

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

COMMUNITY

BENEFIT REPORT

2024



CONTENTS

- 2 About USC Verdugo Hills Hospital
- 2 Mission and Vision
- 3 Leadership
- 4 Caring for our Community
- 5 Community Snapshot
- 7 Community Health Needs Assessment
- 11 Addressing Priority Health Needs
- 17 Collaboration and Community Engagement
- 21 Other Community Benefits
- 25 Community Benefit Plan FY25
- 28 Economic Value of Community Benefits



WELCOME

Dear Colleagues,

We are excited to share the 2024 Community Benefits Report with you.

2024 was another momentous year for Keck Medicine of USC and the Keck School of Medicine of USC. In addition to progressing forward in our cutting-edge research and infrastructure projects, our organizations continued to be recognized nationally, obtaining honors in a wide array of categories for clinical innovations and our adherence to the highest quality and safety standards.

Across all initiatives, our one constant was our commitment to patient care — a commitment that we believe is essential to ensuring the long-term health and prosperity of our communities. Cultivating a community where physical and emotional wellness is at the heart of our mission. Moving forward, our goal is to strengthen and build upon our community connections so that we may promote and sustain innovation, compassion, and camaraderie.

In the following pages, you will learn about the clinical care, research, and education performed by Keck Medicine and the Keck School that benefitted our communities in 2024.

We thank you for your attention and support, and we look forward to continuing our limitless approach to care together.



Rod Hanners
Chief Executive Officer
Keck Medicine of USC

Keck Medicine
of **USC**



**Armand Dorian, MD,
MMM, FACEP, FACHE**
Chief Executive Officer
USC Verdugo Hills Hospital

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

ABOUT USC VERDUGO HILLS HOSPITAL

Keck Medicine of USC

Keck Medicine of USC is the University of Southern California’s medical enterprise, one of only two university-based medical systems in the Los Angeles area. Keck Medicine combines academic excellence, world-class research, and state-of-the-art facilities to provide highly specialized care for some of the most acute patients in the country. Our internationally renowned physicians and scientists provide world-class patient care at Keck Hospital of USC, USC Norris Cancer Hospital, USC Verdugo Hills Hospital, USC Arcadia Hospital and more than 100 unique clinics in Los Angeles, Orange, Kern, Tulare, and Ventura counties.



USC Verdugo Hills Hospital

USC Verdugo Hills Hospital, part of Keck Medicine of USC, has been serving residents of Glendale and La Cañada Flintridge, and the surrounding Foothill communities of the San Gabriel Valley, for more than 40 years. With the expertise of physicians from the community and Keck Medicine, we provide exceptional, comprehensive care across a broad spectrum of specialties. Our team also includes patient navigators who offer guidance and education, and coordinate care to ensure our patients are well-informed and prepared every step of the way. Our mission is to provide personalized, high-quality health care relevant to our patient community.



Part of the University of Southern California’s medical enterprise, USC Verdugo Hills Hospital’s services include a 24-hour emergency room, a primary stroke center, bariatric and minimally invasive surgery, orthopaedic surgery, occupational, physical and speech therapy, cardiac rehabilitation, and imaging and diagnostic services.

MISSION AND VISION

MISSION

Our mission is to provide personalized, high-quality health care relevant to our patient community.

VISION

Our vision is to differentiate our hospital by delivering excellent clinical outcomes and superb customer services.

Awards

USC Verdugo Hills Hospital is nationally recognized as a leader in equity, patient safety, and high-quality care and holds the following awards and accolades for 2023-2024:

- In Spring 2024, the Leapfrog Group recognized USC-VHH for its outstanding commitment to hospital safety and quality patient care with a “B” hospital safety grade. This designation places USC-VHH among top tier hospitals in the nation for safety and quality.
- The Centers for Medicare & Medicaid Services (CMS) rated USC-VHH an overall rating of 4 out of 5 stars, demonstrating excellent performance across different areas of quality, such as treating heart attacks and pneumonia, readmission rates, and safety of care.
- USC-VHH is nationally noted as an LGBTQ+ Healthcare Equity Leader by The Human Rights Campaign (HRC) Foundation, the educational arm of the nation’s largest LGBTQ+ civil rights organization.
- The Geropsychiatric Department was recognized for exceptional performance on the Joint Commission’s Hospital-Based Inpatient Psychiatric Services (HBIPS) quality measures.
- USC-VHH earned the BETA Heart Award in all five domains (Culture & Safety, Rapid Event Response & Analysis, Communication & Transparency, Care for the Caregiver, and Early Resolution) from the BETA Healthcare Group.
- The Los Angeles County Department of Public Health recognized USC-VHH for achieving over 90 percent influenza vaccination coverage amongst VHH health care personnel, with the innovative “Flu Cart”, during the 2022-2023 influenza season.
- In January 2024, the USC-VHH Nurse Residency Program was awarded the American Nurses Credentialing Center (ANCC) accreditation, demonstrating excellence in transitioning nurses to new practice settings.
- USC-VHH was accredited with a GOLD Beacon Award for Excellence, by the American Association for Critical Care Nurses, a distinction only 5 percent of California hospitals receive.

