

The Peninsula Health Care District is proud to serve
the residents of our Peninsula communities.



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VISION

*That all residents of the District enjoy optimal health
through education, prevention, and access to needed health care services.*

VALUES

Leadership, public education, personal responsibility, inclusion, stewardship and transparency.

MISSION

*To ensure Peninsula Medical Center provides needed core services, to
support programs that share our vision, and to do so in collaboration with other
providers and qualified members of our community.*

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Peninsula Health Care District

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Health District News

ADVANCING HEALTH THROUGH LEADERSHIP

2008 Community Needs Assessment

A Look at Health and Quality of Life in San Mateo County

The Healthy Community Collaborative of San Mateo County, a group made up of representatives from County organizations focused on community health, recently released its fifth Community Needs Assessment. This detailed analysis of the health status of the residents of San Mateo County has been conducted every three years since 1995 and reports on current trends, challenges, and opportunities for every member of our community. The goals of the Assessment are two-fold:

- To produce a functional, comprehensive community needs assessment that can be used for strategic planning of community programs and as a guideline for policy and advocacy efforts; and
- To promote collaborative efforts in the community and develop collaborative projects based on the data, community input, and group consensus



Dr. Scott Morrow

The Assessment went beyond traditional health measures to establish a more holistic view of health, and looked at health behaviors and quality of life indicators of our residents. Here are the highlights presented at the Peninsula Health Care District Board meeting on April 24 by Dr. Scott Morrow, Health Officer for the San Mateo County Department of Health, and one of the primary authors of the report. While Dr. Morrow acknowledged the improvements our community has made, he urged us all to focus on the many opportunities for improved health and wellness.

1 County residents are healthier now than at anytime in the past, but there are threats to this trend. There are many positive trends in the report that demonstrate the results achieved through our community's focus and collaboration: the declining death rate due to heart disease; the declining cancer mortality rate (breast cancer deaths are down by nearly 26% and prostate cancer deaths by 13%); and improved access to quality services (86.3% of those surveyed rated the ease of access and the quality of the health services received as "good" to "excellent"). Threats to this progress are the aging of our population, lack of affordable housing, and environmental hazards. There is a "silver lining": the continuing positive trends noted above, the success of the Children's Health Initiative expansion of health care coverage, and collaborative efforts to address issues such as the recent San Mateo County Board of Supervisors Blue Ribbon Task Force on Adult Health Care Coverage Expansion.

2 Substance abuse is the most critical threat to the health of our community. Tobacco, alcohol and illicit drugs are the key contributing factors to these leading causes of death: cancer, motor vehicle crashes, maternal complications, and infant morbidity and mortality. Nearly 15% of County adults are "binge" drinkers (they consumed five or more drinks on at least one occasion in the previous month), and teen substance use is on the rise: 64% of 11th graders have tried alcohol and 40% have tried marijuana.

3 The current lack of a health care "system" is an unsustainable model. A true "system" directed at health would involve local governments, housing, schools, health care providers and the community to ensure coordinated and congruent policies.

4 There is a looming demographic "tsunami" that will be created by the aging of our diverse population and subsequently, a reduction of the workforce. This will place increasing burdens on nearly all of the social, economic, and family structures required to ensure "health."

5 Our society has forgotten the importance of "policy" and "place." To support this, Dr. Morrow gave the example of how mortgage and building industries promote individual homes spread out in the suburbs when data show that the



WHAT CAN I DO?

Here are examples of what Dr. Morrow suggests each of us can do to improve the health of every resident in San Mateo County:

Consider the health impacts of policy decisions in the following areas:

- Education funding
- Public transportation
- Emergency preparedness
- Urban development and planning

Reduce chronic disease by improving environments:

- Promote safe recreational space
- Improve colon cancer screening rates
- Disincentivize the use of cars

Reduce childhood obesity rates:

- Modify school meal programs
- Ban TV from children's bedrooms
- Promote physical activity

Reverse the criminalization of biology:

- Develop alternatives to prison for individuals with mental health issues
- Support mental health legislation reform
- Reduce substance abuse rates

Prioritize youth development:

- Provide meaningful community involvement
- Ensure high-level educational attainment
- Establish internship programs

Reduce racial/ethnic disparities:

- Ensure access to care for all
- Ensure new jobs pay a living wage
- Guarantee a strong safety net

Improve your individual health:

- Stop smoking
- Engage in physical activity
- Maintain proper weight
- Eat 5 servings of fruits and vegetables a day
- If you drink alcohol, limit to fewer than 2 drinks/day

Prepare for disasters:

- Establish a family plan
- Create a family emergency supply kit
- Store enough food and water for 2 weeks–2 months

PENINSULA HEALTH CARE DISTRICT MEETINGS 2008

All meetings will be held at the Millbrae City Chambers, 621 Magnolia Avenue, Millbrae, 94030.
Time: 5:45 PM

August 28 September 25
October 30 December 4

Message from the CEO

It was exciting to join more than 600 revelers at the Burlingame Centennial Event on June 6. As the speakers reflected on Burlingame's first 100 years, I could not help but think about the District's 60-year role in that rich history.

