



EISENHOWER HEALTH

2020-2022 Implementation Strategy

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Implementation Strategy

Introduction

Eisenhower Health is a dynamic, progressive health care complex comprised of a 463-bed hospital, the Annenberg Center for Health Sciences at Eisenhower, the Barbara Sinatra Children's Center at Eisenhower. The Hazelden/Betty Ford Center is located on the Eisenhower campus.

As the Valley's only nonprofit hospital, Eisenhower Health has provided high quality, compassionate care for more than 45 years through a full range of state-of-the-art diagnostic, treatment and emergency facilities. Eisenhower is an accredited teaching hospital, with a School of Graduate Medical Education training new physicians in the specialties of family medicine and internal medicine as well as a fellowship program in sports medicine. Eisenhower Health has established health centers in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert and La Quinta to serve the health needs of a diverse population.

In FY19, Eisenhower Health 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 organizations that share a mission to improve health. This Implementation Strategy explains how Eisenhower Health plans to address the significant health needs identified by the CHNA.

Report Adoption, Availability and Comments

This Implementation Strategy was adopted by the Eisenhower Health Board of Directors in June 2019. This report is widely available to the public on the hospital's web site, <https://www.eisenhowerhealth.org/about-us/community-health-needs-assessment/>. Written comments on this report can be submitted to TellUs@eisenhowerhealth.org.

Definition of the Community Service Area

Eisenhower Health is located at 39000 Bob Hope Drive, Rancho Mirage, California, 92270. The service area includes 15 ZIP Codes, representing 11 cities in Riverside County. The hospital service area was determined from the ZIP Codes that reflect a majority of patient admissions.

Eisenhower Health Service Area

Geographic Area	ZIP Code
Cathedral City	92234
Coachella	92236
Desert Hot Springs	92240, 92241
Indian Wells	92210
Indio	92201, 92203
La Quinta	92253
North Palm Springs	92258
Palm Desert	92211, 92260
Palm Springs	92262, 92264
Rancho Mirage	92270
Thousand Palms	92276

The population of the Eisenhower Health service area is 412,809. Children and youth, ages 0-17, make up 22.3% of the population and seniors, ages 65 and over, account for 22.4% of residents. In the service area, more than half of the population (50.2%) is Hispanic/Latino, 42.4% are White, 2.9% are Asian, 2.6% are Black/African American, and 1.9% are American Indian/Alaskan Native, Native Hawaiian/Pacific Islander, or multiple races. In terms of educational attainment, 19.4% of service area residents, 25 years and older, have less than a high school diploma. 19.3% of the population is at or below 100% of the federal poverty level and 44.1% of service area residents are low-income, living at or below 200% of the federal poverty level.

2019 Community Health Needs Assessment Summary

The 2019 CHNA incorporated demographic and health data for the communities served by the hospital. Primary data were obtained through a survey of 93 community stakeholders. Significant health needs were identified from issues supported by the primary and secondary data sources.

The community stakeholders were asked to prioritize the significant health needs according to highest level of importance in the community. A brief description of the significant health needs listed in priority order follows:

1. **Mental health** – Among adults in Riverside County, 9.3% experienced serious psychological distress in the past year. Serious psychological distress was experienced in the past year by 16.7% of area teens, which was higher than the state level (10%). Community stakeholders commented people are unwilling to share they have a mental health issue because of stigma
2. **Access to health care** – Health insurance coverage is a key component to accessing health care. The service area has 83.4% insurance coverage across all ages, which is lower than the county rate (85.3%). When access to care through a usual source of care is examined by race/ethnicity, Latinos are the least likely to

have a usual source of care (81.1%). Community stakeholders commented that many people lack health insurance, or have a hard time reaching health care because of transportation issues or long wait times for appointments.