LEADERSHIP

Governing Board

The Board of Directors provides organizational leadership for community benefit. The Board functions as an oversight and policy-making body for the hospital’s community benefit commitments, efforts, and strategic alignment with community needs. Below is a complete list of Governing Board members.

- Armand Dorian, MD, MMM, President
Chris Allen
Todd Andrews
Tammy Capretta, RN, MPH
Carl R. Chudnofsky, MD
Alexandria Darras, MD
Steven Giannotta, MD
Rod Hanners
Tina Ito
Happy Khanna, MD
Emily Lieng, Secretary
Joseph Ouzounian, MD
Sunder Ramani
David Sagal
Shawn T. Sheffield
Steve Wilder

Community Advisory Board

The Community Advisory Board is an advisory committee for the hospital’s community benefit programs and reports to the Board of Directors. The Advisory Board reviews and validates legal and regulatory compliance specific to community benefit mandates, assures community benefit programs and services are effectively meeting identified community health needs, and increases transparency and awareness of community benefit activities. The members of the Advisory Board include:

- | | |
|-------------------------|----------------------------|
| Sue Wilder, Chair | Deputy Chief |
| Chandnish Ahluwalia, MD | Andrew Jenks |
| Todd Andrews | Tarina Kang, MD |
| Patricia Beauchamp | Vernon McGugan |
| Soo Kim Choi | Ayuko K. Siegel |
| Robert E. Develle, Jr. | Battalion Chief |
| Armand H. Dorian, MD | Todd Tucker |
| Steven Hartford, MD | Kandi Wopschall, Secretary |

CARING FOR OUR COMMUNITY

USC-VHH recognizes its obligation to provide community service beyond its role as a healing facility.

This report demonstrates tangible ways in which USC-VHH fulfills its mission to improve the health and wellbeing of our community and provide personalized, high quality health care. USC-VHH provides financial assistance to those in the community who cannot afford services, or whose health insurance does not cover all services rendered. In addition, USC-VHH invests in the community to increase access to health care services and improve health.

Service Area Description

USC-VHH is located at 1812 Verdugo Boulevard, Glendale, California, 91208. The service area is in Los Angeles County and includes 20 ZIP Codes, representing 14 cities or communities comprising portions of Service Planning Areas (SPAs) 2, 3 and 4. The hospital service area was determined from the ZIP Codes that reflect the most patient admissions. The list below includes the cities, communities, and ZIP Codes that comprise the hospital service area.

The map shows the location of the USC-VHH service area within Los Angeles County.

City/Communities	Zip Codes
Altadena	91001
Glendale	91201, 91202, 91205, 91206, 91207, 91208
Highland Park	90042
LA Canada Flintridge	91011
La Crescenta Montrose	91214
LA/Eagle Rock	90041
LA/Glassell Park	90065
Los Angeles	90039
Montrose	91020
Pasadena	91103, 91104
Sun Valley	91352
Sunland	91040
Sylmar	91342
Tujunga	91042



Community Snapshot

This section presents demographic and socioeconomic characteristics of the people living in the hospital’s primary service area. The following table summarizes data regarding those characteristics.

In 2023, the population of the Verdugo Hills Hospital service area was 641,304. Children and youth (o to 18 years of age) comprised 21.8% of the population, 17.2% were seniors (65 years of age and older), and 61.0% were adults (19 to 64 years of age).

A lower percentage of the population identified as Hispanic or Latino, Black/African American, and Asian than in Los Angeles County and the state. A higher percentage of the population identified as “Some Other Race” and “Two or More Races” than the county and state. The Verdugo Hills community also had a higher percentage of the population with Limited English Proficiency (LEP).

The Verdugo Hills Hospital service area had fewer people living in poverty and without a high school diploma than Los Angeles County and California.

