



# Implementation Strategy

FY2023-FY2025

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# Implementation Strategy

## Introduction

Eisenhower Health is a nonprofit, comprehensive health care institution that includes the 463-bed Eisenhower Medical Center (EMC), the Barbara Sinatra Children's Center at Eisenhower and the Annenberg Center for Health Sciences at Eisenhower. The Betty Ford Center is also located on the Eisenhower campus but is an entirely independent organization. Situated on 130 acres in Rancho Mirage, and with outpatient clinics across the Coachella Valley, Eisenhower Health provides a full range of quality medical and educational services and is renowned for its Centers of Excellence in Orthopedics, Cardiovascular and Oncology.

In 2022, Eisenhower Health conducted a Community Health Needs Assessment (CHNA) in compliance with state and federal regulations guiding tax-exempt hospitals, assessing the significant health needs for the hospital service area. The CHNA and Implementation Strategy 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 on June 28, 2022.

The CHNA and Implementation Strategy are available on the hospital's website: <https://www.eisenhowerhealth.org/about-us/community-health-needs-assessment/>. Public comment on the CHNA and Implementation Strategy is encouraged and community input is used to inform and influence this work. Written comments can be submitted to [TellUs@eisenhowerhealth.org](mailto:TellUs@eisenhowerhealth.org).

## Community Service Area

Eisenhower Medical Center’s 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 Medical Center 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

## Significant Community Health Needs

Eisenhower Health’s CHNA incorporated demographic and health data collected from a variety of local, county and state sources to present community demographics, social determinants of health, as well as a broad range of health indicators. Analysis of secondary data included an examination and reporting of health disparities for some health indicators. The report includes benchmark comparison data that measure the data findings as compared to Healthy People 2030 objectives, where appropriate.

Significant needs were identified through this review of the secondary health data and validation through stakeholder surveys, which asked respondents to prioritize the significant health needs according to highest level of importance in the community. Survey participants included a broad range of stakeholders concerned with health and wellbeing in the Coachella Valley, who spoke to issues and needs in the communities served by the hospital.

The identified significant needs included:

- Access to health care
- Chronic disease
- COVID-19
- Dental care
- Economic instability
- Environmental pollution
- Food insecurity
- HIV/AIDS
- Housing and homelessness
- Mental health
- Overweight and obesity
- Preventive practices
- Substance use
- Unintentional injuries

## **Prioritized Health Needs the Hospital Will Address**

Eisenhower Health examined the significant health needs and prioritized them with community stakeholder input gathered via surveys. In addition, Eisenhower Health 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 Health will address the following health needs through a commitment of community benefit programs and charitable resources:

- Access to health care
- Chronic diseases (asthma, cancer, heart disease, diabetes, HIV/AIDS)
- Mental health and substance use
- Preventive practices (including COVID-19 and unintentional injuries)

## **Strategies to Address Prioritized Health Needs**

For each health need the hospital plans to address, the Implementation Strategy describes the following: 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**

1. Provide financial assistance through 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 to increase access to health care services.
3. Provide and expand primary care services, health screenings, and vaccines/immunizations.
4. Expand primary care options in the service area.
5. Communicate to service area residents how to access health care coverage options and primary care services.

#### **Anticipated Impact**

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

## **Collaborative Partners**

- Coachella Valley Volunteers in Medicine
- Community clinics
- Eisenhower Health 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**

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

## **Anticipated Impact**

- Increase availability and access to chronic disease prevention and management.
- 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.

## **Collaborative Partners**

- AAP – Food Samaritans
- Alzheimer's Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- DAP Health
- Desert Healthcare District
- HIV & Aging Research Project – Palm Springs
- Mizell Senior Center
- Neuro Vitality Center
- The LGBTQ Community Center of the Desert

## **Mental Health and Substance Use**

**Goal:** Increase the availability of mental health and substance use/misuse services in the community.

### **Strategies**

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

### **Anticipated Impact**

- 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.

### **Collaborative Partners**

- Barbara Sinatra Children's Center
- Hazelden Betty Ford Foundation
- Jewish Family Service of the Desert
- NAMI – National Alliance on Mental Illness
- Riverside County Mental Health
- School districts
- Senior centers

## **Preventive Practices**

**Goal:** Improve community health through preventive health practices.

### **Strategies**

1. Provide free health screenings.
2. Provide COVID-19 testing and vaccines as appropriate to need.
3. Provide education and resources focused on healthy living and disease prevention.
4. Reduce unintentional injuries and falls among seniors through exercise and balance classes.
5. Provide funding support to community organizations to support preventive health services.

### **Anticipated Impact**

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

### **Collaborative Partners**

- 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
- Riverside County Public Health
- The LGBTQ Community Center of the Desert

### **Evaluation of Impact**

Eisenhower Health will monitor and evaluate the programs and activities outlined in this Implementation Strategy. 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, 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 CHNA.

### **Health Needs the Hospital Will Not Address**

Since Eisenhower Health cannot directly address all of 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, Eisenhower Health will not directly address the remaining health needs identified in the CHNA, including: dental care, economic instability, environmental pollution, food insecurity, housing and homelessness, and overweight and obesity.