



PALOMAR  
POMERADO  
HEALTH

# 2008 Palomar Pomerado Health Community Health Needs Assessment

Rancho Bernardo Sub-Regional Report

April 2008

## Acknowledgements

*The 2008 Palomar Pomerado Health Community Health Needs Assessment was developed as a collaborative effort among the following community partners.*

### Palomar Pomerado Health

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## STATEMENT OF HEALTH NEEDS ASSESSMENT OBJECTIVES

The *2008 Palomar Pomerado Health Community Needs Assessment* identifies trends and updated information regarding health needs throughout the Palomar Pomerado Health (PPH) service area. This information will be used to advance the PPH mission to promote health in the communities served and will also be used for:

- Community health program planning
- Strategic planning
- Priority setting
- Decision making for allocation of resources
- Grant writing
- Identification of trends
- Service delivery
- Master facility planning
- *HealthSource* program planning
- Market development

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

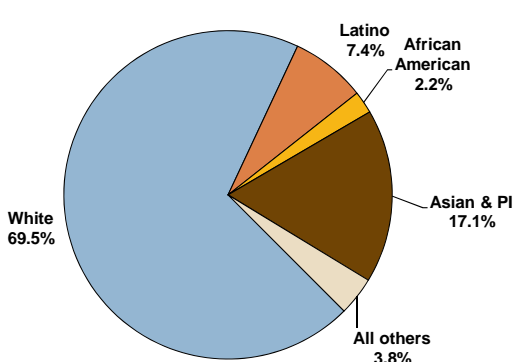
## Rancho Bernardo

In 2007, the estimated population in the Rancho Bernardo service area was 70,222 and is expected to grow by 11.5% to over 78,200 by 2012. The population in the Rancho Bernardo service area represents 14.4% of PPH's service area and accounts for 28,630 households. There is an average of 2.5 persons per household.

Review of demographic data by race/ethnicity found whites account for 69.5% of living in the Rancho Bernardo services area. Asians/Pacific Islanders and Latinos account for 17.1% and 7.4%, respectively.

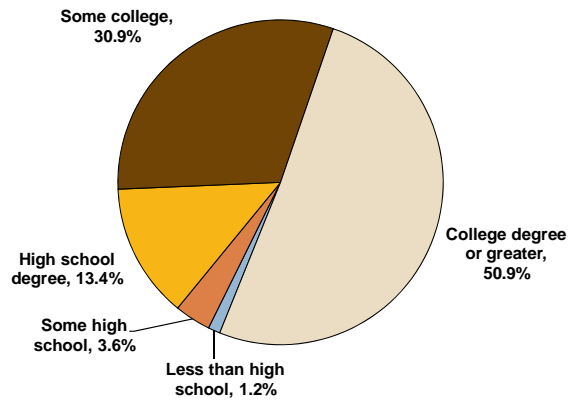
The following charts present a snapshot of the current population based on several demographic variables.

Race/ethnicity



Source: 2007 Claritas, Inc.

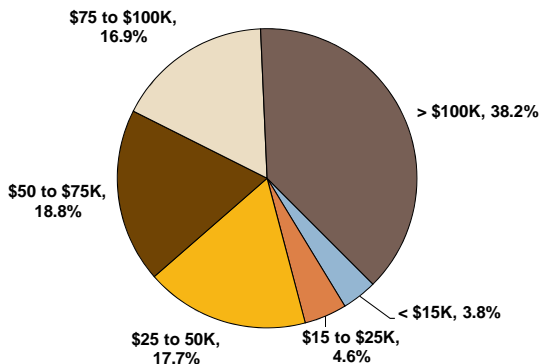
Education Level  
(Among persons age 25 plus)



Source: 2007 Claritas, Inc.

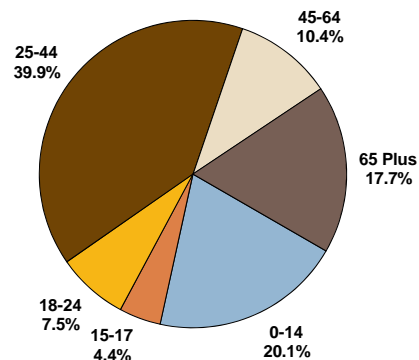
Household Income

(Average household income \$100,295)



Source: 2007 Claritas, Inc.

