



PALOMAR  
POMERADO  
HEALTH

# 2008 Palomar Pomerado Health Community Health Needs Assessment

San Marcos 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

**Chair:** Tina Pope  
Director Community Outreach and Development  
Palomar Pomerado Health

### Members:

Gustavo Friederichsen  
Chief Marketing and Communications Officer  
Palomar Pomerado Health

Elissa Hamilton, RN, CAN, BC, MBA  
Director, Home Health Services  
Palomar Pomerado Health

Marcia Jackson  
Chief Planning Officer  
Palomar Pomerado Health

Ann Koeneke  
Director, Product Line Development Clinical Outreach  
Palomar Pomerado Health

Jerry Kolins, MD  
Chief Medical Quality Officer  
Palomar Pomerado Health

Nancy Roy  
Chair, PPH Ramona/Julian Health Care Advisory Council  
Palomar Pomerado Health

Lori Shoemaker, RN, MSN, CNAA-BC  
Chief Nursing Executive  
Palomar Pomerado Health

Robert Trifunovic, MD  
Medical Staff Development Officer

Bradley Wiscons  
Director of Grant Services  
Palomar Pomerado Health

Nick Xenitopoulos  
Planning and Research Manager  
Palomar Pomerado Health

Nick Yphantides, MD  
Consulting Executive Director  
Health Development  
Palomar Pomerado Health

### Research Consultant

Michael Moder  
Moder Research & Communications, Inc.

---

## 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

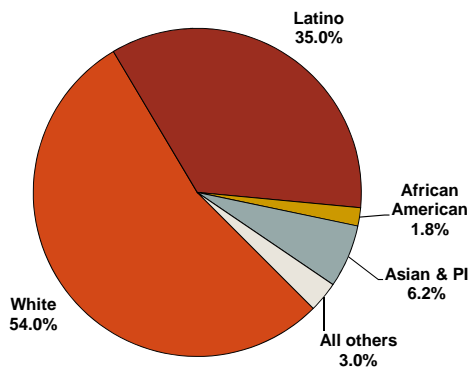
## San Marcos

In 2007, the estimated population in the San Marcos service area was 89,672 and is expected to grow by 22.6% to 109,950 by 2012. The population in the San Marcos service area represents 18.4% of PPH's service area and accounts for 31,508 households. There is an average of 2.9 persons per household.

Review of demographic data by race/ethnicity found Latinos account for 35.0% of living in the San Marcos services area. African-Americans and Asians/Pacific Islanders account for 1.8% and 6.2%, respectively.

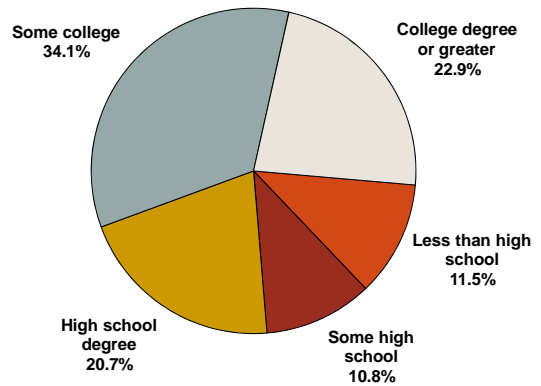
The following charts present a snapshot of the current population based on several demographic variables.

Race/ethnicity



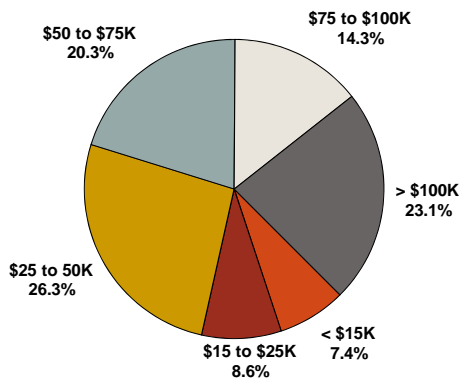
Source: 2007 Claritas, Inc.

Education Level  
(Among persons age 25 plus)



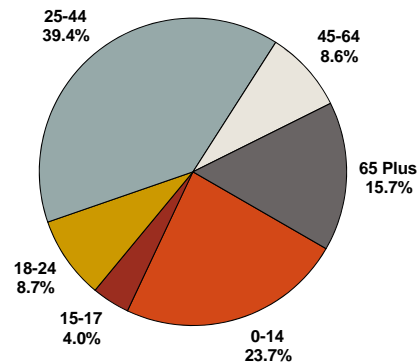
Source: 2007 Claritas, Inc.

