



Philanthropic Impact Report

USC VERDUGO HILLS HOSPITAL FOUNDATION

USC Verdugo Hills Hospital

Keck Medicine of **USC**

DECEMBER 2017

INTRODUCTION

The USC Verdugo Hills Hospital Foundation (USC-VHFF) is pleased to provide this report on the impact philanthropic support has had on our patients and our hospital this year. Our generous community helps ensure that all those who come to the hospital in their time of need will receive not only the very best patient-centered care, but also the compassionate support they and their families need to heal and thrive.

EXPANDING SERVICES

Neonatal Intensive Care Unit



Several years in the making, a six-bed, level II neonatal intensive care unit (NICU) with private rooms was completed this fall as an expansion of our existing labor, delivery, and postpartum recovery facilities. The NICU provides specialized care to ill or premature newborn infants. While all parents-to-be hope and plan for an uncomplicated childbirth experience and a healthy baby, they want a “safety net” in case things don’t go according to plan.

Our new NICU gives parents peace of mind and dramatically reduces the number of premature infants that need to be transferred



to other facilities for their care. This diminishes not only the traumatic separation for families, but also the risks and costs associated with transporting fragile newborns.

Through the generosity of gifts like yours, the USC-VHHF was able to fund the establishment of the NICU by raising \$500,000, which helped offset design, construction, equipment and specialized staff training costs.

UPGRADING FACILITIES

Labor and Delivery Department Update

Since 2013, the USC Verdugo Hills Hospital has undergone a comprehensive makeover that has enhanced and refreshed an excellent but aging facility, creating a more comfortable and pleasing environment for our patients and their families. These updates have rolled out in stages, with the next priority area being the labor and delivery department.

In addition to supporting the establishment of a new NICU, donors to the USC-VHHF have funded the design of the labor and delivery department's renovation. One of the unique aspects of our existing facilities is that all postpartum rooms are private. The rooms, however, are compact. The renovation will repurpose these rooms into family suites while refreshing the look and feel to create an environment where families are comfortable and feel at home.

Emergency Department Update – Phase II

Serving more than 20,000 patients a year, the hospital's emergency department is often the entry point of care for community members of all ages who have urgent medical conditions. As such, this department has been a priority of USC-VHHF. Unrestricted support and donor-directed funds in 2016–17 made the refresh,



reconfiguration, and reorganization of the emergency department possible. This provides not only a pleasing environment for patients, but also a more streamlined approach to patient-centered care.

“Be the best part of someone’s worst day” is the mantra that our emergency department lives by. New flooring, lighting, counters, and cabinets were installed throughout the department to help us achieve this goal. Many of the additional improvements focus on the small comforts of patients and families that can often make a big difference, such as:

- recliners in the patient fast-track triage area
- two smaller fast-track work stations
- televisions in treatment bays
- new glass surrounding the nursing station allowing for greater patient privacy
- folding chairs to provide extra seating for family members in exam rooms



Workflow issues were addressed by creating an admitting station at the ambulance window, installing a central monitor patient tracking system in the nurses' station, and purchasing new bedside carts for treatment rooms.

Patient satisfaction has improved, as have wait time, discharge, and admitting metrics in the emergency department, in large part due to many of these updates and improvements that your support has helped make possible. For example, average wait times to see a doctor or nurse practitioner in our emergency department are now under 30 minutes.

CLINICAL STAFF EDUCATION



NICU Personnel Training

The opening of the NICU requires a great deal of additional certification for many of our labor and delivery personnel, as well as our respiratory therapists. Donor funds helped provide specialized training, which included 72 hours of neonatal intensive care unit



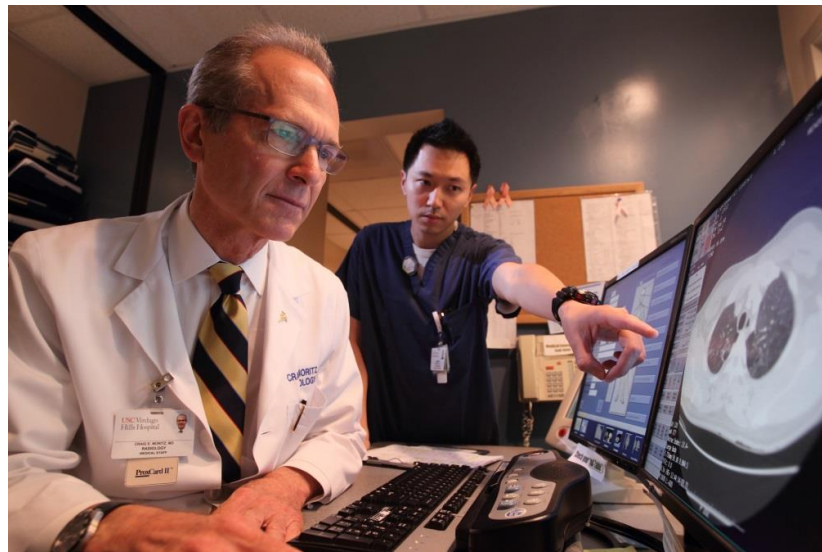
training at UC Irvine; hands-on precepting at the level III NICU at Providence St. Joseph's in Burbank; and equipment and competency in-service trainings on NICU electronic medical record systems.

