

USC Verdugo Hills Hospital

Part of Keck Medicine of USC



Implementation Strategy 2023-2025

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INTRODUCTION

USC Verdugo Hills Hospital (USC-VHH) was established in 1947 as Behrens Memorial Hospital. In 1972, Verdugo Hills Hospital was created serving patients in the cities of Glendale and La Cañada Flintridge, as well as the surrounding Foothill communities of Southern California. In 2013, Verdugo Hills Hospital partnered with the University of Southern California (USC) and became part of Keck Medicine of USC, creating 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-VHH offers an exceptional staff of physicians and hospital professionals who provide excellence in clinical care.

In FY22, USC-VHH conducted a Community Health Needs Assessment (CHNA) to assess the significant health needs for the hospital service area. The CHNA and the resulting Implementation Strategy identify and address significant community health needs. These documents help guide the hospital's community health improvement programs and community benefit activities, as well as its collaborative efforts with other organizations that share a mission to improve health. This Implementation Strategy explains how USC-VHH plans to address the significant needs identified by the CHNA.

REPORT ADOPTION, AVAILABILITY AND COMMENTS

This Implementation Strategy was adopted by the Governing Board on March 22, 2022. This report is widely available to the public on the hospital's web site, <http://uscvhh.org/giving/community-benefit>. Written comments on this report can be submitted to Deborah.Weirick@med.usc.edu. Public comment on the CHNA and Implementation Strategy are encouraged and community input informed this work.

DEFINITION OF THE COMMUNITY SERVICE AREA

USC-VHH is located at 1812 Verdugo Boulevard in Glendale, California, 91208. The service area includes 20 ZIP Codes in 14 cities/communities comprising portions of Service Planning Areas (SPAs) 2, 3 and 4 in Los Angeles County.

USC Verdugo Hills Hospital Service Area

Geographic Area	ZIP Code	SPA
Altadena	91001	3
Glendale	91201, 91202, 91205, 91206, 91207, 91208	2
Highland Park	90042	2
La Cañada Flintridge	91011	3
La Crescenta Montrose	91214	2
LA/Eagle Rock	90041	4
LA/Glassell Park	90065	4
Los Angeles	90039	4
Montrose	91020	2
Pasadena	91103, 91104	3
Sun Valley	91352	2
Sunland	91040	2
Sylmar	91342	2
Tujunga	91042	2

The population in the USC-VHH service area is 665,906 persons. Children and youth (ages 0-17) make up 20.1% of the population, 64.5% are adults, ages 18-64, and 15.4% of the population are seniors, ages 65 and older. In the service area, 41.7% of the population is Hispanic/Latino. Whites make up 38.2% of the population. Asians comprise 13% of the population, and African Americans are 4.1% of the population. Native Americans, Hawaiians, and other races combined total 3.1% of the population. In the service area, only English is spoken at home among 41.1% of the population. Spanish is spoken in the home among 33.4% of the population, 15.3% of the population speaks an Indo-European language, and 9.3% of the population speaks an Asian/Pacific Islander language at home. Among the residents represented in the hospital service area, 12.5% had incomes less than 100% of the federal poverty level and 13.4% of seniors live in poverty.

2022 COMMUNITY HEALTH NEEDS ASSESSMENT

USC-VHH conducted a Community Health Needs Assessment (CHNA) to comply with state and federal regulations guiding tax-exempt hospitals. The CHNA incorporated demographic and health data for the communities served by the hospital. Significant health needs were identified from secondary data sources and key informant interviews. Health indicators were considered high-risk health needs when they exceeded benchmark data, specifically county or state rates or Healthy People 2030 objectives.

The following significant needs were identified:

- Access to Care
- Chronic Diseases
- COVID-19
- Dental Health
- Economic Insecurity
- Mental Health
- Overweight/Obesity
- Preventive Practices (screenings, vaccines)
- Senior Health
- Sexually Transmitted Infections
- Substance Use and Misuse

A complete description of these health needs can be found in the 2022 CHNA report.

SIGNIFICANT HEALTH NEEDS THE HOSPITAL WILL ADDRESS

This Implementation Strategy provides information on how USC-VHH plans to address the significant needs identified in the 2022 CHNA. The hospital plans to build on previous CHNA efforts and existing initiatives, while also considering new strategies and efforts to improve health.

As a result of the review of needs and application of the above criteria, USC-VHH will address: access to health care, chronic diseases, mental health, preventive practices (including COVID-19) and senior health through a commitment of community benefit programs and charitable resources. 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, anticipated impacts of these actions, and planned collaboration between the hospital and other organizations.

ACCESS TO HEALTH CARE

Goal

Increase access to health care for the medically underserved.

Strategies

USC-VHH 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.
- Provide medications, medical supplies and at-home infusions for indigent persons.
- Offer free and low-cost health care services (e.g., TB tests, flu shots, COVID-19 testing, mammograms) to reduce disease and disability.