3. **Homelessness** – In 2018, there were 2,316 homeless identified in the annual homeless count. 72.8% of the Riverside County homeless were unsheltered. Among children, 5.7% of public school enrollees in Riverside County were recorded as being homeless at some point during the 2015-2016 school year. Community stakeholders noted with a lack of affordable housing and little money to pay bills, it is difficult for many to maintain housing.
4. **Substance use and misuse** – Among Riverside County adults, 34.7% had engaged in binge drinking in the past year. 0.7% of Riverside County teens binge drank in the past month. In Riverside County, 11.7% of adults smoke cigarettes, which is higher than the state rate (11.5%). 18.7% of Riverside County residents had smoked an e-cigarette, which is higher than the state rate (16.7%). The rate of opioid prescriptions in Riverside County was 586.1 per 1,000 persons. This rate was higher than the state rate of opioid prescribing (508.7 per 1,000 persons).
5. **Food insecurity** – Among the population in Riverside County, 9.8% experienced food insecurity at some point in the past year. Among children in Riverside County, 19% lived in households that experienced food insecurity at some point in the year. A community stakeholder noted “A lack of economic stability is the root cause of food insecurity.”
6. **Economic instability** – When examined by ZIP Code, community poverty rates are highest among residents of Desert Hot Springs 92240 (32.1%), Coachella (29.9%) and North Palm Springs (27.3%). 30.6% of service area children, under age 18, are living in poverty. Among service area seniors, 9.8% are living in poverty. 45.9% of owner and renter-occupied households in the service area spend 30% or more of their income on housing. This percent is higher than the county rate of 44.2%.
7. **Preventive practices** – The Healthy People 2020 objective is for 70% of the population to receive a flu shot. 38.3% of Riverside County adults received a flu shot, which is lower than the state rate (42.6%) and the Healthy People 2020 objective. Among area seniors, 62.8% had received a flu shot. Among children, 6 months to 17 years of age, 47.9% in Riverside County received the flu shot. Survey participants commented preventive practices are a low priority for patients. Patients either don't see the value in preventive practices or they have other priorities that are more important.
8. **Diabetes** – Among adults in Riverside County, 13.8% have been diagnosed as pre-diabetic and 10% have been diagnosed with diabetes. Hospitalizations for diabetes in Riverside County occur at a rate of 19.9 per 10,000 persons. ER visits for diabetes occur at a rate of 29.8 per 10,000 persons. These rates are higher than the diabetes hospitalization and ER rates in California.

9. **HIV** – The mortality rate from HIV in the service area is 6.7 deaths per 100,000. This is higher than the county rate (2.1 per 100,000 persons) and the state rate (1.9 deaths per 100,000 persons). The HIV death rate in the service area is more than twice the Healthy People 2020 objective for HIV deaths of 3.3 per 100,000 persons.
10. **Overweight and obesity** – In Riverside County, 34.5% of adults, 19.3% of teens, and 15.6% of children are overweight. In Riverside County, 31.5% of adults and 20% of teens are obese. When adult obesity levels are tracked over time, Riverside County shows a 7.8% increase in obesity from 2005 through 2017. This increase in obesity is higher than the state level increase of 5.3%. Diet was the most common theme noted by survey participants as they described that people don't have access to good food and conversely have easy access to unhealthy food. One survey participant described, "There is addicting fast food on every corner in low-income communities."
11. **Heart disease** – In the hospital service area, heart disease is the leading cause of death. For adults in Riverside County, 7.2% have been diagnosed with heart disease, which is higher than the state rate (6.5%).
12. **Dental care** – 17.2% of children, 3 to 11 years of age, in Riverside County have never been to a dentist; this is higher than the state rate of 15.5%. In the past year, 6.8% of area children needed dental care and did not receive it. 1.7% of children had been to the ER or Urgent Care for a dental issue. A lack of dentists and dental services was mentioned as a barrier to care by the survey participants. There are few dentists, oral specialists, or low-cost options for those who need dental care.
13. **Violence and community safety** – Violent crime rates in Riverside County increased from 2014 to 2017. The property crime rate in Riverside County showed a slight decrease from 2014 to 2017. In the service area, high property crime rates were reported in Palm Desert and Palm Springs. High violent crime rates were reported in Desert Hot Springs, Indio and Palm Springs. Survey respondents noted substance use, mental health issues, and gang violence contribute to community violence.
14. **Environmental pollution** – In 2016, Riverside County recorded 69 days of ground-level ozone concentrations (air pollution) that exceeded the U.S. standard of 0.070 parts per million. The average across the state was 22 days with readings above the U.S. standard. Survey respondents noted a number of issues impacting pollution in the area, including the Salton Sea, Highway I-10, agriculture and other area industries.
15. **Asthma** – In Riverside County, 15.8% of the population has been diagnosed with asthma. 20.4% of children, ages 0-17, have been diagnosed with asthma. Survey participants noted there are a lack of asthma providers, lack of asthma services, and a lack of preventive asthma care.

16. **Liver disease** – Mortality from liver disease is 17.2 deaths per 100,000 persons. This is higher than the county rate (13.9 per 100,000 persons) and state rate (13.8 deaths per 100,000 persons), and is more than twice the Healthy People 2020 objective for liver disease deaths of 8.2 per 100,000 persons.
17. **Unintentional injuries** – The age-adjusted death rate from unintentional injuries in the service area is 41.9 deaths per 100,000 persons. This rate is higher than the Healthy People 2020 objective of 36.4 deaths per 100,000 persons.