Age Category



Source: 2007 Claritas, Inc.

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

## Rancho Bernardo (continued)

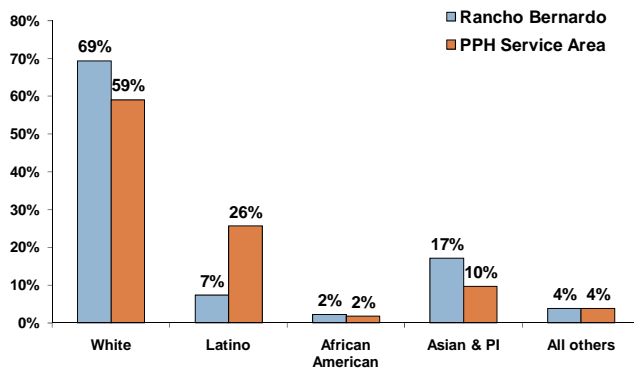
### Comparison of Rancho Bernardo area to overall PPH service area

Review of several key socioeconomic indicators found persons living in the Rancho Bernardo area tended to have:

- A higher percentage of Asian/Pacific Islander population, 17.1% compared to 9.6% in the PPH service area overall.
- A higher level of education, with 50.8% having completed college or greater compared to 32.2% in the PPH service area overall.
- A higher average household income \$100,295 compared to \$87,180 in the service area overall.
- A larger older population, with almost 17.7% age 65 and over compared to 12.4% in the service area overall.

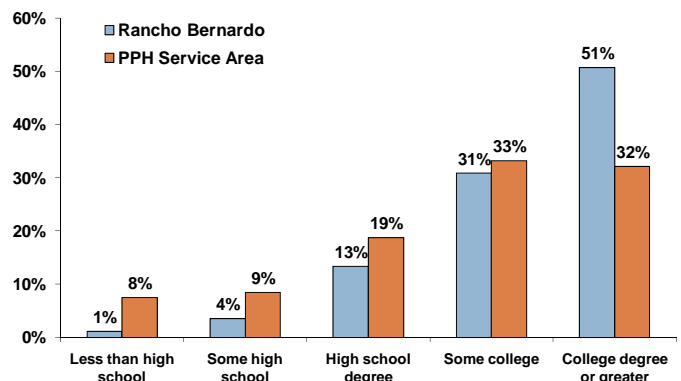
The following charts compare Rancho Bernardo to the overall PPH service area for select demographic variables.

### Race/Ethnicity Comparison



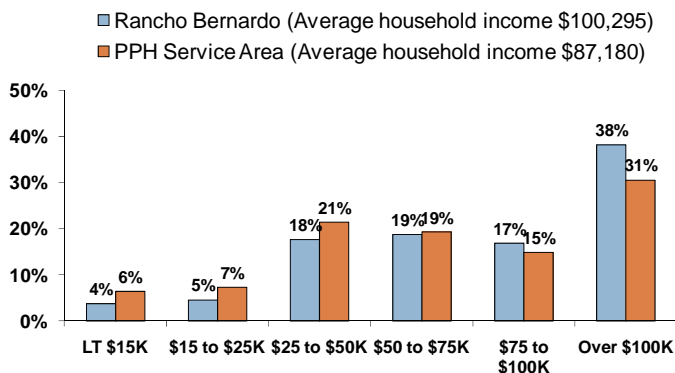
Source: 2007 Claritas, Inc.

### Education Level Comparison



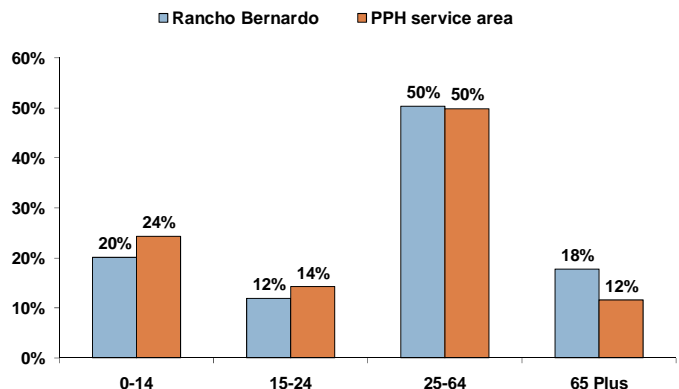
Source: 2007 Claritas, Inc.

