

# MemorialCare Orange Coast Medical Center

## Implementation Strategy

FY2023-FY2025



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# Implementation Strategy

## Introduction

MemorialCare Orange Coast Medical Center (OCMC) is a member of MemorialCare, an integrated, nonprofit health system headquartered in Orange County, California. MemorialCare includes top hospitals – Orange Coast Medical Center, Saddleback Medical Center, Long Beach Medical Center and Miller Children’s & Women’s Hospital Long Beach. The system also includes MemorialCare Medical Group and Greater Newport Physicians, as well as MemorialCare Select Health Plan and numerous convenient outpatient ambulatory surgery, medical imaging, urgent care, breast health, physical therapy, dialysis and primary care and specialty care centers.

OCMC is the only nonprofit hospital in Fountain Valley, California. The hospital is home to the MemorialCare Cancer Institute, MemorialCare Neuroscience Institute, MemorialCare Breast Center, MemorialCare Imaging Center, MemorialCare Heart & Vascular Institute, MemorialCare Surgical Weight Loss Center, MemorialCare Joint Replacement Center, Childbirth Center, Digestive Care Center, and Spine Health Center.

In 2022, OCMC 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’s service area. California Senate Bill 697 and the Patient Protection and Affordable Care Act through IRS section 501(r)(3) regulations direct nonprofit hospitals to conduct a CHNA every three years and develop a three-year Implementation Strategy that responds to identified community needs.

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 OCMC plans to address the significant health needs identified by the CHNA.

## Report Adoption, Availability and Comments

This Implementation Strategy was adopted by the Board of Directors on June 13, 2022. The CHNA and Implementation Strategy are available at [www.memorialcare.org/about-us/communitybenefit](http://www.memorialcare.org/about-us/communitybenefit).

Public comment on the CHNA and Implementation Strategy is encouraged as community input is used to inform and influence this work. Written comments can be submitted to [communitybenefit@memorialcare.org](mailto:communitybenefit@memorialcare.org).

### Definition of the Community Served

OCCM is located at 9920 Talbert Avenue, Fountain Valley, California, 92708. The hospital's primary service area includes 25 ZIP Codes, representing 13 cities/communities in Orange County. This primary service area was determined by averaging total inpatient ZIP Codes from 2018-2020. This service area noted below represents 87% of total inpatient ZIP Codes of patient origin.

**Orange Coast Medical Center Service Area**

<b>Geographic Area</b>	<b>ZIP Code</b>
Anaheim	92801, 92804
Buena Park	90620
Costa Mesa	92626, 92627
Cypress	90630
Fountain Valley	92708
Garden Grove	92840, 92841, 92843, 92844, 92845
Huntington Beach	92646, 92647, 92648, 92649
Midway City	92655
Santa Ana	92703, 92704, 92706, 92707
Seal Beach	90740
Stanton	90680
Tustin	92780
Westminster	92683

### Significant Community Health Needs

OCCM'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.

The identified significant needs included:

- Access to care
- Chronic diseases (Alzheimer's disease, asthma, cancer, diabetes, heart disease, liver, stroke)
- COVID-19
- Economic insecurity
- Food insecurity
- Housing and homelessness
- Mental health
- Overweight/obesity
- Preventive practices (vaccines and screenings)

- Senior health
- Substance use

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

This Implementation Strategy details how OCMC plans to address the significant health 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.

OCMC examined the identified significant health needs and prioritized them with input from community stakeholder interviews. Stakeholders included a broad range of key informants and residents in the service area who spoke about the issues and needs in the communities served by the hospital. Once the CHNA was completed, the hospital convened the Community Benefit Oversight Committee on April 21, 2022, to discuss and prioritize the significant health needs. Prior to the meeting, the committee received the 2022 CHNA and had an opportunity to review the CHNA findings.

The Community Benefit Oversight Committee (CBOC) applied the following criteria to the significant health needs to determine the priority health needs OCMC will address in the Implementation Strategy.

- Existing infrastructure: There are programs, systems, staff, and support resources in place to address the issue.
- Established relationships: There are established relationships with community partners to address the issue.
- Ongoing investment: Existing resources are committed to the issue. Staff time and financial resources for this issue are counted as part of our community benefit effort.
- Focus area: Has acknowledged competencies and expertise to address the issue and the issue fits with the organizational mission. The need was identified as a priority in the previous Implementation Strategy.

Results of the prioritization process were compiled, and priority health needs identified. As a result of this process with the CBOC, it was determined that OCMC will address the following health needs with a focus on the social determinants of health and health equity:

- Access to care
- Behavioral health (mental health and substance use)
- Chronic diseases
- Overweight and obesity
- Preventive practices

Using the lens of the social determinants of health and health equity, OCMC will provide some attention to food insecurity as well as bringing community awareness to housing and homelessness as applied to these priority health needs.

## **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 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 to increase access to health care services.
3. Ensure the Senior Liaison works with local organizations to assist older adults in securing needed services and coordinates the free senior medical transportation program.
4. Provide low-income residents with low-cost or no-cost pharmacy assistance.
5. Provide grant funding and in-kind support to increase access to health care, including transportation support.
6. Work in collaboration with community agencies to address the health care needs of older adults.
7. Work in collaboration with community agencies to address the impact that the social determinants of health and health equity have on health care access.

#### **Anticipated Impact**

- Increase access to health care and reduce barriers to care.
- Provide financial assistance to qualified patients.
- Support access to health care services by providing transportation assistance.
- Increase awareness of the impact that social determinants of health and health equity have on access to health care services.

