organizations - from schools and religious centers to non-profit family and youth focused organizations. Many of the programs shared in this report are both innovative and collaborative with our local and regional partners.

In the months and years ahead, you will hear about our progress as we build the health system of the future. Yet, a health system is more than rooms, buildings and floors. It’s the heart and soul of a community, working in harmony with neighbors and like-minded groups to solve the region’s most complex health related problems.

I hope you agree that Palomar Pomerado Health is as unique as the communities we serve. Each area, each group, has its own personality which reflects their needs and desires.

I encourage you to join us as we continue to improve the health and well being of the region. One person at a time. One challenge at a time.

In good health,

Michael H. Covert
President and CEO
Palomar Pomerado Health

Letter from the Board

As chairman of the PPH Board of Directors, I take great pride in knowing that this organization does incredible work that benefits the community. While the care inside our facilities is vitally important, it’s the work at the community level that can change behavior, educate a diversity of people, provide access to care, reduce the cycle of poor choices and raise awareness for health issues.

PPH is a different kind of organization. Our people care about the community and many of them volunteer to make the region healthier. One of the most encouraging examples of passion for community is through the work of the PPH Health Care Advisory Councils (HCACs). These groups are committed to addressing the difficult issues facing their respective communities – from substance abuse to elder isolation. The Faith and Health Partnership brings together the faith communities to promote health, improve access to care and to look for ways for the faith communities to partner with PPH to make a difference.

PPH is a model organization when it comes to partnerships that do more than talk about issues. This organization commits itself to collaborations that truly engage people, resolve issues and reduce or eliminate health concerns. This happens through mutual trust that exists following years of working side by side.

It is a personal privilege to be part of a health system that cares, collaborates and remains committed to improving the lives of those living in the region.

Sincerely,

Bruce G. Krider

PPH COMMUNITY OUTREACH ANNUAL REPORT 2006 - 2007
Building Healthy Communities

**IN 2006, PALOMAR POMERADO HEALTH (PPH) developed the foundation for a successful community benefit program with a renewed commitment to the mission and vision of community benefit. This included assigning resources (staffing, partnerships, budget, and policies) that made it possible to achieve the accomplishments highlighted in our first report to the community.**

**Purpose**

To improve community health by building upon community resources and promoting collaborative activities within communities that address locally identified needs.

**What is a Community Benefit?**

PPH follows standard criteria based on national guidelines created by the Catholic Health Association (CHA) of the United States and Volunteer Hospitals of America (VHA) to identify and measure activities that benefit the community.

**How are Activities Identified, Acted Upon and Measured?**

The planning process includes analyzing available information, selecting priorities in collaboration with community partners, identifying community strengths and existing resources, and recognizing service gaps before a specific action plan is developed. The results are measured and quantified using a standard approach developed by CHA/VHA. This Community Benefit Inventory for Social Accountability (CBISA) is used by more than 1,000 hospitals nationwide to measure the results of community benefit programs.
Health Care Advisory Councils

ABOUT 15 YEARS AGO, THE PPH BOARD OF DIRECTORS called upon the health system to engage community members and organizations to improve the health and safety of our communities. The result was the grassroots Health Care Advisory Councils (HCACs) where people come together to share talents and resources that identify, address and advocate for local health needs.

More than 200 representatives from city councils, chambers of commerce, law enforcement, schools and colleges, public health departments, community clinics, PTAs, service clubs, senior centers, faith communities, social service providers and interested citizens participate.

Each year, priority needs are identified and addressed. The current priorities – identified through PPH’s 2005 Community Health Check – are:

- Obesity and Diabetes
- Access to Care
- Senior Isolation and Mental Health Issues
- Family, Youth Issues

More than 30 programs are actively and creatively addressing these issues. Look for their progress stories throughout this report.
Heal

Susan G. Komen Grant: Breast Cancer Surgical Consults for Low-Income, Uninsured Women

A total of $27,850 granted through public and private donations, including funds from the Susan G. Komen Foundation and the Vaughn and Kymberli Parker Family Foundation, helped provide diagnostic services for uninsured individuals. Participating physicians and community organizations help these individuals who otherwise may have gone without necessary medical treatment for breast cancer.

Patients Served:

- 272 women
- 4 men

Procedures Provided:

- 93 mammograms
- 38 breast ultrasound exams
- 130 related necessary procedures

PEP: Professional Enhancement Program

PEP rewards and recognizes our registered nurses who provide quality patient care and also give back to the community by serving in volunteer roles.
Faith & Health Partnership Program

Since 1999, the Faith and Health Partnership Program has enhanced the ability of faith communities to promote health—body, mind and spirit—to individuals, families, groups and the community. All faiths are encouraged to participate and currently PPH works with 30 faith partners representing more than 50,000 congregation members.