### Household Income Comparison



Source: 2007 Claritas, Inc.

### Age Category Comparison



Source: 2007 Claritas, Inc.

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

## Rancho Bernardo (continued)

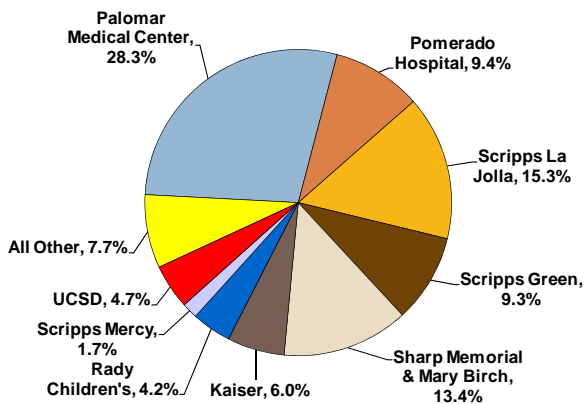
### Hospital Utilization

Review of hospital inpatient utilization by persons living in the Rancho Bernardo area, based on inpatient discharges for patients having originated from PPH's service area, identified the following:

- During 2006, the Rancho Bernardo area accounted for 13.9% of discharges in the PPH service area (*excluding newborns*).
- Among the hospitals providing inpatient care to persons living in the Rancho Bernardo area during 2006, Palomar Medical Center and Pomerado Hospital accounted for 37.7% of discharges (A decline from 42.7% in 2003). Scripps hospitals accounted for 27.1% and Sharp hospitals accounted for 14.1%. Kaiser Hospital accounted for 6.0%.
- Obstetrics and newborn DRG product lines (based on PPH definition) accounted for almost 23.1% (1,552) of 2006 discharges.
- Medicare accounted for 42.0% of the discharges, 31.2% higher than the PPH's overall service area.

### Market Share by Hospital

(Total 2006 Discharges in Rancho Bernardo area = 6,968)

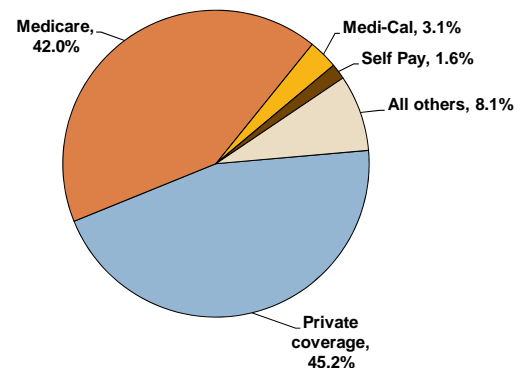


Market share based on discharges.

Source: OSHP&D/PPH Planning Research

### Market Share by Payor Type

(Total 2006 Discharges in Rancho Bernardo area = 6,705)

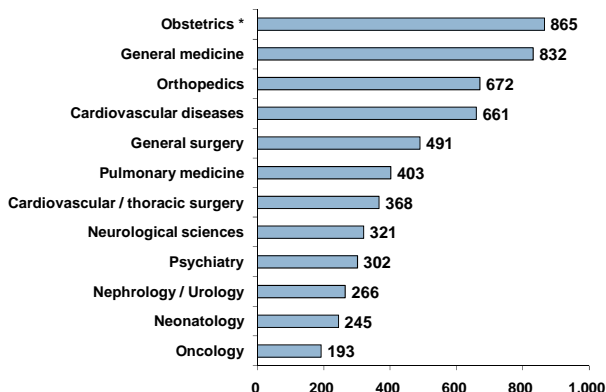


Market share based on discharges.