Significant Health Needs the Hospital Will Address

This Implementation Strategy describes how Eisenhower Health plans to address the selected significant health needs identified in the 2019 Community Health Needs Assessment. Eisenhower examined the significant health needs and applied the following criteria to identify the health needs it will address: organizational capacity, established relationships, ongoing investment, and acknowledged competencies and expertise. As a result, Eisenhower will address the following health needs through a commitment of community benefit programs and charitable resources:

1. Access to health care
2. Chronic diseases (asthma, cancer, heart disease, diabetes, HIV/AIDS)
3. Mental health and substance use and misuse
4. Preventive practices

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

Eisenhower Health will address access to health care by taking the following actions:

1. Provide financial assistance through both free and discounted care for health care services, consistent with the hospital's financial assistance policy.
2. Provide transportation support for established patients with transportation challenges, within 25 miles of the hospital using basic van service, to increase access to health care services.
3. Provide primary care services, health screenings, and vaccines/immunizations for the uninsured and underinsured.
4. Communicate to service area residents how to access health care coverage options and primary care services.

Impact

The anticipated impact of these actions will be to:

- Increase availability and access to health care.
- Provide financial assistance to qualified patients.
- Aid access to health care services by providing transportation assistance.

Collaboration

To address access to care, Eisenhower Health plans to collaborate with:

- Coachella Valley Volunteers in Medicine
- Community clinics
- Eisenhower Health centers and clinics
- Riverside County Public Health

Chronic Diseases

Goal

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

Strategies

Eisenhower Health will address chronic diseases by taking the following actions:

- Provide chronic disease education, screening and treatment.
- Provide support groups to assist those with chronic diseases, their families and caregivers.
- Provide funding support to community organizations to support chronic disease prevention and treatment.
- Provide nutrition consultations.

Impact

The anticipated impact of these actions will be to:

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

Collaboration

To address chronic diseases, Eisenhower Health plans to collaborate with:

- AIDS Assistance Program
- Alzheimer's Association
- American Cancer Society
- American Diabetes Association

- American Heart Association
- Desert AIDS Project
- Desert Healthcare District
- Mizell Senior Center
- Neurovitality Center

Mental Health and Substance Use and Misuse

Goal

To increase the availability of mental health and substance use and misuse services in the community.

Strategies

Eisenhower Health will address mental health and substance use and misuse by taking the following actions:

- Increase community awareness of prevention efforts and availability of resources to address mental health and substance use and misuse concerns.
- Improve access to mental health and substance use services by increasing the number of qualified providers.
- Offer community health education, community lectures, presentations and workshops.

Impact

The anticipated impact of these actions will be to:

- Increase the availability of mental health and substance use services in the community.
- Improve screening and identification of mental health and substance use needs.
- Improve coordination among health care providers and community resources and programs.

Collaboration

To support mental health and substance use and misuse, Eisenhower Health plans to collaborate with:

- Barbara Sinatra Children's Center
- Hazelden Betty Ford Center
- School districts
- Senior centers
- NAMI – National Alliance on Mental Illness

Preventive Practices

Goal

Improve community health through preventive practices.

Strategies

Eisenhower Health will address preventive practices by taking the following actions:

- Provide free health screenings.
- Provide education and resources focused on healthy living and disease prevention.
- Reduce injuries and falls among seniors through exercise and balance classes.
- Provide funding support to community organizations to support preventive health services.

Impact

The anticipated impact of these actions will be to:

- Increase availability and access to preventive care services.
- Increase individuals' compliance with preventive care recommendations.

Collaboration

To support preventive practices, Eisenhower Health plans to collaborate with:

- American Cancer Society
- American Diabetes Association
- American Heart Association
- Barbara Sinatra Children's Center
- Cathedral City
- City of Palm Springs
- Desert Healthcare District
- Indio Senior Center
- Jewish Family Service of the Desert
- Joslyn Center
- LGBT Community Center of the Desert

Evaluation of Impact

Eisenhower Health will monitor and evaluate the programs and activities outlined above. The hospital has a system that tracks the implementation of the strategies and documents the anticipated impact. The reporting process includes the collection and documentation of tracking measures, such as the number of people reached/served, increases in knowledge or changes in behavior as a result of planned strategies, and collaborative efforts to address health needs. An evaluation of the impact of Eisenhower Health's actions to address these significant health needs will be reported in the next

scheduled Community Health Needs Assessment.

Needs the Hospital Will Not Address

Taking existing hospital and community resources into consideration, Eisenhower Health will not directly address the remaining health needs identified in the CHNA, including: homelessness, food insecurity, economic instability, violence and community safety, environmental pollution, unintentional injuries, dental care, and overweight and obesity. Eisenhower Health cannot address all the health needs present in the community. Therefore, it will concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.