Each faith community plans their yearly activities based on the needs of their congregation and neighborhood community. Volunteer teams at the faith centers facilitated health education classes and provided health information in their bulletins and newsletters for 26,065 contacts; provided personal health counseling for 3,910 and made 934 referrals. They also helped coordinate flu clinics and distributed Vials of Life, which contain medical information for emergency medical personnel.

Volunteer nurses conducted a total of 2,304 blood pressure checks for at-risk congregation members and identified 702 or 30% to be elevated. Perhaps most importantly, the faith partners visit and/or call congregation members who are isolated, ill or recovering from surgery to provide encouragement and social support. In total they made 37,652 contacts and volunteered a total of 7,108 hours.

The Faith and Health Partnership Program conducts an annual forum inviting all faith leaders in the communities we serve. This year, faith leaders were given the opportunity to participate in the planning process for the new hospital’s chapel and provide input for an inclusive environment that would promote comfort for all faith traditions.

PPH Chaplaincy Services

Chaplains are integral members of our health care team, providing objective crisis intervention and spiritual support for patients, residents, family and staff. More than 30 volunteer chaplains have been trained to assist the PPH chaplaincy staff. PPH chaplains have led workshops on patient visitation, terminal illness, the grieving process and related topics for regional faith communities.

The Chaplaincy Department is actively involved in the Cultural and Spiritual Competent Care project, a collaborative effort between chaplaincy, social services, nursing, palliative care and hospice to educate and improve service with excellence within PPH. In addition, Chaplain David Walden volunteers with a Lay Chaplaincy Training Program for state hospitals and convalescent facilities; faith-based after-school Homework Clubs; inner-city Christian Sober Living Facility for Men; Homeless Feeding Program; and a Cross-Culture Prison Ministry Program in La Mesa State Prison, Tijuana, Mexico.

Healthy Kids Project

This team project of the Escondido HCAC, Congregation for Civic Action and Neighborhood Healthcare identifies families with uninsured children and helps them complete insurance applications.
Promote Health

The HealthSource

From health fairs to classes, counseling to free health screenings, The HealthSource is visible in every community served by PPH, promoting prevention, educating and empowering individuals to actively participate in healthy life choices. In addition, PPH partners with Oasis, a senior educational organization, to sponsor regular health and exercise classes at Westfield North County Fair.

Women’s Health Connection and Resource Center

From lactation assistance and tools for breastfeeding moms to current health education materials and supportive cancer services including counseling, prostheses, wigs and scarves, the Women’s Health Connection and Resource Center empowers women of all ages with knowledge and reassurance.

Women’s Health Conference

Designed as a day of inspiration and empowerment, the conference featured keynote speaker Joan Lunden, health screenings and expert presentations on topics such as menopause, cancer, nutrition, heart disease and cosmetic surgery.

• 400 women participated in this sold out biennial event.

DiabetesHealth

DiabetesHealth outreach programs teach those with diabetes and those at risk of developing diabetes to make positive, sustainable lifestyle changes that will help prevent complications of the disease. DiabetesHealth offers community lectures, healthy cooking classes and support groups.

• 197 individuals attended Diabetes Support Group meetings this year.

ATOD: Alcohol, Tobacco and Other Drugs

Research has repeatedly shown that substance abuse is the single most serious health problem nationwide. Goals include establishing policies to reduce the impact of substance use and abuse in our region.

Over the past two years, the ATOD committee has taken a proactive stance in addressing the emerging trend of over-the-counter and prescription drug abuse among teens and young adults. More than 150 educators, prevention and treatment providers, and youth service leaders attended a community forum, Prescription for Disaster. Participants identified key messages for prevention and plan to incorporate this information into parent and student education. This event won the 2006 Gold Award for Advocacy/Public Service from the San Diego Healthcare Communicators.

HealthSource Participants

25,200 individuals

Annual Flu Clinics

1,407 Flu Immunizations Provided

20 PPH Community Sites

Women’s Health Connection

7,393 Women Served

PPH COMMUNITY OUTREACH ANNUAL REPORT 2006 - 2007
School-Based Running Clubs
With the escalation of obesity and diabetes in our communities, many HCACs are developing projects that are part of a broader obesity prevention plan. With 11 new Running Clubs started during the year, there are now Running Clubs at every elementary school in the Poway Unified School District. These clubs encourage children to participate in an activity that will improve their physical fitness, provide healthy choices and let them have fun. PPH provided $350 to each school for supplies and incentives related to recognizing participants as they reached milestones.