Source: OSHP&D/PPH Planning Research

### Discharges by Top 12 DRG Product Lines

(Total 2006 Discharges in Rancho Bernardo area = 6,705)

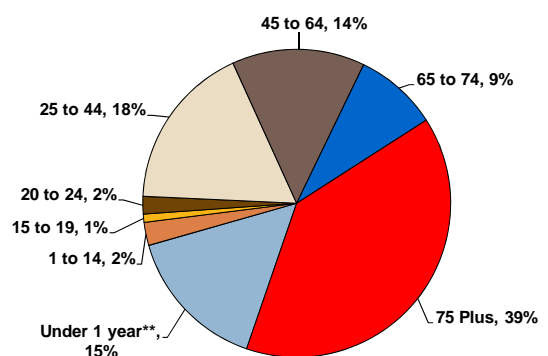


\*Excludes 687 normal newborns discharges.

Source: California Department of Health Services Center for Health Statistics

### Discharges by Age Category\*

(Total 2006 Discharges in Rancho Bernardo = 6,705)



\*\* Includes 865 newborns.

Source: OSHP&D/PPH Planning Research

\* Excludes 674 discharges with unknown age.

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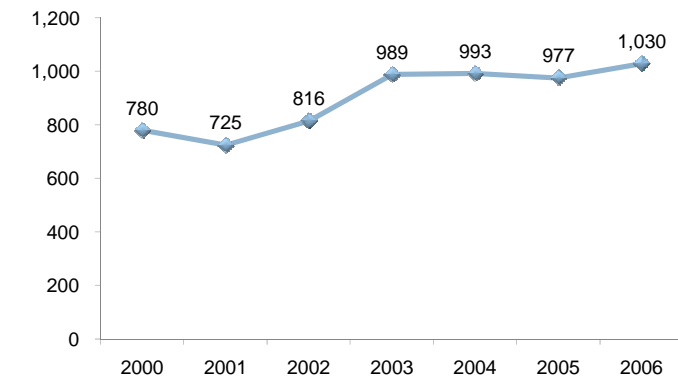
## Rancho Bernardo (continued)

### Birth Profile

Review of the birth profile of mothers living in the Rancho Bernardo area found:

- During 2006, there were 1,030 live births among Rancho Bernardo area mothers.
- Between 2000 and 2006, the number of live births increased 32.1% annually, from 780 to 1,030.
- During 2006, 95% of mothers received prenatal care during the first trimester while 4% waited until the second trimester to begin prenatal care. Only 1.2% either waited until the third trimester or received no prenatal care.
- 1% of the mothers were under age 20.
- 8.5% of infants were low birth weight (under 2500 grams).

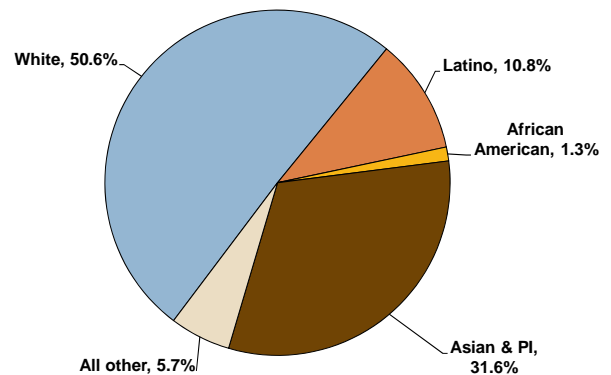
Live Births by Year – Rancho Bernardo



Source: CA Department of Health Services  
Center for Health Statistics

Race/Ethnic Category of Mother

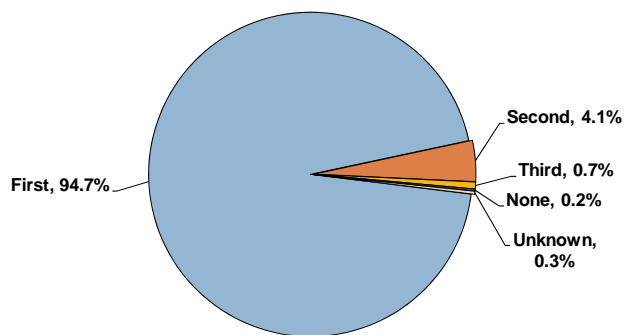
(2006 Rancho Bernardo)