Household Income  
(Average household income \$73,800)



Source: 2007 Claritas, Inc.

Age Category



Source: 2007 Claritas, Inc.

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

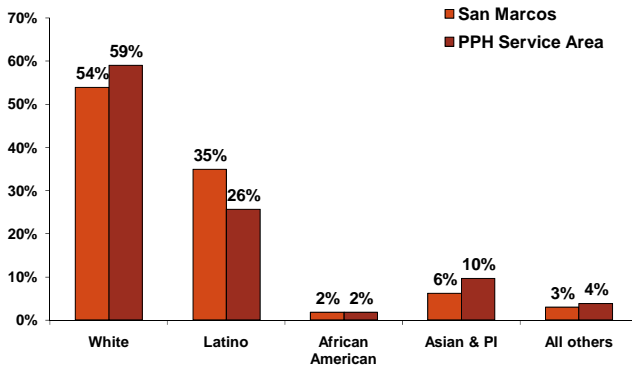
## San Marcos (continued)

### Comparison of San Marcos area to overall PPH service area

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

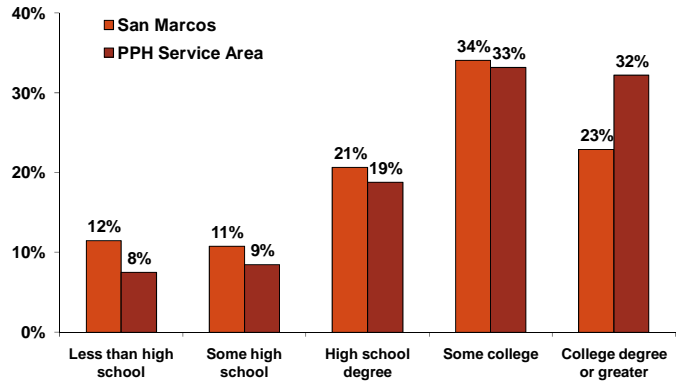
- A higher percentage of the Latino population, 35% compared to 26% in the PPH service area overall.
- A lower level of education, with 44% having completed high school or less compared to 36% in the PPH service area overall.
- A lower average household income, \$73,806, compared to \$87,180 in the service area overall.
- The following charts compare San Marcos to the overall PPH service area for select demographic variables.

Race/Ethnicity Comparison



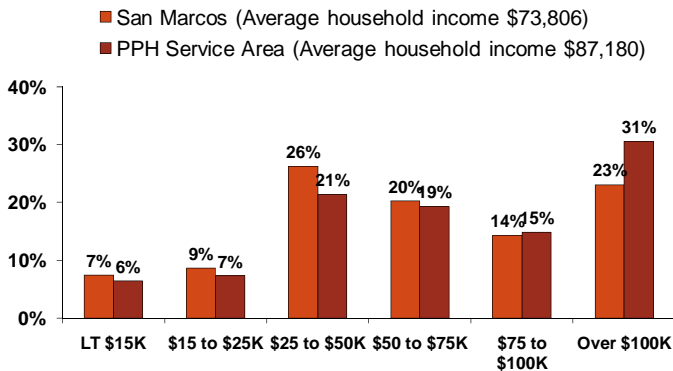
Source: 2007 Claritas, Inc.

Education Level Comparison



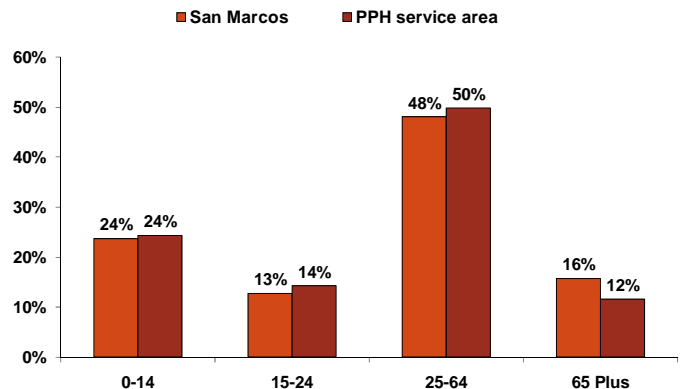
Source: 2007 Claritas, Inc.