Demographic and Socioeconomic Characteristics, 2023

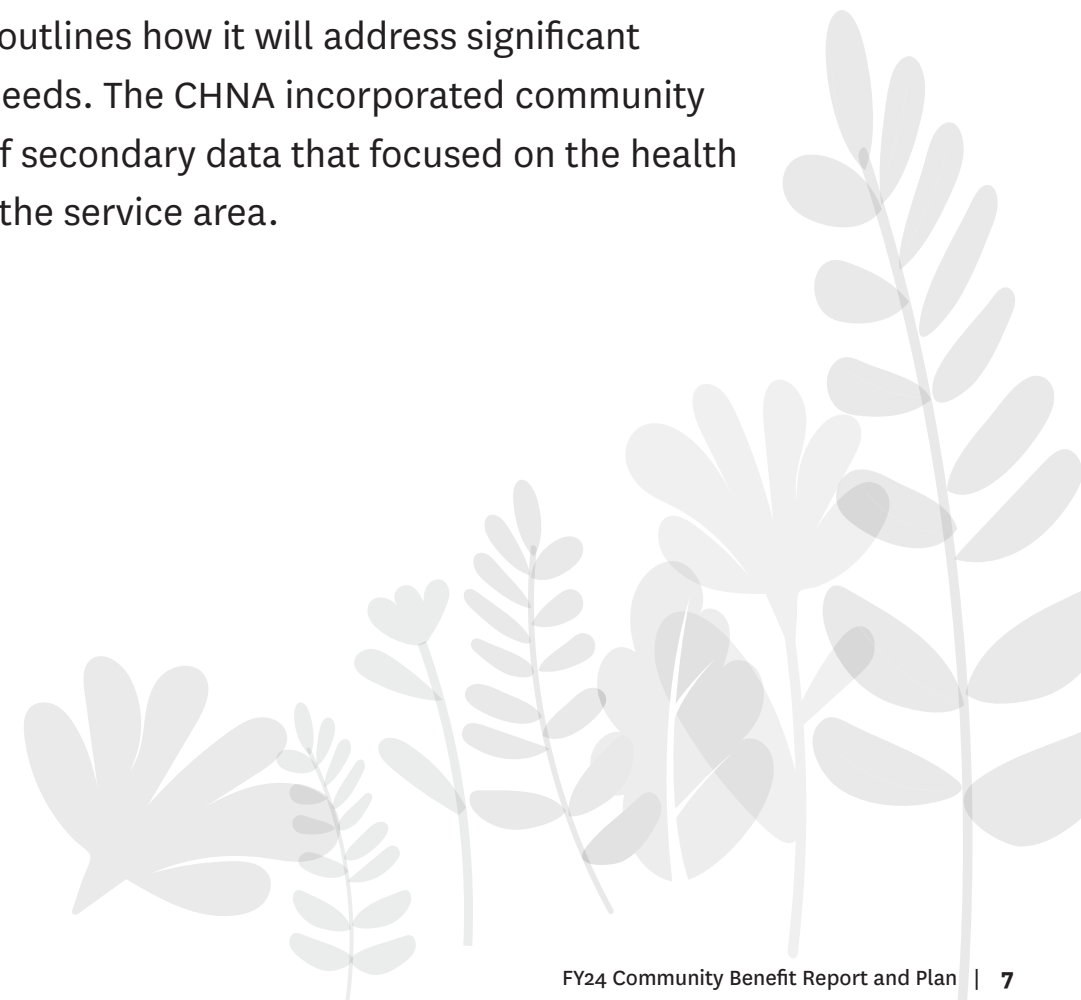
DEMOGRAPHICS	VHH SERVICE AREA	LA COUNTY	CALIFORNIA
Total Population	641,304	9,663,345	38,965,193
GENDER	PERCENT		
Female	50.8%	50.1%	50.5%
Male	49.2%	49.9%	49.5%
AGE	PERCENT		
Children (<18 years)	21.8%	21.7%	20.2%
Older Adults (>65 years)	17.2%	16.2%	15.7%
RACE	PERCENT		
White alone	47.8%	69.6%	70.4%
Black alone	3.9%	9.0%	6.5%
American Indian and Alaska Native alone	1.3%	1.5%	1.7%
Asian alone	12.6%	16.0%	16.5%
Native Hawaiian and Other Pacific Islander alone	0.1%	0.4%	0.5%
Some Other Races	17.7%	N/A	N/A
Two or More Races	16.6%	3.4%	4.3%
ETHNICITY	PERCENT		
Hispanic or Latino	39.6%	48.6%	40.4%
POPULATION CHARACTERISTICS AND SOCIOECONOMIC INDICATORS			
EDUCATION AND INCOME	PERCENT		
Adults with a High School Diploma	80.6%	80.7%	84.6%
Persons in Poverty (Below 100% FPL)	11.5%	13.7%	12.1%
OTHER SOCIAL AND ECONOMIC FACTORS	PERCENT		
Population with any Disability	7.7%	6.9%	7.3%
Population with Limited English Proficiency	40.1%	22.9%	17.1%
Persons without Health Insurance (under age 65)	8.0%	9.4%	7.4%

Source: U.S. Census Bureau, American Community Survey, 2023.



COMMUNITY HEALTH NEEDS ASSESSMENT

USC-VHH completed a Community Health Needs Assessment (CHNA) in 2022 as required by state and federal law. The CHNA is a primary tool used by USC-VHH to inform its community benefit plan, which outlines how it will address significant community health needs. The CHNA incorporated community input and analysis of secondary data that focused on the health and social needs of the service area.



COMMUNITY HEALTH NEEDS ASSESSMENT

The CHNA examined up-to-date data sources for the service area to assess community demographics, social determinants of health, access to health care, birth characteristics, leading causes of death, acute and chronic disease, health behaviors, mental health, substance use, and preventive practices. When possible, community health indicators were compared to Los Angeles County, California, and Healthy People 2030 objectives.

Interviews gathered information and opinions from people who represent the broad interests of the community served by the hospital. Twelve (12) key stakeholder interviews were conducted in June 2021. Interviewees included individuals who are leaders and/or representatives of medically underserved, low-income, and minority populations. Staff from the Los Angeles County Department of Public Health and from other local organizations with information about community health needs participated in the process.