Family & Youth Programs
The Julian/Ramona HCAC collaborated with Partners for Community Access, local school districts and community businesses to develop BEST (Bringing Everyone’s Strengths Together). This youth mentoring program matches young people with caring adults who provide support and guidance for both academic achievement and interpersonal functioning.

Gardening & Nutrition Project
The Nutrition and Gardening Project encourages children to eat more fruits and vegetables by growing and harvesting these healthy foods. This collaborative effort between the Escondido HCAC, the University of California Cooperative Extension, local schools and community agencies combines classroom training and hand-on activities.

- Six sites have been successfully established.
- 200 children and parents participated in interactive nutrition classes and gardening activities.

Getting four-year-old Allen to eat healthy is much easier now, according to his mother Claudia Hobson. “Allen never liked vegetables, but now he asks to eat carrots because he has learned that carrots are good for his eyes.”

Preventing Childhood Obesity and Diabetes
43.4% of fifth graders in Ramona Unified School District are overweight or obese, compared to 32.6% of fifth graders statewide. (Source: 2005 California Physicians Fitness Test)

The Ramona/Julian HCAC conducted a pilot program for fifth graders at Ramona Elementary School that included health screenings; diabetes and weight education for students, families and teachers; physician referrals and insurance enrollment assistance.

- All 90 students were screened: 12 were deemed at-risk, 32 were overweight.
- Parents of all at-risk students received physician referrals and were encouraged to participate in healthy eating classes.

Based on this initial success, three other HCACs and their affiliated school districts plan to replicate this program.
SART: Sexual Assault Response Team

SART serves North County residents 14 years and older who have reported a sexual assault. The SART response is a supportive and sensitive approach that minimizes the number of times a victim has to re-count traumatizing details of the assault.

A victim advocate, law enforcement representative and a PPH Forensic Nurse Examiner respond to each case, collecting essential evidence and providing counseling and reassurance. State-of-the-art equipment and forensic techniques, including DNA evidence, improve the odds of convicting a guilty suspect as well as exonerating the innocent when falsely accused.

SART nurses also provide presentations to community organizations and schools and advocate on matters related to sexual assault in the community.

Forensic Exams Provided: 200 individuals

Welcome Home Baby

In 2006-2007, Welcome Home Baby, a home visiting program for first-time parents, celebrated its fifth year of service. This program focuses on ensuring the health and well-being of infants throughout San Diego County and has established itself as a model home-visiting program with far-reaching impact. Welcome Home Baby services are funded through a $6.9 million grant from the First 5 Commission of San Diego.

Staff includes registered nurses, lactation consultants, registered dietitians and health educators who make an average of 600 home visits each month offering free, hands-on assistance to mothers and their newborns. By going into private homes, Welcome Home Baby is able to help families improve child safety and provide educational guidance on infant health and development.

- More than 38,000 visits have been made to more than 9,000 families since 2001.
- 99% of the infants receive routine medical care.
- 96% are immunized by 12 months of age.
Prepare

WHILE PPH DOCTORS, NURSES AND STAFF battle against disease, trauma and infection within our facilities, the Safety and Security Department is dedicated to helping the community be prepared to handle large-scale emergencies or public threats.

For years, PPH has been at the forefront of educating community residents and responders about disaster preparedness and safety. That attention to preparation helped save countless lives in October 2007 when wildfires once again tore through our canyons, destroying homes and forcing the evacuation of Pomerado Hospital and Villa Pomerado.

PPH sponsors and participates in disaster preparedness drills each year. This training and access to emergency response and evacuation items including state-of-the-art portable decontamination units, fully stocked trailers that can be moved to disaster sites and generators assures that PPH can respond promptly in the event of disaster.

GO MED Program
(Grow Our Own Medical Employee Development)

CALIFORNIA IS RANKED 49TH OUT OF 50 STATES IN THE NUMBER OF NURSES PER CAPITA*. Since 2004, PPH and leaders from area colleges and universities (California State University San Marcos, Palomar Community College and MiraCosta College), school districts and community organizations have worked together to meet the health care needs of the community by increasing the supply of well-educated health care professionals.

GO MED is a multi-tiered pipeline program designed to develop and train a diverse workforce of health care professionals by introducing high school students to the multitude of health careers. Participating students earn college credits in biochemistry, an impacted requisite class, and can earn other post-secondary credits that help them realize they can succeed in college or university. Since its inception in 2005, 420 students have participated annually in GO MED.