Household Income Comparison



Source: 2007 Claritas, Inc.

Age Category Comparison



Source: 2007 Claritas, Inc.

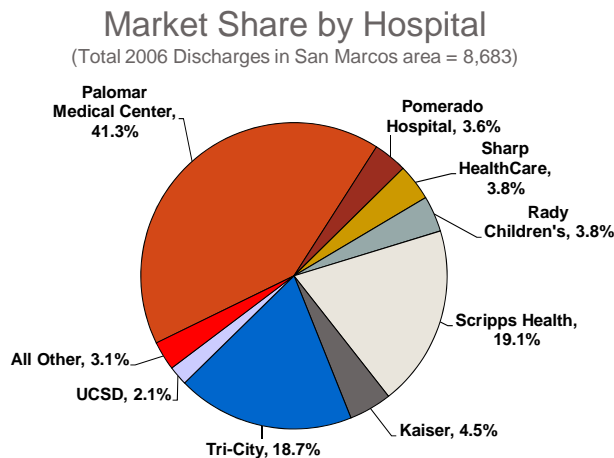
# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

## San Marcos (continued)

### Hospital Utilization

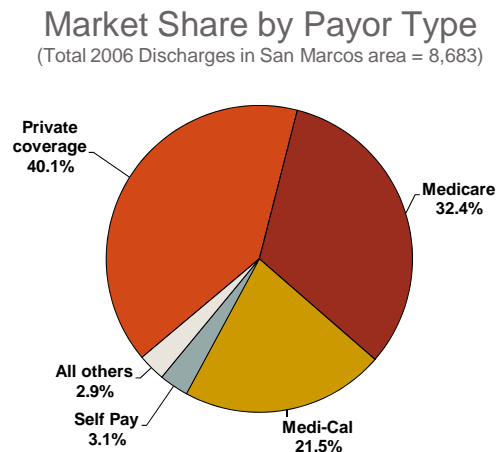
Review of hospital inpatient utilization by persons living in the San Marcos area, based on inpatient discharges for patients having originated from PPH's service area, identified the following:

- During 2006, the San Marcos area accounted for 17.7% of discharges in the PPH service area (excluding newborns).
- Among the hospitals providing inpatient care to persons living the San Marcos area during 2006, Palomar Medical Center and Pomerado Hospital accounted for 44.9% of discharges. Scripps hospitals accounted for 19.1% and Tri-City Hospital accounted for 18.7%. Kaiser Hospital accounted for 4.5%.
- Obstetrics and newborn DRG product lines (based on PPH definition) accounted for over 32.2% (2,788) of 2006 discharges.
- Medi-Cal accounted for 21.5% of the discharges, slightly higher than the 19.3% for PPH's overall service area.



Market share based on discharges.

Source: OSHP&D/PPH Planning Research

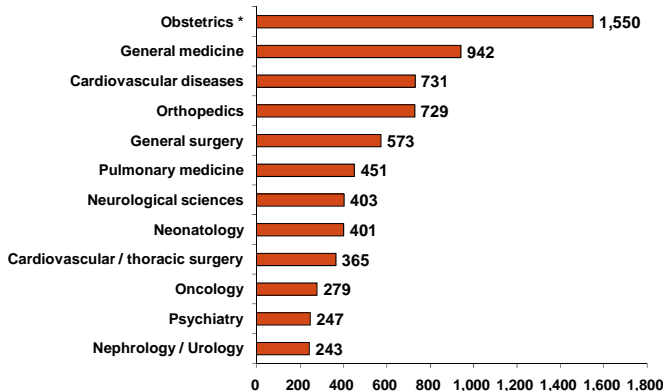


Market share based on discharges.