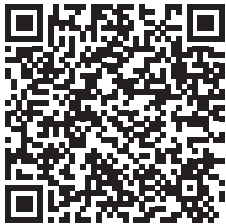
Significant Health Needs

Significant health needs were identified based on secondary data that helped establish the size of the problem (relative portion of population experiencing the problem) and the seriousness of the problem (impacts at individual, family, and community levels). That analysis yielded a preliminary list of significant health needs, which then informed the analysis of learnings from community input. That primary data collection process was designed to validate secondary data findings, identify additional community issues, solicit information regarding health disparities experienced by subpopulations, inventory community assets to address needs, and discover resource gaps. The identified significant needs were (in alphabetical order):

- 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

These needs were then prioritized with input from the community. Community stakeholders were asked to rank order the health needs according to the highest level of importance in the community. On that basis, mental health, access to care, chronic diseases, senior health and substance use were ranked as the top five priority needs in the service area.

The complete CHNA report can be accessed at **Community Benefit and Outreach – Keck Medicine of USC**. Keck Medicine welcomes feedback on the Community Health Needs Assessment and Implementation Strategy. Feedback can be sent to Marie Filipian, MPH at Marie.Filipian@med.usc.edu or by calling 818-952-2228.



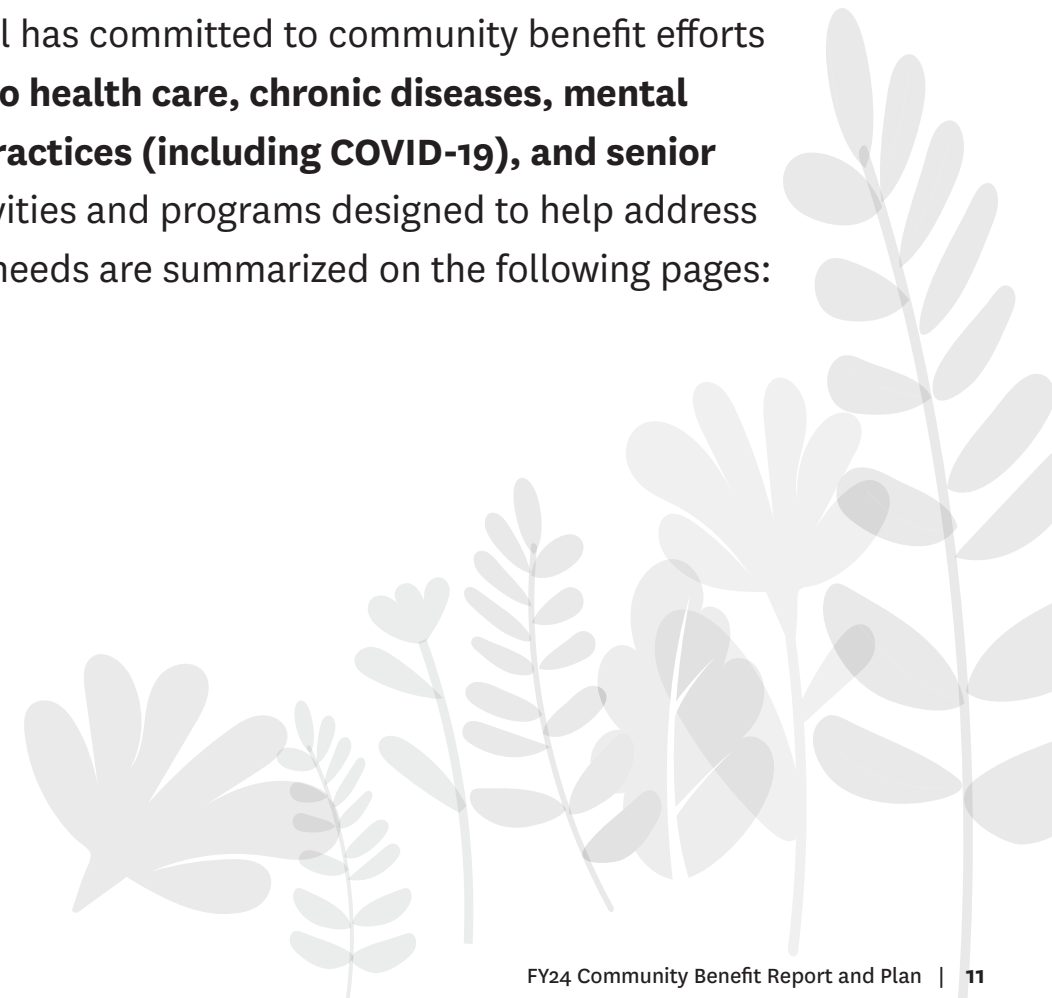
ACCESS TO HEALTH CARE, BIRTH CHARACTERISTICS, LEADING CAUSES OF DEATH, ACUTE AND CHRONIC DISEASE, HEALTH BEHAVIORS, MENTAL HEALTH, SUBSTANCE USE, AND PREVENTIVE PRACTICES ARE THE TOP PRIORITY NEEDS IN THE SERVICE AREA.





ADDRESSING PRIORITY HEALTH NEEDS

In FY24, USC Verdugo Hills Hospital engaged in activities and programs that addressed the priority health needs identified in the 2022 CHNA and the FY23-FY25 Implementation Strategy. USC Verdugo Hills Hospital has committed to community benefit efforts that address **access to health care, chronic diseases, mental health, preventive practices (including COVID-19), and senior health**. Selected activities and programs designed to help address these priority health needs are summarized on the following pages:



ADDRESSING PRIORITY HEALTH NEEDS

ACCESS TO HEALTH CARE

Goal: Increase access to health care for the medically underserved.

