



**Implementation Strategy  
Community Benefit Plan**

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**FY2020-FY2022**

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## Implementation Strategy

### Introduction

Long Beach Medical Center (LBMC) is a 462-bed, state-of-the-art regional medical center. Established as Seaside Hospital in 1907, it became known as Long Beach Memorial Hospital in 1958. The Medical Center is located on a 54-acre campus that it shares with Miller Children's & Women's Hospital Long Beach. These hospitals function under the same tax identification number but are separately licensed hospitals. The hospital mission is to improve the health and well-being of individuals, families and our communities.

As a regional medical center, Long Beach Medical Center provides health care through many specialties and services, including the Certified Comprehensive Stroke Center, Long Beach Adult and Pediatric Sleep Center, MemorialCare Breast Center, MemorialCare Heart & Vascular Institute, MemorialCare Imaging Center, MemorialCare Joint Replacement Center, MemorialCare Rehabilitation Institute, MemorialCare Todd Cancer Institute, Spine Health Center and Trauma Center.

In FY19, Long Beach Medical Center 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 Long Beach Medical Center plans to address the significant health needs identified by the CHNA.

### Report Adoption, Availability and Comments

This Implementation Strategy was adopted by the Long Beach Medical Center Board of Directors on September 17, 2019. This report is widely available to the public on the web site, <https://www.memorialcare.org/content/community-benefit>. Written comments on this report can be submitted to [communitybenefit@memorialcare.org](mailto:communitybenefit@memorialcare.org).

### 2019 Community Health Needs Assessment Summary

Long Beach Medical Center conducted a Community Health Needs Assessment (CHNA) to comply with state and federal regulations guiding tax-exempt hospitals. The Community Health Needs Assessment incorporated demographic and health data for the communities served by the hospital. Significant health needs were identified from issues supported by primary and secondary data sources gathered for the CHNA. The needs were indicated by secondary data sources, focus groups and community

stakeholder interviews. Health indicators were considered significant health needs when they exceeded benchmark data, specifically county or state rates or Healthy People 2020 objectives. The significant health needs are listed here in priority order:

1. Housing and homelessness
2. Mental health
3. Economic insecurity
4. Public safety
5. Access to health care
6. Chronic diseases
7. Exercise, nutrition and weight
8. Food insecurity
9. Environment
10. Substance use and misuse
11. Pregnancy and birth outcomes
12. Preventive practices
13. Sexually transmitted infections
14. Oral health/dental care

Focus group participants were also asked to identify the most important significant health needs. The top five priorities were calculated by tallying all focus group participant votes and selecting the five significant health needs with the highest scores.

The top priorities were:

1. Access to health care
2. Mental health and mental health conditions
3. Housing and homelessness
4. Public safety
5. Chronic diseases

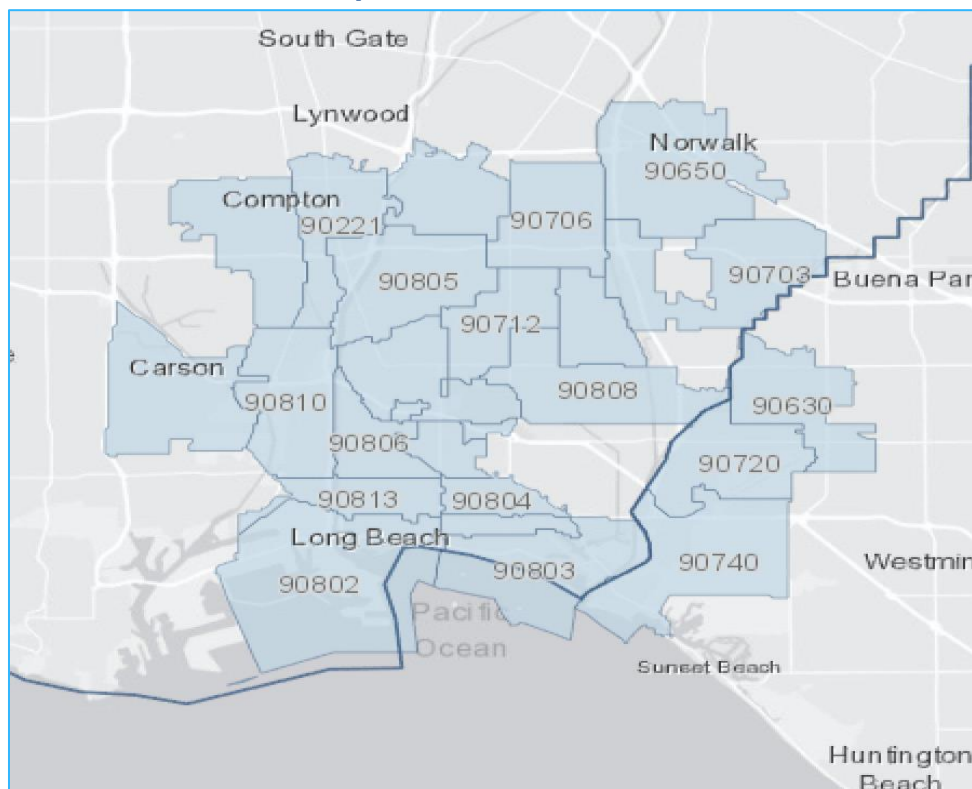
## Definition of the Community Service Area