Impact

USC-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

In order to accomplish the planned activities above, USC-VHH may collaborate with:

- Community clinics

- Community-based organizations
- Primary care providers

CHRONIC DISEASES

Goal

Reduce the impact of chronic diseases and increase the focus on chronic disease prevention and treatment education.

Strategies

USC-VHH will address chronic disease by taking the following actions:

- Provide chronic disease education, screening and treatment.
- Offer health information and referrals to needed services at community health events.
- Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent chronic diseases.
- Increase knowledge of and access to resources that address symptoms of chronic diseases.
- Complete construction and open an interventional radiology catheterization laboratory to treat heart disease.

Impact

USC-VHH anticipates the following impact from these efforts:

- Increase the identification and treatment of chronic diseases.
- Increase public awareness of and access to chronic disease prevention strategies such as physical activity and healthy food access and prevention.
- Increase individuals' compliance with chronic disease prevention and management recommendations.

Planned Collaboration

To accomplish the planned activities, USC-VHH may collaborate with:

- American Heart Association
- Community clinics
- Fire and police departments
- Local service organizations
- Schools and school districts
- Senior centers
- YMCA of the Foothills

MENTAL HEALTH

Goal

Increase access to mental health care resources, services and education. Decrease the stigma associated with seeking mental health care.

Strategies

USC-VHH 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.
- Offer Stepping Stones, an inpatient and outpatient geropsychiatric program at USC-VHH, which is designed to help relieve emotional and personal distress for individuals age 50 and older.
- Develop partnerships among USC mental health specialists, primary care providers, addiction counselors and community-based mental health service providers to increase screening and treatment of mental health problems.
- Collaborate with local mental health advocacy groups to provide education to identify and respond to signs of mental illness.

Impact

USC-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, USC-VHH may collaborate with:

- Alzheimer's Association
- Assisted living facilities
- Didi Hirsch Mental Health Services
- LA County Department of Mental Health
- Local primary care physicians
- NAMI – National Alliance on Mental Illness
- Schools and school districts
- Senior centers
- Teen Line

PREVENTIVE PRACTICES

Goal

Improve community health through preventive practices.

Strategies

USC-VHH plans to address preventive practices by taking the following actions:

- Develop free and low-cost educational health-care programs that focus on health prevention, prenatal care, parenting and infant care.
- Provide support groups available to the public at no charge.
- Educate primary care physicians about preventive practice offerings.
- Provide low cost and no cost immunizations and vaccines (including flu and COVID-19).

Impact

USC-VHH anticipates the following impact from these efforts:

- Decrease illness from preventable conditions.
- Increase individuals' compliance with prevention and management recommendations.

Planned Collaboration

To accomplish the planned activities, USC-VHH may collaborate with:

- Community clinics
- Community-based organizations
- Primary care physicians
- Schools and school districts
- Senior centers
- YMCA of the Foothills

SENIOR HEALTH

Goal

Enhance senior health and wellbeing.

Strategies

USC-VHH plans to address senior health by taking the following actions:

- Offer community education focused on issues pertinent to seniors.
- Provide free health screenings for seniors.
- Offer classes for seniors that promote health.
- Support the Community Resource Center for Aging, which helps older adults improve their quality of life by providing access to resources, community-based services and support systems that specialize in navigating the unique challenges of aging.

Impact

USC-VHH anticipates the following impact from these efforts:

- Increase the identification and treatment of senior health issues.
- Increase compliance with care recommendations (screenings, immunizations, lifestyle and behavior changes).
- Increase knowledge of community resources and improve connectivity with these resources.

Planned Collaboration

To accomplish the planned activities, USC-VHH may collaborate with:

- Alzheimer's Los Angeles
- City of Glendale
- City of La Canada Flintridge
- Community-based organizations
- Dementia Friendly Montrose
- Glendale and Los Angeles County Public Libraries
- Primary Care Physicians
- Sparr Heights Senior Center
- YMCA of the Foothills

EVALUATION OF IMPACT

USC-VHH will monitor and evaluate the programs and activities outlined above. The hospital anticipates the actions taken to address significant health needs will improve health knowledge, behaviors, and status, increase access to care, and help support good health. The hospital is committed to monitoring key initiatives to assess impact and has implemented a system to track the implementation of the activities and documents the anticipated impact. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled CHNA.

NEEDS THE HOSPITAL WILL NOT ADDRESS

Taking existing hospital and community resources into consideration, USC-VHH will not directly address the remaining health needs identified in the CHNA: dental health, economic insecurity, overweight and obesity, sexually transmitted infections, and substance use and misuse. USC-VHH has insufficient resources to effectively address all the identified needs and in some cases, the needs are currently addressed by others in the community. Therefore, USC-VHH has chosen to concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.