Source: California Department of Health Services  
Center for Health Statistics

Prenatal Care

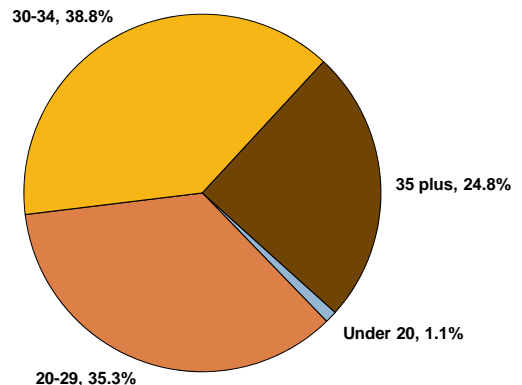
(2006 Rancho Bernardo)



Source: California Department of Health Services  
Center for Health Statistics

Age Category of Mother

(2006 Rancho Bernardo)



Source: California Department of Health Services  
Center for Health Statistics

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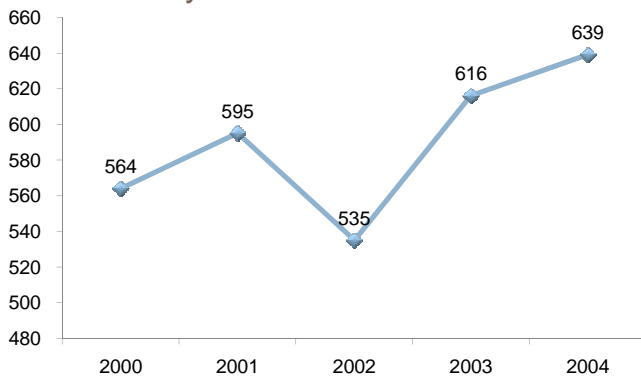
## Rancho Bernardo (continued)

### Leading Causes of Death

Review of the 2004 leading causes of death (*most recent data available*) among persons living in the Rancho Bernardo area found:

- During 2004, 639 Rancho Bernardo area residents died.
- During this period, 78.9% of the deaths were among persons age 75 and older.
- The four leading causes of death in 2004, accounting for 68.5% of all deaths, were:
  - Diseases of the heart — 174 deaths, accounting for 27.2% of all deaths
  - Cancer — 160 deaths, accounting for 25.0% of all deaths
  - Cerebrovascular disease — 55 deaths, accounting for 8.6% of all deaths
  - Alzheimer's — 49 deaths, accounting for 7.7% of all deaths

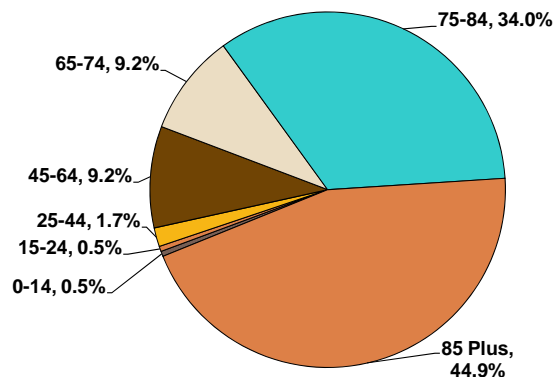
Deaths by Year – Rancho Bernardo



Source: CA Department of Health Services  
Center for Health Statistics

Deaths by Age Category

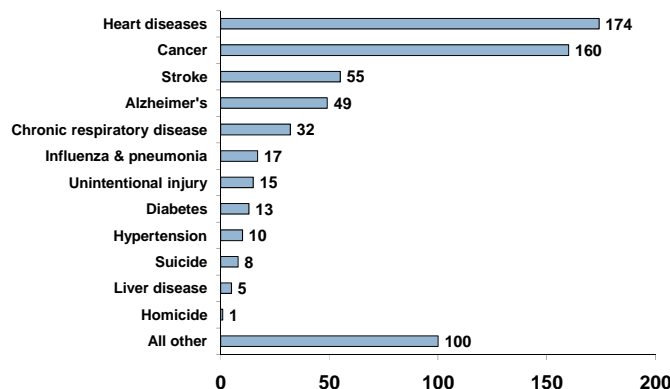
(2004 Rancho Bernardo)



Source: California Department of Health Services  
Center for Health Statistics

Deaths by Cause of Death

(2004 Rancho Bernardo)



Source: California Department of Health Services  
Center for Health Statistics