The celebration of this important anniversary also reminded me of a personal,



though more modest anniversary—the completion of my first year as the District's Executive. It has been quite a productive and collaborative year, and has reinforced the importance of the

District to the health care system of this community—past, present and future.

The District's legislative mandate today is the same as it was when formed by the voters in 1947: to assure the availability of Peninsula Hospital and other health care

services for the community. This is carried out through our partnership with Mills-Peninsula Health Services/Sutter Health, investments into services that address health needs and workforce shortages, and careful stewardship of financial resources. So, "What have we done for you lately?" Let me briefly share some District highlights from the past year:

- Invested \$1.1 million into care for the uninsured and underserved families
- Invested \$430,000 in senior programs, with a focus on independence and home safety
- Invested \$105,000 in programs serving our youth—our future
- Funded space for 24 students or 40% of the enrollment in CSM's Nursing Program
- Provided Forgivable Loans to 11 nursing students for the '07-'08 school year, and five more for '08-'09
- Established a Financial Policy to achieve a solid balance between spending on today's health care priorities, saving for future obligations, and investing to maximize contributions to both

- Sold an older building East of El Camino; purchased property West of El Camino on Trousdale near the five acres that will open up when the current hospital comes down
- Launched a Master Property Development Planning Process to identify "best use" ideas that will contribute to a comprehensive, health-focused campus surrounding the new hospital
- Provided oversight of the new hospital construction

During this past year I have had the pleasure of meeting so many new people and terrific organizations that share the District's commitment to a healthy community. I look forward to exploring new partnerships and opportunities to maximize resources and meet the priority health needs for all of our District's residents.

Cheryl A. Fama

Achieving a Healthy Weight: Part of the Healthy Fight

by Mary D. Giammona, MD, MPH
Medical Director, Health Plan of San Mateo

The reports are in: an alarming number of children in our County are overweight, putting them at risk for high blood pressure, heart disease and diabetes. Data from the 2008 San Mateo Community Needs Assessment show that in 2005, more than 25% of our County's low-income children in the State's Child Health and Disability Prevention (CHDP) program were overweight and another 20% were at risk for being overweight. What's a County to do?

First, encourage more physical activity—family walks and bike-to-school days are great options. The Peninsula Health Care District is generously distributing pedometers (see below) to support these efforts and make activity fun! Next, promote healthy family eating habits: consume more fruits and vegetables, avoid sodas and other high-calorie foods, and teach families to prepare nutritious meals.

Health Plan of San Mateo (HPSM) offers child and teenage members and their families the *Shapedown* program, which educates both parties about the benefits of healthy eating, physical activity and achieving a healthy weight. With the support of the District, HPSM will soon offer this program in Spanish.

The combination of these efforts will make a difference in helping our children live healthier lives, which will impact the future of our entire community.

HPSM is still in need of additional funding for the Spanish language expansion of the *Shapedown* program. If you would like to help, please contact Liliana Ramirez at 650.616.2170.



**BETTER HEALTH,
ONE STEP AT A TIME!**

Peninsula Health Care District Pedometers are available now. Stop by the District's office today to get yours.

Continued from page 1

best model for the overall health of a community is densely situated housing located near transportation.

6 There are significant health disparities and inequities in our County.

Lower income residents have less access to basic services. One-third of Hispanic respondents surveyed have jobs with no health benefits. Black and Hispanic women have the highest proportion of births receiving less than adequate, late or no prenatal care. Deaths due to stroke are significantly higher in the Black population.

7 Principles of human development are not being applied.

Dr. Morrow emphasized the importance of adult mentors, in addition to parents and teachers, to boost every child's development. He also noted that reading ability by the 3rd grade is directly tied to a child's ability to learn, and that education is directly tied to earning power and health status as an adult.

8 The system criminalizes biology.

80% of inmates in our prisons have a mental health diagnosis. Dr. Morrow stressed the importance of dealing with mental health issues as the disease process that it is, rather than to approach incarceration as "treatment."

9 The internet will soon replace physicians as the primary source of health information.

25% of respondents said they obtained "most of their health care information off the internet;" nearly 69% said they accessed the internet for health information within the last year.

10 Residents are not adequately prepared for disasters.

Many have not taken steps to develop a family emergency plan or gather supplies. Today's guidelines urge everyone to plan for two weeks to two months of water and food.

Read the full Assessment and view a complete list of Collaborative members at www.plsinfo.org/healthysmc.

Peninsula Health Care District

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Message from the Board

FUNDING INDIGENT HEALTH CARE: ROLE OF THE DISTRICT

The Peninsula Health Care District's support of programs that provide health care and preventative services to the uninsured and the underinsured is well documented—in the District's grant history, its strategic plan, and its leaders' participation in community-wide problem-solving work groups.

Rising health care costs and the growing number of uninsured residents have strained the financial capabilities of San Mateo Medical Center and the County Health Department. A number of "study groups" have looked into this funding challenge. The San Mateo Local Agency Formation Commission (LAFCo) completed a Municipal Service Review, April 2007; the San Mateo Civil Grand Jury released its report on the "Provision of Indigent Health Care" July 2007; and the Blue Ribbon Task Force on Adult Care Coverage Expansion produced a report in March 2008. The Board has responded to LAFCo and the Civil Grand Jury, and has a seat on the Blue Ribbon Task Force.