Source: OSHP&D/PPH Planning Research

### Discharges by Top 12 DRG Product Lines

(Total 2006 Discharges in San Marcos area = 8,683)

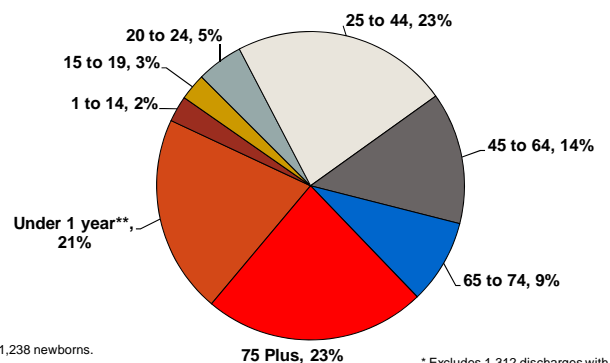


\*Excludes 1,238 normal newborns discharges.

Source: California Department of Health Services Center for Health Statistics

### Discharges by Age Category\*

(Total 2006 Discharges in San Marcos = 8,683)



\*\* Includes 1,238 newborns.

Source: OSHP&D/PPH Planning Research

\* Excludes 1,312 discharges with unknown age.

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

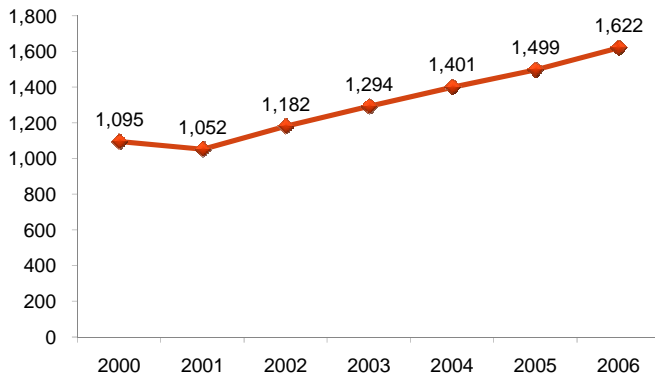
## San Marcos (continued)

### Birth Profile

Review of the birth profile of mothers living in the San Marcos area found:

- During 2006 there were 1,622 live births among females living in the San Marcos service area
- Between 2000 and 2006, the number of live births increased 48.1% from 1,095 to 1,622.
- During 2006, 81.9% of mothers received prenatal care during the first trimester while 14.1% waited until the second trimester to begin prenatal care. Slightly over 2% of mothers either waited until the third trimester or received no prenatal care.
- 6.9% of the mothers were under age 20.
- 5.4% of infants were low birth weight (under 2500 grams).

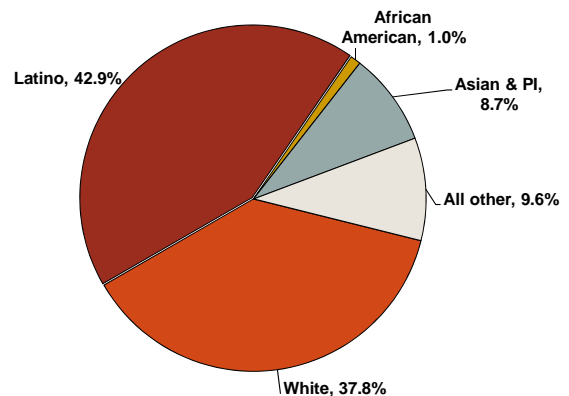
Live Births by Year – San Marcos



Source: CA Department of Health Services  
Center for Health Statistics

Race/Ethnic Category of Mother

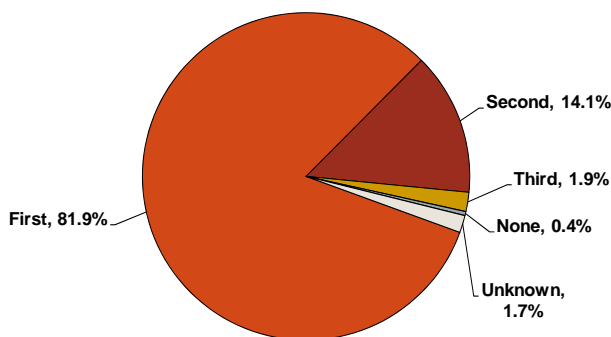
(2006 San Marcos)