Transportation Services for Low-Income Patients

At USC-VHH, we are dedicated to improving healthcare access for our community. USC-VHH recognizes that transportation barriers can prevent individuals from seeking essential medical care. To address this issue, USC-VHH offers taxi vouchers, ambulance services, and van transportation, ensuring that those in need can access necessary healthcare services without financial strain. By providing these services, we aim to reduce missed appointments, improve health outcomes, and ultimately enhance the well-being of our community members.

Measurable Outcomes and Impact:

In FY24, our transportation assistance program demonstrated significant impact and success.

- **Total Assistance Provided:** Over \$39,000 was allocated towards transportation and ambulance services for low-income patients and families.
- **Increased Access to Care:** By removing transportation barriers, we facilitated access to essential healthcare services, leading to a reduction in missed appointments and improved continuity of care.
- **Community Engagement:** The program fostered partnerships with local transportation providers, enhancing community collaboration and resource sharing.

Low-Cost Mammogram Initiative

In recognition of October as National Breast Cancer Awareness Month, USC-VHH provided low-cost mammograms to enhance access to breast cancer screening in our community. This initiative underscores our commitment to promoting early detection and empowering individuals to take charge of their health.

Throughout October, we provided 14 low-cost mammograms to individuals who may have faced financial barriers in accessing this essential service. Our program aimed not only to reduce the cost of mammograms but also to raise awareness about the importance of regular screenings, educate individuals on breast health, and inform them about available resources for follow-up care.



Free Flu and COVID Vaccinations at the USC-VHH Community Health and Wellbeing Fair

During the annual USC-VHH Community Health and Wellbeing Fair, we partnered with USC Pharmacy to provide essential health services to our community, including free flu and COVID-19 vaccinations. This initiative aimed to raise public health awareness and improve accessibility, ensuring that community members could protect themselves and their loved ones from these preventable diseases.

The USC-VHH Community Health and Wellbeing Fair also offered hands-on CPR training, blood pressure screenings, and healthy eating activities. Additionally, it provided education and resources related to mental health and overall well-being. The event attracted 200 community members. Community partners included the YMCA of the Foothills, the Glendale Police Department, the Glendale Fire Department, the Community Center of La Cañada, and the National Alliance on Mental Illness.

Measurable Outcomes and Impact:

- **Flu Vaccinations Provided:** A total of 84 community members received flu vaccinations, which helps reduce the risk of flu outbreaks in our community.
- **COVID Vaccinations Provided:** 24 community members received COVID vaccinations, supporting the ongoing efforts to mitigate the impact of the pandemic and promote public health safety.

CHRONIC DISEASES

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

Hybrid Doc Talk

USC-VHH's monthly Hybrid Doc Talk is designed to enhance community health and wellness through informative and engaging discussions in partnership with the YMCA of the Foothills. Each session aims to provide valuable insights into various health topics, equipping participants with the knowledge and resources needed to make informed decisions about their health and well-being. These talks foster a sense of community among participants, reducing feelings of isolation and improving mental health. Over 550 local community participants were provided valuable knowledge and resources to improve their overall well-being.

Diabetes Education Series

The Diabetes Education Series is a comprehensive six-week program designed to empower individuals living with diabetes or pre-diabetes with essential skills and knowledge to manage their condition effectively. This interactive series covers various topics, including nutrition, physical activity, medication management, and blood sugar monitoring. By equipping individuals with practical tools and resources, the program aims to enhance participants' confidence in managing their health, ultimately leading to improved health outcomes. A total of 44 individuals completed the program.

The One Glendale Afterschool Youth Sports Program

The City of Glendale Community Services and Parks Department's One Glendale Afterschool Youth Sports Program aims to promote physical activity and healthy lifestyles among 4th and 5th grade students in Glendale elementary schools. By engaging youth in organized sports such as soccer, volleyball, football, and basketball, the program seeks to increase physical activity levels, reduce screen time, and encourage better nutrition habits. Each season, approximately 100 youth participate in the program, leading to around 400 students engaged annually.

The One Glendale Afterschool Youth Sports Program enhances students' physical health and instills important life skills related to nutrition and teamwork, making a lasting, positive impact on the Glendale community. The program has incorporated nutrition education training provided by USC VHH at all eight participating school sites. This comprehensive approach encourages active participation in sports while emphasizing the importance of healthy eating.

To monitor the program's impact, USC VHH staff conduct pre- and post-measurements of height, weight, and Body Mass Index (BMI) for participants. This data tracking allows for assessing the program's effectiveness in promoting healthy body weight and overall student well-being.

Measurable Outcomes and Impact:

The One Glendale Afterschool Youth Sports Program has made significant progress in promoting a healthier, more active generation of youth in the Glendale community.