#### **Planned Collaborative Partners**

- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Orange County Health Care Agency
- Orange County Transportation Authority

## **Behavioral Health (Mental Health and Substance Use)**

**Goal:** Increase access to mental health and substance use 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. Offer community health education, community lectures, presentations and workshops focused on mental health and substance use topics.
3. Support multisector collaborative efforts to increase access to behavioral health services.
4. Provide grant funding and in-kind support to increase behavioral health awareness and access to behavioral health services.
5. Work in collaboration with community agencies to address the behavioral health care needs of older adults.
6. Work in collaboration with community agencies to address the impact that the social determinants of health and health equity have on accessing behavioral health services.

### **Anticipated Impact**

- Increase the availability of mental health and substance use services in community settings through collaboration with community partners.
- Improve screening and identification of mental health and substance use needs.
- Improve coordination among providers and community resources and programs.
- Increase awareness of the impact that social determinants of health and health equity have on behavioral health issues.

### **Planned Collaborative Partners**

- Be Well OC
- Municipalities
- NAMI – National Alliance on Mental Illness
- Orange County Health Care Agency
- School districts
- Senior centers
- Tobacco Use Prevention Program

## **Chronic diseases**

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

## **Strategies**

1. Offer health education workshops and presentations on chronic disease prevention, treatment, and management.
2. Host health and wellness fairs for older adults, including screenings.
3. Provide support groups to assist those with chronic diseases and their families.
4. Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent chronic diseases.
5. Provide grant funding and in-kind support for chronic disease prevention and treatment.
6. Work in collaboration with community agencies to address chronic disease prevention and treatment among older adults.
7. Work in collaboration with community agencies to address the impact that the social determinants of health and health equity have on chronic diseases.

## **Anticipated Impact**

- Increase the identification and treatment of chronic diseases.
- Increase public awareness of chronic disease prevention.
- Increase individuals' compliance with chronic disease prevention and management recommendations.
- Increase awareness of the impact that social determinants of health and health equity have on chronic disease.

## **Planned Collaborative Partners**

- Alzheimer's Orange County
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Meals on Wheels Orange County
- Orange County Health Care Agency
- Parkinson's Foundation
- Senior living communities
- Susan G. Komen Foundation
- Vietnamese American Cancer Foundation



## **Overweight and Obesity**

**Goal:** Reduce the impact of overweight and obesity on health and increase the focus on healthy eating and physical activity.

### **Strategies**

1. Offer health education workshops and presentations focused on weight management, healthy eating, and physical activity topics.
2. Host health and wellness fairs that include screenings for BMI, blood pressure, and blood glucose.
3. Provide support for educational outreach to children and their families on nutrition, healthy food choices, and physical activity.
4. Provide public health education in the media and community health awareness events to encourage healthy behaviors.
5. Provide grant funding and in-kind support to promote to promote healthy eating and physical activity.
6. Provide support for services to improve senior nutrition.
7. Work in collaboration with community agencies to address healthy eating and physical activity among older adults.
8. Work in collaboration with community agencies to address the impact that the social determinants of health and health equity have on chronic diseases.

### **Anticipated Impact**

- Increase public awareness of healthy eating and physical activity.
- Improve healthy eating behaviors and increase physical activity.
- Improve senior nutrition programs.
- Increase awareness of the impact that social determinants of health and health equity have on chronic disease.

### **Planned Collaborative Partners**

- American Diabetes Association
- American Heart Association
- Boys & Girls Club of Huntington Valley
- City of Huntington Beach
- Costa Mesa Senior Center
- Fountain Valley Community Foundation
- Fountain Valley Kiwanis Club
- Fountain Valley Senior Center
- Huntington Beach Senior Center
- Huntington Beach Council on Aging
- Local schools and school districts
- Meals on Wheels Orange County

- Orange County Food Bank
- Orange County Health Care Agency
- Special Olympics Southern California

## **Preventive Practices**

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

### **Strategies**

1. Provide free health screenings.
2. Provide vaccines in the community (COVID-19 and flu).
3. Provide education and resources focused on healthy living and disease prevention.
4. Provide public health education in the media and community health awareness events to encourage healthy behaviors and promote preventive health care.
5. Provide grant funding and in-kind support to increase/expand preventive health services.
6. Work in collaboration with community agencies to provide preventive care services to older adults.
7. Work in collaboration with community agencies to address the impact that the social determinants of health and health equity have on access to preventive practices.

### **Anticipated Impact**

- Increase availability and access to preventive care services.
- Increase compliance with preventive care recommendations (screenings, immunizations, lifestyle, and behavior changes).
- Increase awareness of the impact that social determinants of health and health equity have on access to preventive practices.

### **Planned Collaborative Partners**

- Alzheimer's Orange County
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- Boys & Girls Club of Huntington Valley
- City of Costa Mesa
- City of Fountain Valley
- City of Huntington Beach
- Fountain Valley Schools Foundation
- Fountain Valley Senior Expo
- Huntington Beach Council on Aging Senior Expo
- Local elementary, middle and high schools

- Meals on Wheels Orange County
- Orange County Health Care Agency
- Orange County Office on Aging

### **Evaluation of Impact**

OCMC 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. In addition, through our grants program, we track and report program outcomes. An evaluation of the impact of OCMC's actions to address these significant health needs will be reported in the next scheduled CHNA.

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

Since OCMC 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, OCMC will not directly address the remaining health need identified in the CHNA, which was economic insecurity.