Source: California Department of Health Services  
Center for Health Statistics

Prenatal Care

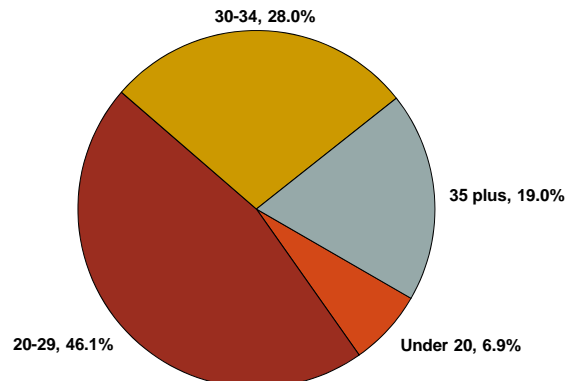
(2006 San Marcos)



Source: California Department of Health Services  
Center for Health Statistics

Age Category of Mother

(2006 San Marcos)



Source: California Department of Health Services  
Center for Health Statistics

# DESCRIPTION OF PALOMAR POMERADO HEALTH SERVICE AREA

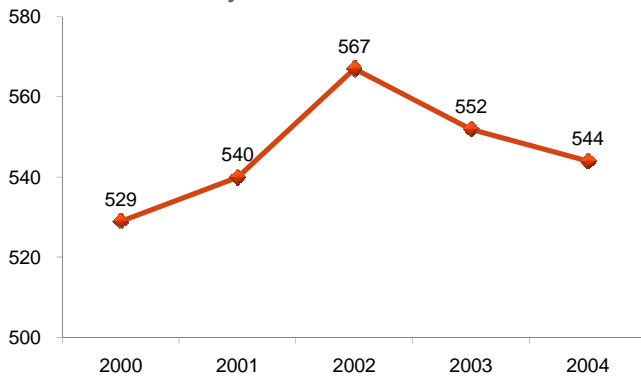
## San Marcos (continued)

### Leading Causes of Death

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

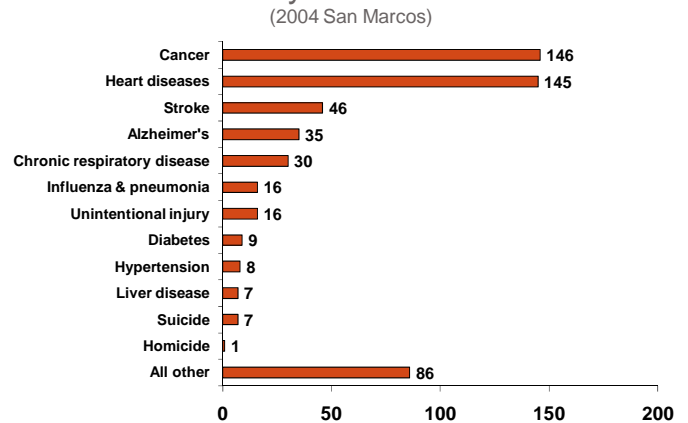
- During 2004, 544 San Marcos area residents died.
- During this period, 73.2% of the deaths were among persons age 75 and older.
- The five leading causes of death in 2002, accounting for 69.7% of all deaths, were:
  - Cancer — 146 deaths, accounting for 26.8% of all deaths
  - Diseases of the heart — 145 deaths, accounting for 26.7% of all deaths
  - Stroke— 46 deaths, accounting for 8.5% of all deaths
  - Alzheimer's disease — 35 deaths, accounting for 6.4% of all deaths
  - Chronic Lower Respiratory Disease — 30 deaths, accounting for 5.5% of all deaths

Deaths by Year – San Marcos



Source: CA Department of Health Services  
Center for Health Statistics

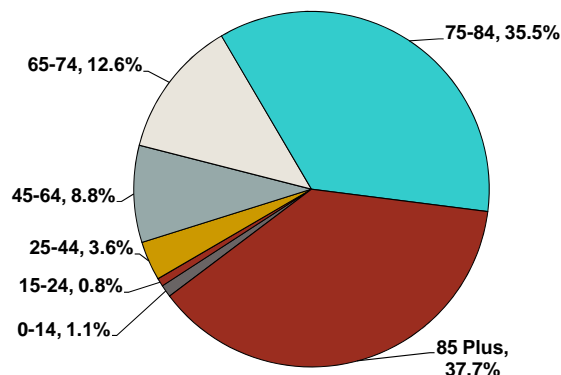
Deaths by Cause of Death



Source: California Department of Health Services  
Center for Health Statistics

Deaths by Age Category

(2004 San Marcos)



Source: California Department of Health Services  
Center for Health Statistics