- **Increased Physical Activity:** The program has successfully engaged approximately 400 students each year by providing structured sports activities, encouraging them to participate in regular physical exercise.
- **Reduction in Screen Time:** The program serves as an alternative to sedentary activities, helping to reduce the amount of time children spend on screens, thus promoting healthier lifestyle choices.
- **Nutrition Education:** Through the training provided by USC-VHH, students gain valuable knowledge about nutrition, empowering them to make informed choices about what they eat. This education is crucial for developing lifelong healthy eating habits.
- **Improved Health Metrics:** The program tracks participants' physical health by measuring height, weight, and BMI before and after participation, demonstrating its effectiveness in promoting healthy body weight among youth.
- **Community Engagement:** The collaboration with local schools, USC VHH, and the City of Glendale fosters a strong sense of community, bringing together families and local organizations to support the health and well-being of youth in the area.



ADDRESSING PRIORITY HEALTH NEEDS

MENTAL HEALTH

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

Suicide Awareness and Prevention Conference

The annual Suicide Awareness and Prevention Conference educates community members and healthcare professionals about the critical issues related to suicide. Co-hosted by the American Foundation for Suicide Prevention and supported by key stakeholders such as Horizon Healthcare, Los Angeles County Supervisor Kathryn Barger, Senator Anthony Portantino, and the USC-VHH Foundation Caduceus Society, this conference serves as a platform to discuss the signs, risk factors, and causes of suicide. It also emphasizes the significant impact of suicide on individuals and communities while providing essential resources for prevention, treatment, and crisis intervention.

The impact of the Annual Suicide Awareness and Prevention Conference is substantial. Over 300 community members, mental health professionals, and first responders participated. A total of 109 healthcare professionals received 6 hours of continuing education (CE) credit, enhancing their qualifications and providing them with updated knowledge and tools to assist individuals at risk of suicide better. By addressing this urgent public health issue, the conference contributes to individual well-being and strengthens the community's overall mental health resources and support systems. Through ongoing education and collaboration, the Annual Suicide Awareness and Prevention Conference plays a vital role in reducing stigma, promoting understanding, and ultimately saving lives.

Stepping Stones Geropsychiatric Program

The Stepping Stones Geropsychiatric Program at USC VHH is a specialized inpatient and outpatient mental health initiative designed to address the emotional and personal distress experienced by individuals aged 50 and older. Understanding that older adults have unique mental health needs, the program offers comprehensive services tailored to provide personalized care and support for patients and their families. Stepping Stones utilizes a multidisciplinary approach that includes thorough assessments, various therapies, and a complete continuum of care. Our key community partners include the Glendale Police Department and Horizon Healthcare. In FY24, Stepping Stones successfully facilitated 378 patient visits.

PREVENTATIVE PRACTICES

Goal: Improve community health through preventive practices.

Monthly Family Education - Babysitting Classes for Ages 11-15

The Monthly Family Education Program offered specialized babysitting classes for boys and girls aged 11 to 15. This comprehensive curriculum equipped young participants with essential skills and knowledge to safely care for infants and children. The program covered various important topics, including Infant/Child CPR, Basic First Aid, Accident Prevention, Safety Tips, and Emergency Protocols. Through interactive lessons and hands-on practice, participants build confidence and competence in their babysitting abilities, preparing them to take on responsibilities within their communities. In FY24, a total of 124 participants completed the program.

Beginnings Early Pregnancy Classes

The Beginnings Early Pregnancy Classes were designed to support expectant parents in navigating the early stages of pregnancy. These classes covered essential pregnancy-related topics, including nutrition, common discomforts, relaxation techniques, and fetal development. In FY 2024, the Beginnings Early Pregnancy Classes engaged 130 community members, fostering a sense of community and support among expectant parents.

Program/Activity Description: Breastfeeding Support Groups

USC-VHH offered a series of free support groups and workshops designed to provide comprehensive breastfeeding advice and support to new mothers and fathers. A certified lactation specialist led these sessions, ensuring participants received expert guidance. In total, we conducted 766 encounters throughout FY24, ensuring families had access to essential resources and support during the critical early stages of parenthood.

SENIOR HEALTH

Goal: Enhance senior health and wellbeing.

Free Health Screenings for Seniors

In FY24, USC-VHH provided essential health education, screenings, and resources to older adults in the community. By collaborating with local events such as the Crescenta Valley Country Fair, Glendale Fire Service Day, and the GCC Health and Resource Fair, this outreach was particularly beneficial for seniors who may have otherwise lacked access to health services. USC VHH engaged with over 2,700 community members by offering free health screenings, distributing educational materials, and providing health resources, fostering a strong connection with local seniors.

Annual Brain Health Forum

The annual Brain Health Forum focused on critical topics such as genetics, various forms of dementia, and Alzheimer's Disease. This event was held in partnership with the USC Alzheimer's Disease Research Center and the California Alzheimer's Disease Centers at USC and Rancho Los Amigos. The forum featured expert-led presentations and Q&A sessions, providing attendees with a comprehensive understanding of brain health's complexities. With 95 community members in attendance, the forum successfully delivered valuable information about brain health, raising awareness about important issues like dementia and Alzheimer's Disease.

Community Resource Center for Aging

The Community Resource Center for Aging (CRCA) is committed to enhancing the health and well-being of older adults in our community through a comprehensive array of programs and services designed to meet their diverse needs.