Long Beach Medical Center is located at 2801 Atlantic Avenue, Long Beach, CA 90806. The service area includes 23 ZIP Codes, representing 12 cities in Los Angeles County and Orange County. The service area also includes parts of Los Angeles County Service Planning Area (SPA) 6, SPA 7, and SPA 8.

### LBMC Service Area

City	ZIP Code	Service Planning Area/County
Bellflower	90706	SPA 7/Los Angeles
Carson	90745	SPA 8/Los Angeles
Cerritos	90703	SPA 7/Los Angeles
Compton	90220, 90221	SPA 6/Los Angeles
Cypress	90630	Orange County
Lakewood	90712, 90713	SPA 7/Los Angeles
Long Beach	90802, 90803, 90804, 90805, 90806, 90807, 90808, 90810, 90813, 90814	SPA 8/Los Angeles
Los Alamitos	90720	Orange County
Norwalk	90650	SPA 7/Los Angeles
Paramount	90723	SPA 6/Los Angeles
Seal Beach	90740	Orange County
Signal Hill	90755	SPA 8/Los Angeles

### Map of the Service Area



## Significant Health Needs the Hospital Will Address

This Implementation Strategy provides additional details on how Long Beach Medical Center plans to address the significant health needs identified in the 2019 CHNA. The hospital plans to build on previous CHNA efforts and existing initiatives, while also considering new strategies and efforts to improve health. The following criteria were used by the hospital's Community Benefit Oversight Committee and Strategy Committee to determine the significant health needs Long Beach Medical Center 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.

As a result of the review of needs and application of the above criteria, Long Beach Medical Center will focus on: access to health care, chronic diseases, mental health, preventive practices, sexually transmitted infections and substance use and misuse. The hospital will consider the Social Determinants of Health (SDOH) as they address the identified priority needs. There may be ways to address SDOH items (housing, food insecurity, transportation, etc.), when implementing proven strategies to impact the priority needs of the community.

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 Care

Long Beach Medical Center will 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, for the uninsured and underinsured.
- Provide transportation support to increase access to health care services.
- Support Family Medicine primary care clinics.
- Provide grant funding and in-kind support to increase access to health care.

- Work in collaboration with community agencies to address the impact that the social determinants of health have on health care access.

### **Anticipated Impact**

Long Beach Medical Center will conduct these strategies with the overarching goal in mind to increase access to health care for the medically underserved.

Long Beach Medical Center anticipates the following impact from these efforts:

- 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 have on access to health care services.

### **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Black Infant Health Program
- Cambodian Advocacy Center
- City of Long Beach
- The LGBTQ Center
- Long Beach Department of Health and Human Services
- Long Beach Forward
- Long Beach Multi-Service Center
- Seaside Health Plan
- The Children’s Clinic Serving Children and Their Families
- United Cambodian Association
- University of California Irvine, School of Medicine

### **Chronic Diseases**

Long Beach Medical Center will address chronic disease by taking the following actions:

- Offer health education, community lectures, presentations and workshops on chronic disease prevention, treatment and management.
- Provide health education focused on activity, exercise and nutrition.
- Participate in health and wellness fairs and offer preventive screenings.
- Support persons with cancer and their caregivers with yoga, exercise classes, walking groups, education, counseling, peer mentoring, support groups and life coaches.
- Provide support groups to assist those with chronic diseases and their families.

- Provide public health education in the media and community health awareness events to encourage healthy behaviors and prevent chronic diseases.
- Provide funding and in-kind support to encourage chronic disease prevention and treatment.

### **Anticipated Impact**

Long Beach Medical Center will conduct the above referenced strategies with the overarching goal in mind to reduce the impact of chronic diseases on health and increase the focus on chronic disease prevention and treatment education.