Clinical Nurses Training

Keeping nurses up-to-date on the latest treatments and technologies is a high priority. Funding from donors to the USC-VHHF continues to allow the hospital to offer on-site continuing education to the hospital's exceptional emergency department and surgical nurses, who make life-and-death decisions daily. Approximately 93% of our emergency department nursing staff is certified in Emergency Pediatric Nursing, thanks to contributions earmarked for nurse training. Other nurse trainings include topics related to the culture of safety, the patient experience, and pain management.

EQUIPMENT PURCHASES

Maintaining state-of-the-art equipment is vital to the hospital's operation. Physicians, nurses, and medical technicians rely on advanced, accurate, and reliable technology to provide quality care for our diverse patients.



With support from donors, the hospital purchased the following:

- A state-of-the-art video glidescope to improve ease of breathing tube insertion. Prior to the purchase of a second glidescope, the intensive care unit and the emergency department were sharing it. This equipment has become the standard of care, and the addition of a second unit is extremely helpful to our medical teams, increasing our ability to provide patient-centered care.
- A crash cart is a set of trays, drawers, and shelves on wheels used in hospitals for transportation, dispensing emergency medication, emergency resuscitation, and the provision of life support protocols. Donor funds are being used to replace the hospital's outdated carts.
- "Daddy Chairs" are comfortable recliners used in our labor and delivery rooms, as well as the postpartum suites, allowing family members to support mothers who are in labor or recently gave birth.
- A Wilson Frame, used during spine surgery, allows patients to effortlessly be placed in a prone-flex position.



COMMUNITY EDUCATION AND OUTREACH



The USC Verdugo Hills Hospital offers a wide variety of health, wellness, and educational opportunities to the community. Some highlights from 2017 include:

- Health and Wellbeing Fair
- Stroke Awareness and Carotid Artery Screenings
- Healing Arts Opening and Exhibit
- Quarterly Men's Health Seminars
- Women's Health Symposium
- Suicide Awareness and Prevention Conference
- Depression Awareness and Screenings
- Monthly Healthy Aging Series
- Brain Health Forum

Additionally, the hospital makes its meeting space available, free of charge, to civic groups, support groups, and nonprofit organizations. These community gatherings are held in our Council Rooms. The maintenance and upkeep of these rooms are made possible through endowed funds administered by the USC-VHHF.



AFFILIATE AND SUPPORT GROUPS

In 2016–17 USC-VHHF continued to benefit from the growing support of its physician giving group, the **Caduceus Society**. One of the few active Caduceus Societies remaining in the country, its philanthropic support over the years totals more than \$1.6 million and has grown our Medical Staff Endowment to more than \$800,000.

Another long-standing affiliate group of USC-VHHF is the **Women’s Council**. Established in 1973, just one year after the hospital’s inception, this group is comprised of local women who hold the hospital near and dear to their hearts and who endeavor to raise funds and awareness for our mission. Since its inception, the Women’s Council has raised more than \$3 million and made the first major pledge commitment to the establishment of the new NICU.



FOCUSED ON THE FUTURE

Our 2017–18 funding priorities include:

- Continued support for the NICU through naming opportunities
- Investments in our breast imaging center, such as a 3D tomography machine for high-resolution breast imaging
- The purchase of new hospital beds for the entire hospital
- The establishment of an interventional radiology catheter lab for our cardiac patients
- Continued investment in surgical equipment, such as a Mako Surgical Robot for joint replacement surgeries
- Continued investment in clinical training for nursing and medical staff



THANK YOU

With your philanthropic partnership, the USC Verdugo Hills Hospital Foundation helps ensure the hospital's long-term ability to meet the needs of our community and provide expert care to our patients and their families for generations to come. On behalf of the USC Verdugo Hills Hospital and our patients, thank you for your generous commitment to our mission.

For more information, please contact:

Kerri Yoder Hubbard
President/Executive Director
USC Verdugo Hills Hospital Foundation
Office: (818) 952-3553
Cell: (323) 788-1619
Kerri.Yoder@vhh.usc.edu

Stephanie Van Sickle
Director of Major Gifts
USC Verdugo Hills Hospital Foundation
Office: (818) 952-3534
Cell: (818) 239-6128
Stephanie.Vansickel@vhh.usc.edu