Programs Offered

- Guided Autobiography Workshops
- Grief & Loss: Beyond Blue Support Groups
- Caregiver Night Out Activity Programs
- Solo Aging Education and Discussion Sessions
- Educational Presentations and Community Engagement Events

Our resource specialists play a crucial role in connecting community members with essential services. In FY24, they assisted 527 individuals through over 1,600 contacts, providing guidance and support on various issues. These include in-home care and support, health insurance navigation, caregiver respite, grief and loss resources, advance directives, and the management of chronic health conditions. The programs and services offered by the CRCA have had a significant positive impact on the lives of older adults and their families within our community.





COLLABORATION AND COMMUNITY ENGAGEMENT

USC Verdugo Hills Hospital collaborates with community non-profit organizations and affiliated USC organizations whose programs align with the strategic priorities identified in the hospital’s Community Health Needs Assessment and Implementation Strategy.



COLLABORATION AND COMMUNITY ENGAGEMENT

In FY24, USC Verdugo Hills collaborated with the following organizations to offer programming and services and/or provide financial and in-kind support:

- American Foundation for Suicide Prevention
- American Red Cross
- Armenian American Medical Society
- Crescenta Valley High School
- Glendale Chamber of Commerce
- Glendale College Foundation
- Glendale Educational Foundation
- Glendale Fire Foundation
- Glendale Police Foundation
- Home Again Los Angeles
- Kids Community Dental Clinic
- Kiwanis Club of La Canada
- NAMI Greater LA County
- One Glendale Afterschool Program
- Operation Walk Los Angeles
- YMCA of the Foothills
- YWCA Glendale & Pasadena

USC VHH also hosts, sponsors, and participates in a variety of initiatives to promote health and wellbeing and community engagement. Several of these initiatives are described below.

Annual Adopt a Family Program

Keck Medicine of USC departments adopted 21 families from Santa Teresita Elementary School and Hazard Park Recreation Center, both in the Boyle Heights neighborhood, to provide material support and to foster a sense of community, unity, and shared responsibility during the holiday season.

Keck Medicine of USC’s Toy Drive

Keck Medicine of USC demonstrated its commitment to community well-being by hosting a health system-wide toy drive. The initiative garnered overwhelming support from employees, resulting in the collection of approximately 700 toys. These generous donations aimed to bring joy and comfort to various recipients, including those affiliated with the Hazard Park Recreation Center, Oscar Clinica Romero Marengo and Alvarado Clinics, and the Evergreen Early Education Center.

USC Good Neighbors Campaign

USC Good Neighbors grants provide financial support to university-community partnerships involving collaboration between USC faculty and staff and local nonprofit organizations that have an impact on the surrounding neighborhoods.

USC FACULTY AND STAFF DONATED OVER \$76,000 TO SUPPORT 54 COMMUNITY ORGANIZATIONS AIDING OVER 52,000 FAMILIES (2024-2025).

Some of the funded partner programs include:

- 24th Street Theatre
- Neighborhood Music School
- 32nd Street/LAUSD USC Visual & Performing Arts
- F.B. Alliance
- Vermont Avenue Elementary School
- LA Commons
- Redeemer Community Partnership
- Building Skills Partnership
- PUENTE Learning Center
- The Jester & Pharley Phund
- Boys & Girls Club of West San Gabriel Valley and Eastside

Please visit 2024-2025-grantees for a full list of grantees.





OTHER COMMUNITY BENEFITS

As described on the following pages, USC Verdugo Hills Hospital provides a variety of other community benefits. See “Economic Value of Community Benefits” on page 28 for net community benefit expenses incurred by USC-VHH in FY24.

OTHER COMMUNITY BENEFITS

Charity Care/Financial Assistance

Keck Medicine of USC, which includes Keck Hospital of USC, USC Norris Cancer Hospital, and USC Verdugo Hills Hospital, provides compassionate, quality care to everyone regardless of their ability to pay. The Financial Assistance Program makes medically necessary services available to community members, including people who don't have health insurance and can't pay their hospital bill and patients who have insurance but are unable to pay the portion of costs not covered by insurance.

Unpaid Cost of Medi-Cal and other Government-Sponsored Means-Tested Health Care

Keck Medicine of USC incurs losses in providing access to health care for Medi-Cal patients and low-income individuals participating in other government sponsored programs. These shortfalls are counted as community benefit because they improve access to care for individuals who are underinsured and cannot afford to pay for services.

Patient Assistance Drug Program

Keck Medicine of USC assists patients in finding financial assistance for hospital administered drugs that are not covered by their insurer or otherwise provided free of charge. Manufacturers offer free drugs to patients whose insurer does not offer coverage to certain high-cost treatments if the patient meets manufacturer specific strict criteria related to a patient's clinicals and financials.

EFFORTS IN FY24 ALLOWED THE HOSPITAL TO OBTAIN OVER \$4,000,000 IN FREE DRUG ASSISTANCE FOR PATIENTS WHO MEET THESE CRITERIA.

Cash and In-Kind Donations

USC Verdugo Hills Hospital supports non-profit community groups and local organizations with funds and in-kind donations that enable them to provide community benefits. Some of the community partners that received donations included:

- American Foundation for Suicide Prevention
- Armenian American Medical Society
- Glendale Chamber of Commerce
- Glendale Educational Foundation
- Glendale Latino Association
- Glendale Police Foundation
- Kids' Community Dental Clinic
- Kiwanis Club of La Cañada
- NAMI Greater Los Angeles
- Senior Citizen's Foundation of South Pasadena

Community Building Activities

Community Building Activities improve health and wellbeing by enhancing social and economic conditions. These activities help address the root causes of health problems or the determinants of health, such as education, homelessness, poverty, neighborhood conditions, and the environment.

