

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



**BOARD OF DIRECTORS**

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*Secretary*

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*Past Chair*

**CHIEF EXECUTIVE OFFICER**

Cheryl A. Fama, MPA, BSN

**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.*

SAN BRUNO   MILLBRAE   BURLINGAME   HILLSBOROUGH   SAN MATEO   FOSTER CITY

Peninsula Health Care District  
ADVANCING HEALTH THROUGH LEADERSHIP

1600 Trousdale Drive, Suite 1210  
Burlingame, CA 94010

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The Peninsula Health Care District

# Health District News

ADVANCING HEALTH THROUGH LEADERSHIP

## Achieving Community Health Together

*District Marks \$15 Million Milestone of Giving*

**T**he Peninsula Health Care District has distributed more than \$15 million since 1996 to community partners for the purpose of improving access to care, preventing illness and injury, and educating residents. Here is a look back on how this program began and how it currently impacts the residents of the District.

### Origins of the Community Grants Program

In 1996, the District faced many challenges. A redistribution of services between Peninsula Medical Center (PMC) and the recently acquired Mills Hospital demanded a reassessment of the District's capital support for PMC. In addition, District cash reserves were needed for earthquake insurance and seismic improvements at Peninsula Hospital, and community-based health providers were experiencing increasing demand and decreased funding for critical services. The District Board acknowledged the potential impact of these competing demands on District assets, as well as its commitment to addressing health needs beyond the hospital. Under the leadership of then-Board Chair Susan Smith, at the July 25, 1996 Board meeting a sub-committee was established to: 1) determine the District's role in serving the broader community; 2) establish a method to evaluate needs; 3) establish criteria for evaluation; and 4) recommend the amount to be distributed. This strategic action launched the structure and process that has evolved into today's Community Grants Program.



San Mateo County Supervisor Adrienne Tissier at the January 29 event.

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### Honoring the District's Partners

On January 29, 2009, the District hosted "Achieving Community Health Together," an event celebrating the Community Grants Program and marking the District's \$15 million milestone of giving. The event honored three District partners who are instrumental to the work of the District and the health of residents, as well as the 2009 Grant Recipients.

#### 2009 Event Honorees

- **Congresswoman Jackie Speier**, for her advocacy for the taxpayers and residents of the District during negotiations for the rebuild and future of Peninsula Medical Center;
- **Assemblymember Jerry Hill**, for his work to provide expanded access to health care for all County residents, especially uninsured children; and
- **Supervisor Carole Groom**, for her 18 years of service as a Mills-Peninsula Health Services administrator representing our hospital, and for her focus on the health needs of our community.

#### 2009 Grant Recipients

This year, the Board committed more than \$2.8 million to address five health priorities: access to primary care; outpatient and in-home services for seniors; prevention services for youth at risk; family nutrition needs; and health care workforce training. \$1.7 million of that total was granted to the Children's Health Initiative, a seven-year partnership to ensure that every child in the County has access to health care; and the Community Health Network for the Underserved-OB Project, a new partnership to guarantee that every District resident needing maternity and newborn services can receive that care in their own community.

*Continued on page 2*



Event honorees Assemblymember Jerry Hill and San Mateo County Supervisor Carole Groom.

## BY THE NUMBERS: THE DISTRICT'S COMMUNITY HEALTH INVESTMENT

A snapshot of the District's 14-year history and \$15 million investment in community-based health services:

*\$5 million for health coverage for children*

*\$4 million for Alzheimer Day Care and Wellness Clinics*

*\$2 million to expand College of San Mateo's nursing school capacity—serving 108 RNs*

*\$1.3 million for primary and dental care for low income families*

*\$1 million for maternity and newborn care for low income families*

*\$650,000 for teen suicide prevention/education and crisis hotline*

*\$600,000 for advocacy and safety programs for more than 9,000 seniors in long-term and residential facilities*

*150 "Senior Scholarships" for in-home care to promote independence*

*150 educational manuals for Spanish-speaking families about healthy eating to reduce childhood obesity*

*100 free home safety assessments for seniors to prevent falls*



(L to R) Supervisor Tissier and Congresswoman Jackie Speier with Dr. Scott Osterling, who accepted the grant for the Community Health Network for the Underserved.