Long Beach Medical Center anticipates the following impact from these efforts:

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

### **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Alzheimer's Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- City of Long Beach
- Healthy Active Long Beach
- Long Beach Alliance for Children with Asthma (LBACA)
- Long Beach Department of Health and Human Services
- Long Beach Stroke Association
- School districts
- The Children's Clinic Serving Children and Their Families
- Walk Bike Long Beach
- YMCA

### **Mental Health**

Long Beach Medical Center will address mental health by taking the following actions:

- Offer health education, community lectures, presentations and workshops.
- Support multisector collaborative efforts that increase access to mental health services.



- Provide mental health screening and counseling for adults and children who access care at the MemorialCare Family Medicine Clinic.
- Increase community awareness of prevention efforts and availability of resources to address mental health concerns.
- Provide funding and in-kind support to increase mental health awareness and access to care.

### **Anticipated Impact**

Long Beach Medical Center will conduct the above referenced strategies with the overarching goal in mind to increase access to mental health services.

Long Beach Medical Center anticipates the following impact from these efforts:

- Increased availability of mental health services in community settings.
- Improved screening and identification of mental health needs.
- Improved coordination among health care providers and community resources and programs.

### **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Long Beach Department of Health and Human Services
- Long Beach Multi-Service Center
- Long Beach Police Department Homeless Assistance Project
- Long Beach Unified School District
- Los Angeles County Department of Mental Health
- Mental Health America of Los Angeles
- NAMI – National Alliance on Mental Illness
- SPIRITT Family Services
- The LGBTQ Center

### **Preventive Practices**

Long Beach Medical Center 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 balance improvement and fall prevention classes.
- Offer sports physical clinics for high school students.

- Provide public health education in the media and community health awareness events to encourage healthy behaviors and promote preventive health care.
- Provide funding and in-kind support to increase preventive health services.

### **Anticipated Impact**

Long Beach Medical Center will conduct the above referenced strategies with the overarching goal in mind to improve community health through preventive practices.

Long Beach Medical Center anticipates the following impact from these efforts:

- Increase availability and access to preventive care services.
- Increase compliance with preventive care recommendations (screenings, immunizations, and life style and behavior changes).

### **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Black Infant Health Program
- Cambodian Advocacy Center
- City of Long Beach
- Latinos in Action
- Long Beach Department of Health and Human Services
- Long Beach Forward
- Long Beach Multi-Service Center
- Long Beach Unified School District
- Senior centers/senior living facilities
- The Children’s Clinic Serving Children and Their Families
- The LGBTQ Center
- United Cambodian Association

### **Sexually Transmitted Infections**

Long Beach Medical Center will address sexually transmitted infections by taking the following actions:

- Support community health education, community lectures, presentations and workshops.
- Encourage screening in primary care settings.
- Provide funding and in-kind support to prevent and treat sexually transmitted infections.

### **Anticipated Impact**

Long Beach Medical Center will conduct the above referenced strategies with the

overarching goal in mind to reduce the transmission of sexually transmitted infections.

Long Beach Medical Center anticipates the following impact from these efforts:

- Increased knowledge about prevention and treatment of sexually transmitted infections.
- Reduced transmission of sexually transmitted infections.

### **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Long Beach Department of Health and Human Services
- Long Beach Multi-Service Center
- Los Angeles Department of Public Health
- Planned Parenthood
- The Children's Clinic Serving Children and Their Families
- The LGBTQ Center
- Universities and colleges

### **Substance Use and Misuse**

Long Beach Medical Center will address substance use and misuse by taking the following actions:

- Offer health education, community lectures, presentations and workshops.
- Support multisector collaborative efforts that increase access to substance use services.
- Increase community awareness of prevention efforts and availability of resources to address substance use and misuse concerns.
- Provide funding and in-kind support to increase substance use awareness and access to care.

### **Anticipated Impact**

Long Beach Medical Center will conduct the above referenced strategies with the overarching goal in mind to increase access to substance use services.

Long Beach Medical Center anticipates the following impact from these efforts:

- Increased availability of substance use services in community settings through collaboration with community partners.
- Improved screening and identification of substance use needs.
- Improved coordination among health care providers and community resources and programs.

## **Planned Collaboration**

In order to accomplish the planned activities above, Long Beach Medical Center anticipates collaborating with:

- Long Beach Department of Health and Human Services
- Long Beach Multi-Service Center
- Long Beach Unified School District
- Los Angeles Department of Public Health
- NAMI – National Alliance on Mental Illness

## **Evaluation of Impact**

Long Beach Medical Center 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. Our 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. Through our grants program, we track and report program outcomes. An evaluation of the impact of the hospital'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, Long Beach Medical Center will not directly address the remaining health needs identified in the CHNA including: exercise/nutrition/weight, pregnancy and birth outcomes and oral health. Long Beach Medical Center has chosen to concentrate on those needs that can most effectively be addressed given the organization's areas of focus and expertise.