

2016



**USC** Verdugo  
Hills Hospital  
Part of Keck Medicine of USC

# Implementation Strategy

## INTRODUCTION

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USC Verdugo Hills Hospital (VHH) was established in 1947 as Behrens Memorial Hospital. A new hospital facility was built in 1972 and renamed Verdugo Hills Hospital on land donated by the Greene family. In 2013, the hospital affiliated with the University of Southern California, one of the world's leading academic medical centers, and was renamed USC Verdugo Hills Hospital. The association with USC and Keck Medicine has allowed the 158-bed hospital to expand and enhance its services to the Foothill communities with a focus on high quality care, state-of-the-art diagnostic excellence and health enhancement with a focus on health and wellness. Continuing to believe that the human touch is the most important part of the healing process, USC Verdugo Hills Hospital offers an exceptional staff of physicians and hospital professionals who provide excellence in clinical care.

In 2016, USC Verdugo Hills Hospital conducted a Community Health Needs Assessment (CHNA) in partnership with the Glendale Hospital Collaborative. The Glendale Hospital Collaborative is comprised of three hospitals serving the Glendale community—Glendale Adventist Medical Center, Glendale Memorial Hospital and Health Center, and USC Verdugo Hills Hospital. The CHNA is posted on the hospital website and can be accessed at <http://uscvhh.org/giving/community-benefit>. Public input on the CHNA was encouraged and comments were used to inform this work.

This assessment incorporated components of primary data collection and secondary data analysis that focused on the health and social needs of the service area. The CHNA gathered a broad spectrum of data derived from focus groups with community stakeholders and public data. It included collection and analysis of input from persons who represented the broad interests of the community served by the hospital, including those with special knowledge of public health. Based on the results of the primary and secondary data collection, significant health needs were identified.

## PRIORITY HEALTH NEEDS

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The significant health needs identified from the CHNA were prioritized by community stakeholders through a structured process using defined criteria. This Implementation Strategy focuses on the priority health needs that will be addressed by USC Verdugo Hills Hospital through its community benefit programs and activities. They are:

- Access to care
- Cancer
- Diabetes
- Mental health
- Overweight/obesity

## ADDRESSING THE HEALTH NEEDS

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USC Verdugo Hills Hospital plans to meet the identified priority health needs through a commitment of resources with the following programs and services. 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, and planned collaboration between the hospital and community organizations; and anticipated impacts of these actions. In addition to the specific strategies for the selected priority health needs, USC Verdugo Hills Hospital will investigate the development of a community grants program to provide financial and in-kind support to community organizations addressing these needs.

### **ACCESS TO HEALTH CARE**

#### **Goal**

Increase access to health care for the medically underserved.

#### **Strategies**

USC Verdugo Hills Hospital plans to 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.
- Support primary care providers by offering USC specialty care expertise from the physicians at Keck Medicine of USC.
- Offer free and low-cost health care services (e.g. TB tests, flu shots, mammograms) to reduce disease and disability.

#### **Impact**

VHH anticipates the following impact from these efforts:

- Increase access to health care.
- Strengthen availability of financial assistance to qualified patients.
- Support access to health care services by providing transportation assistance.

#### **Planned Collaboration**

To accomplish the planned activities, VHH may collaborate with:

- Community clinics
- Primary care providers

## **CANCER**

### **Goal**

Reduce the impact of cancer on health and increase the focus on cancer prevention and treatment education.

### **Strategies**

USC Verdugo Hills Hospital plans to address cancer by taking the following actions:

- Offer cancer support groups for persons with cancer and their caregivers.
- Offer low-cost mammogram screenings.
- Focus efforts to address prostate health among identified underserved populations.
- Provide cancer education, screening and treatment.
- Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent cancer.

### **Impact**

VHH anticipates the following impact from these efforts:

- Increase the identification and treatment of cancer.
- Increase public awareness of cancer prevention.
- Increase individuals' compliance with cancer prevention and management recommendations.

### **Planned Collaboration**

To accomplish the planned activities, VHH may collaborate with:

- American Cancer Society

## **DIABETES**

### **Goal**

Reduce the impact of diabetes on health and increase the focus on diabetes prevention and treatment education.

### **Strategies**

USC Verdugo Hills Hospital plans to address diabetes by taking the following actions:

- Provide diabetes education, screening and treatment.
- Offer health information and referrals to needed services at community health events.

- Increase access to diabetic wound treatment.
- Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent diabetes.

### **Impact**

VHH anticipates the following impact from these efforts:

- Increase access to opportunities for physical activity and healthy food access.
- Increase public awareness of diabetes prevention.
- Increase individuals' compliance with diabetes prevention and management recommendations.

### **Planned Collaboration**

To accomplish the planned activities, VHH may collaborate with:

- American Diabetes Association
- YMCA of the Foothills

## **MENTAL HEALTH**

### **Goal**

Increase access to mental health care resources, services and education.

### **Strategies**

USC Verdugo Hills Hospital plans to address mental health by taking the following actions:

- Provide health education and support groups that offer information, resources and assistance on mental health issues.
- Develop partnerships among USC mental health specialists, primary care providers and community-based mental health service providers to increase screening and treatment of mental health problems.

### **Impact**

VHH anticipates the following impact from these efforts:

- Increase awareness and treatment of mental health issues.
- Increase access to available mental health services in the community.

### **Planned Collaboration**

To accomplish the planned activities, VHH may collaborate with:

Local primary care physicians

- Alzheimer's Association
- Assisted living facilities

- Didi Hirsch Mental Health Services
- LA County Department of Mental Health
- Teen Line

## **OVERWEIGHT AND OBESITY**

### **Goal**

Reduce overweight and obesity through opportunities to increase physical activity and improve healthy eating options.

### **Strategies**

USC Verdugo Hills Hospital plans to address overweight/obesity by taking the following actions:

- Offer community education focused on healthy eating and increased physical activity.
- Offer breastfeeding support and advice to new parents.
- Provide bariatric support groups to reduce health risk factors.
- Provide free health screenings.
- Support community walking programs.

### **Impact**

VHH anticipates the following impact from these efforts:

- Increase knowledge about healthy food choices to improve health.
- Improve healthy eating behaviors and increase physical activity.

### **Planned Collaboration**

To accomplish the planned activities, VHH may collaborate with:

- American Heart Association
- American Stroke Association
- City of Glendale
- City of La Canada Flintridge
- YMCA of the Foothills

## **OTHER HEALTH NEEDS**

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The Implementation Strategy adopted by USC Verdugo Hills Hospital actively addresses health needs that were identified in the CHNA as priority health needs. Other health needs were identified but are not specifically addressed in the Implementation Strategy. These include: cardiovascular disease, geriatric support, communicable/infectious diseases, dental care, homelessness/housing, poverty,

preventive wellness, STDs, substance abuse, transportation and violence/injury. While we address some of these issues on a day-to-day basis in the normal course of our operations, we have chosen not to focus this Implementation Plan on these other needs as we believe we can have a greater impact on the priority health needs that were selected. These other health needs are less aligned with the Hospital's strategic initiatives. Additionally, while some of these needs are not being directly addressed, it should also be noted that health needs can influence one another. For example, reducing overweight and improving nutrition and physical activity have been shown to positively influence cardiovascular disease. Deployment of our existing resources and infrastructure toward achievement of sustainable improvements in the areas selected will more effectively meet the community health needs that have been prioritized.