USC-VHH representatives participated in several area economic councils and chambers of commerce, addressing issues that impacted community health improvement and safety.

Workforce development is an important community building objective. USC-VHH participated in and supported community programs that encouraged careers in the health professions.

- **Healthcare Day of Discovery** – provides a day-long overview of several health care career paths, the education required to pursue those paths, and a glance into the day-to-day duties of individuals performing those jobs.
- **USC Bovard Scholars VHH Site Visit** – provides outstanding students with financial need to achieve academic and career success.

Health Professions Education

These are educational and training programs for physicians, nurses, nursing students, and other health professionals needed to obtain or maintain licensure or certification to practice in California.

Nursing Education

Over 540 nursing students and nurse practitioner students participated in clinical rotations at USC-VHH. Students participated from Azusa Pacific University, Pasadena City College, California State University of Los Angeles, California State University of Northridge, College of the Canyons, Glendale Career College, Glendale Community College, Grand Canyon University, Chamberlain University, and West Coast University.

Graduate Medical Education

Keck Medicine of USC Hospitals provide clinical settings for interns, residents, and fellows from the USC Keck School of Medicine. Clinical faculty at the Keck School of Medicine provide supervision and direction.

Other Health Professions Education

Health professions students from USC were educated and performed their clinical hours and/or internship rotations in occupational therapy, physical therapy, speech language therapy, nutrition and dietetics, radiology, central processing, and pharmacy.





COMMUNITY BENEFIT PLAN FY25

USC-VHH continues to implement activities and programs to address the priority needs in our service area. We intend to take actions to address the following health needs that were identified in the FY22 CHNA and detailed in the FY23-FY25 Implementation Strategy:

- Access to Care
- Chronic Diseases
- Mental Health
- Preventive Practices
- Senior Health





ACCESS TO CARE
Goal: Increase access to health care for the medically underserved.

Strategies

- 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.

CHRONIC DISEASES
Goal: Reduce the impact of chronic diseases and increase the focus on chronic disease prevention and treatment education.

Strategies

- 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.

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

Strategies

- 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.

PREVENTIVE PRACTICES
Goal: Improve community health through preventive practices.

Strategies

- 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.
- Provide low cost and no cost vaccines (including flu and COVID-19).



SENIOR HEALTH
Goal: Enhance senior health and wellbeing.

Strategies

- 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.

Evaluation of Impact

USC-VHH is committed to monitoring and evaluating key initiatives to assess the programs and activities outlined in this Implementation Strategy. We have implemented a system for the collection and documentation of tracking measures, such as the number of people reached/served, and collaborative efforts to address health needs. An evaluation of the impact of USC-VHH's actions to address these significant health needs will be reported in the next scheduled CHNA.

Needs the Hospital Will Not Address

Since USC-VHH cannot directly address all the health needs present in the community, we will concentrate on those health needs that can most effectively be addressed given our areas of focus and expertise. Taking existing hospital and community resources into consideration, USC-VHH will not directly address the remaining health needs identified in the CHNA, including dental health, economic insecurity, overweight and obesity, sexually transmitted infections, and substance use.

ECONOMIC VALUE OF COMMUNITY BENEFITS

The USC Verdugo Hills Hospital economic value of community benefits for FY24 (July 1, 2023 to June 30, 2024) is summarized in the table below. The hospital’s community benefit costs comply with Internal Revenue Service instructions for Form 990 Schedule H and are based on the Medicare cost report adjusted for the Form 990 reporting period.

COMMUNITY BENEFIT CATEGORIES	NET BENEFIT
Financial Assistance ¹	\$1,352,216
Medi-Cal Shortfall ²	\$8,977,561
Other Means-tested Government Programs ³	————
Community Health Improvement Services ⁴	\$265,349
Health Professions Education ⁵	\$420,734
Subsidized Health Services	\$1,538,410
Research	————
Contributions for Community Benefit ⁶	\$12,627
Community Building	\$123,398
Subtotal: Community Benefits before Medicare	\$12,690,295
Medicare Shortfall ²	\$46,015,848
Total Community Benefits including Medicare	\$58,706,143

¹ Financial Assistance includes traditional charity care write-offs to eligible patients at reduced or no cost based on the individual patient’s financial situation.

² Unpaid costs of public programs include the difference between costs to provide health care services and the rate at which the hospital is reimbursed.

³ Includes other government payors for which the hospital receives little or no reimbursement (e.g., County indigent program).

⁴ Includes non-billed programs such as community health education, support groups, and support services.

⁵ Costs related to the health professions education programs that the hospital sponsors.

⁶ Includes cash and in-kind donations.



CONTACT

USC Verdugo Hills Hospital

1812 Verdugo Boulevard
Glendale, CA 91208
<https://uscvhh.org>

Community Benefit Contact

Change to Marie Filipian, MPH
Community Benefits Manager
marie.filipian@med.usc.edu

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