Senior Isolation

Assisting seniors who live alone, are in fragile health and do not have an opportunity to interact with other people is being addressed by Poway’s HCAC. The goal is to keep these seniors safe, independent and active.

- The Poway HCAC coordinated a partnership with Jewish Family Services (JFS) and civic organizations to expand the existing JFS Rides and Smiles service that provides transportation for seniors. Since then, the program has grown to include 100 volunteers drivers and 300 senior riders who made approximately 4,000 rides in 2007.

GO MED is available at:
- Mission Hills High School
- San Marcos High School
- Ramona High School
- Valley Center High School
- Orange Glen High School

*Source: 2006 study, California Hospital Association

CAP: Child Abuse Program

CAP serves children from birth to 18 years of age who have been physically or sexually abused. Services include medical exams and forensic interviews by specially trained Forensic Social Workers.

Children Served:
268 children

More than 300 community members participated in the annual PPH Emergency Disaster Preparedness Fair.
Prepare

Health-Care Academy
This two-year occupational program gives juniors and seniors the opportunity to earn college credit in pre-nursing and pre-allied health courses during high school. Students learn the value of academics, hope for the future and the benefits of role models.

In 2007, with support from The California Wellness Foundation, PPH began a middle school program to specifically target low-income Native American and Latino children and their parents to learn more about health careers.

Expanding Local Nursing Education Opportunities
• The nursing program at California State University San Marcos (CSUSM) opened in Fall 2006, thanks to a $2.5 million grant from PPH in 2004. This program will help channel CSUSM nursing students to work at PPH.
• In 2006, PPH started a Nursing Doctoral Scholar Program in collaboration with the University of San Diego. Through this program, PPH nurses are provided financial support to complete a PhD. Two Scholars selected for FY 2006 and three for FY 2007.

Girl Scouts Nursing Patch
PPH staff worked with the Girl Scouts, San Diego-Imperial Council to create a nursing interest patch and sponsored a Nursing: Care, Comfort and Heal workshop for cadets and senior girl scouts. PPH nurses volunteered in planning and participated in the workshop.
Giving Back

HOT Team
The Hands On Team (HOT) provides PPH employees the opportunity to give back and help those in need throughout our 800 square-mile service area. Each year, HOT Team leaders select projects and employees are recruited to participate.

Community Benefit Outreach and Education Activities 2007
From adopting needy families at Christmas, to filling sandbags for fire victims; from building shelters in partnership with Habitat for Humanity to sponsoring health fairs and screenings, our PPH staff and volunteers serve the community in many different ways. This special kind of community service is one of the many benefits PPH provides to residents throughout the district.

PPH Foundation
Since 1984, the PPH Foundation has been committed to enhancing the quality of health care in our service area by encouraging philanthropic support of Palomar Medical Center and Pomerado Hospital. These are just a few of the ways that donor dollars have made a difference:

- Defibrillators and communication devices for PPH community emergency partners to ensure that patients experiencing a heart attack receive immediate and appropriate care before arriving at the hospital.
- Nursing Scholarships to attract top-quality candidates to PPH and ensure that we keep the very best nurses right here in our community.
- GO MED Program to attract young people to health care professions.
- Mammograms for those unable to afford these life-saving diagnostic tools.
- Dial 911 Cardiac Alert ad campaign encouraging the public to call 911 when experiencing chest pain.

PPH Foundation Funded Projects
July 1, 2006 – June 30, 2007

$1,224,029

- Scholarships/Education: $32,655
- Da Vinci Robotic Surgical System: $336,750
- Cardiology Services: $83,845
- Emergency Room Remodel: $103,853
- Women’s and Children’s Programs: $238,764
- Senior Services: $277,066
- Other PPH Health Services: $101,096
- Outreach Benefits: $50,000
- Senior Services: $103,853

PPH COMMUNITY OUTREACH ANNUAL REPORT 2006 - 2007
Accountability

BUILDING HEALTHY COMMUNITIES AND PROMOTING HEALTHY FAMILIES are worthy extensions of our primary focus which is providing excellence and quality care in all areas of patient services. These are just some of the recent awards PPH has received from independent organizations nationwide and in California.

2007 Eureka Award for Performance Excellence

This statewide award is based on the prestigious Malcolm Baldrige National Quality Award. PPH continues to use the Baldrige approaches to quality performance in all areas of patient care. In December 2007, PPH won a Baldrige Team award for Point of Care Testing, which improves the care of patients with diabetes.