In responding to these groups, the Board has emphasized that Health Care Districts and County Health Departments have distinctly different mandates. San Mateo County has a legislative mandate (Section 17000 of the California Welfare and Institutions Code) to be the health care provider of last resort, i.e. to provide care for those who cannot afford to pay and who have no insurance. Health Care Districts in California are not intended to be providers of last resort, and under Health & Safety Code Section 32125(b) are directed not to subsidize County patients.

The increasing strain on San Mateo County's revenues to provide health care for the estimated 33,000 to 44,000 indigent adults without health insurance has led to a search for additional revenue streams. The Peninsula and Sequoia Health Care Districts, employers, individuals, and others are enjoined to participate in efforts to provide funding for indigent health care in the spirit of "shared responsibility." PHCD has a distinguished history of providing support for community health care programs, many of which benefit the indigent and uninsured, and welcomes the opportunity to work with others in this effort.

It is important, however, that the community be made aware of efforts to use tax dollars, and other sources of District revenue (investments, leases, and rental income), for purposes other than the commitments being carried out by the PHCD Board. The District's purpose is clearly defined:

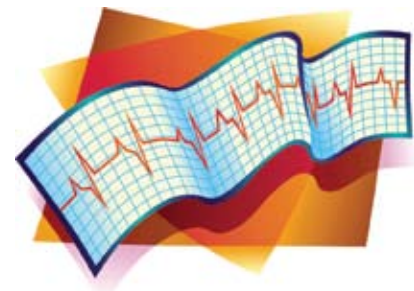
- *Assure that there is always a District Hospital.*
- *Collaborate with others in identifying and addressing health care priorities for all residents of the District, not just the indigent.*
- *Manage community assets entrusted to the Board to carry out these two goals.*

Cardiac Rehab Center Update

The future of the Mills-Peninsula Medical Center Cardiac Rehabilitation Program is an important issue for our community, as evidenced by the number of residents who have attended recent District Board meetings and utilized the "Public Comment" opportunity to express their views.

The status of the Cardiac Rehab Center can be summarized as follows. The Mills-Peninsula leadership understands the importance of the program to its patients and the community. Bob Merwin, CEO of MPHS, has expressed this support repeatedly at District board meetings. However, exactly where the program will be located after construction is completed remains, as it must, an open issue. Increasing demands for acute care inpatient beds, an aggressive physician recruitment strategy, and increasing hospital construction costs are all major drivers of the final placement decision.

The District Board fully supports the availability of Cardiac Rehabilitation on the hospital campus, and has committed to working with MPHS leaders to ensure that a new Center is established and that this important program will continue.



PHCD IN THE COMMUNITY



Recipients of the District's Loan Forgiveness Program, Sara Musso and Bryan Lo (at center), with Board members (l-r) Dan Ulyot, Helen Galligan, Susan Smith and CEO Cheryl Fama.



Assemblyman Ira Ruskin, D-Los Altos, meets with Cheryl Fama and Katie Kane (pictured right), president of the Sequoia Healthcare District Board of Directors.

District Receives Silver Barbell Award

In April 2008, the District was honored with a Silver Barbell Award at the 16th Annual Youth and Family Enrichment Services (YFES) Starting Line Breakfast. The District was recognized for its extraordinary efforts to improve health and related services for some of the most vulnerable people in San Mateo County. YFES is a private non-profit agency in San Mateo County that provides a range of free and low-cost services to help children, teens and adults who are dealing with substance abuse, domestic violence, mental health, relationship and communication issues.

Peninsula Medical Center Construction Update

The new hospital is halfway to completion in 2010. This progress was acknowledged with a "Topping Out" celebration held May 28, during which all in attendance were invited to sign the last beam of steel before it was raised by crane to the top of the new acute care structure. The next phase of construction involves pouring the decks on the East wing and installing attachments for the building "skin."

A major goal of the new healthcare campus is the integration of physician office space with the inpatient hospital. The original plan called for the construction of a Professional Office Building (POB) with 70,000 square feet allocated to physicians associated with the Mills-Peninsula Medical Group. However, current market trends have confirmed that the proposed space will not be adequate to support the essential physician recruitment efforts required to

keep the needed number of primary care and specialty physicians available to and associated with the new hospital. To address this, MPHS has submitted revised plans for the POB, which have been fully and unanimously supported by the District Board and Burlingame city agencies.

The revised plan will add an additional POB floor with 30,000 square feet of physician office space, with minimal to no impact on the site lines from vantage points around the building. The plan retains the heliport and provides 20 additional parking spaces. Bob Merwin, CEO of MPHS, summarizes this new development best: "We believe the proposed addition supports and

enhances the Peninsula Medical Center development already underway. By planning now for adequate physician presence in the connected building, Burlingame and Mills-Peninsula will establish a complete health care resource unmatched by anything in the Bay Area for many years to come."



Aerial view of the new hospital and the proposed Professional Office Building.