2007 Compass Award

PPH is just one of 34 hospitals nationwide to be honored by Press Ganey Associates, Inc., for achieving the most improvement in overall patient satisfaction over two years. Press Ganey currently partners with more than 7,000 health care facilities – including nearly 40% of U.S. hospitals – to measure and improve the quality of care.

2007 Employers Group Award

Employers Group, the nation’s largest and oldest nonprofit employer association dedicated to human resources management, chose PPH as one of the top five large employers in California for 2007.

2006 Marble Award for Large Employers

Society of Human Resource Management, recognizing workplace excellence

2006 Best Place to Work

San Diego Magazine

Clinical Excellence

Best Practice Teams

Improving patient outcomes is the essence of nursing at PPH. Quality outcomes occur through interdisciplinary collaboration. PPH’s Best Practice Teams, headed by nurse leaders and Physician Champions, are working to improve the care of cardiac, pneumonia and hip and knee surgery patients and others. Based on the performance by all caregivers, these teams have been recognized by the State of California, the Volunteer Hospitals of America (VHA) and the American Heart Association.

American Heart Association’s Sustained Performance Achievement Award

In 2003, PPH became the first health system in San Diego County to engage with the American Heart Association’s Get with the Guidelines program. This program uses evidence-based guidelines for improving the care of coronary artery disease patients. Palomar Medical Center has maintained strict adherence to the performance measures for more than 48 consecutive months, becoming the only hospital in California to win the prestigious Gold Award.

Bariatric Surgery Center of Excellence

Pomerado Hospital has met the quality standards of the American Society for Bariatric Surgery to achieve this designation.

5-Star Maternity Services

The Birth Centers at Palomar Medical Center and Pomerado Hospital have Five Star ratings from Health Grades, Inc., and are rated in the top 15% of obstetric providers in the United States.

Transforming Care at the Bedside

PPH is participating in a pilot project funded by the Robert Wood Johnson Foundation and the American Association of Nursing Executives. This two-year project seeks to empower nursing staff to identify processes that need to be changed to enhance quality care.
## COMMUNITY BENEFIT FINANCIAL STATEMENT

**July 1, 2006 – June 30, 2007**

### TOTAL DIRECT BENEFIT PROVIDED BY PPH (Community Benefit)

<table>
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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Charity and Unfunded Care Expenses:</td>
<td>$22,472,697</td>
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<tr>
<td>Community Benefit for Compensated Care:</td>
<td>$23,576,915</td>
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<td>Patient/Community Transportation Services:</td>
<td>$819,262</td>
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<td>Other Benefit Provided By:</td>
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<tr>
<td>Cost of Providing Under-Compensated Care:</td>
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### Memo:

- Total Operating **Revenue**: $385,995,349
- Total Operating **Expenses**: $385,355,509
### Palomar Pomerado Health
Community Outreach Totals

**Total Community Activities**

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<th>Activity</th>
<th>Total</th>
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<tbody>
<tr>
<td>People Served (reported)</td>
<td>81,403</td>
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<tr>
<td>Volunteer Hours</td>
<td>3,506</td>
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<tr>
<td>Staff Hours</td>
<td>8,805</td>
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<tr>
<td>Community Benefit Contribution</td>
<td>$520,015</td>
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### PALOMAR POMERADO HEALTH COMMUNITY BENEFITS TOTALS

<table>
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<tr>
<th>COMMUNITY BENEFIT CONTRIBUTION</th>
<th>COMMUNITY PROGRAMS</th>
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<tr>
<td>$372,162</td>
<td>Community Outreach Department</td>
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<tr>
<td></td>
<td>Health Care Advisory Council Programs (ATOD, Sub-Committee, Running Clubs, Gardening, Obesity, Senior Transportation, Access to Care, Panorama Teen Center), Faith and Health Partnerships, Lifeline Services, Hands On Team Volunteer Projects, Community Sponsorships and Support, Staff and Volunteers</td>
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<td>$270,850</td>
<td>Komen Grant</td>
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<td>$6,775</td>
<td>Flu Clinics</td>
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<td>$22,778</td>
<td>Women’s Health Connection</td>
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<td>Community Benefit</td>
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<tr>
<td>$18,100</td>
<td>GO MED</td>
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<td></td>
<td>Community Benefit (5 High Schools Participating)</td>
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<tr>
<td>$1,321,875</td>
<td>TOTAL COMMUNITY OUTREACH BENEFIT</td>
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Information on this page reflects total value of PPH staff working in the community as staff and volunteers based on Community Benefit Inventory for Social Accountability reporting.