## CEO MESSAGE

# Sue Smith—An Advocate for the Peninsula

Few people have made as great an impact on the work of the Peninsula Health Care District Board for the benefit of the health of its residents as Sue Smith, a 20-year member of the Board who resigned on April 30. Her quiet strength and source of



wisdom are legendary, and noting how her colleagues describe her—“unbelievably focused,” “the kind of leader who takes the high road,” “a gift,” “she hangs in there to do the right thing”—gives a sense of Sue’s

leadership footprint. She is also described as one of the greatest San Francisco Giants fans around.

Sue was appointed to the Board in December 1989 and subsequently has been elected for five, four-year terms. She has served as Board Chair and Treasurer, and as a member of the hospital replacement Building Committee. Her leadership was instrumental

in crafting the 2006 precedent-setting 50-year relationship between PHCD and Mills-Peninsula Health Services; establishing the Board’s Community Grants Program in 1996; and launching a creative, two-pronged approach to address the nursing shortage through a partnership with the College of San Mateo and the District’s RN Student Loan Forgiveness Program.

As a certified public accountant, she brought accounting and financial acumen to her work. However, Sue has always been committed to the health of our community. Ten years ago she championed the expansion of the Senior Focus Wise and Well Clinic Services to the San Bruno and San Mateo sites. In 2003, she was the leading voice in the PHCD’s support of the Children’s Health Initiative. In 2007-2008, she served on the Board of Supervisors’ Blue Ribbon Task Force on Adult Health Care Coverage Expansion, and last fall she fully supported the District’s new partnership with the County’s Community Health

Network for the Underserved and a program for local OB/Pediatric services.

The quality of her work was acknowledged in 2004 when the Association of California Healthcare Districts awarded her with their **Outstanding Trustee Award**—an honor bestowed on only two individuals out of hundreds throughout California—for demonstrating “uncommon leadership, outstanding vision and a continuing commitment to fulfilling the mission of health care districts.”

Sue has been a mentor, educator and role model to new Board members and staff, and her presence on the Board will be deeply missed. I hope there are many Giants games, family visits, and cameo appearances at PHCD Board meetings in her future. Thank you, Sue, for all you have accomplished and all you have done to promote health in our community.

Cheryl A. Fama

## Cord Blood: Know What You Have Before You Throw It Away

by Jackie Speier

Congresswoman, 12th District of California (San Francisco/San Mateo County)

Cord blood stem cells have been transplanted in more than 14,000 adults and children over the past two decades to treat more than 70 diseases. Because they have distinct benefits over adult stem cells like bone marrow and peripheral blood, cord blood stem cells are preferred for treating many forms of cancer, blood disorders and immune diseases.

Despite this, education and awareness of options for cord blood banking are lacking amongst expectant parents. Of the 4.2 million births in this country every year, 95% of the umbilical cord blood is discarded as medical waste and only 14% of patients received any information on their cord blood banking options from their physicians or hospitals.

This spring, I will introduce the Cord Blood Education and Empowerment Act of 2009. This bill will provide expectant parents with straightforward and easy to understand

information about the value of their child’s umbilical cord blood stem cells and the options, both public and private, for banking this incredibly valuable asset.

As we address the major issues surrounding health care in this country—including access for all, making care more affordable and removing onerous restrictions such as pre-existing conditions from health care policies—we must also look for cost-effective and innovative ways of treating patients. The banking of

cord blood, whether publicly or privately, is one such solution and parents should know that it exists and the potential good that it can do.

For more information on cord blood, please visit [www.speier.house.gov](http://www.speier.house.gov).

**Cord blood cells have been transplanted in more than 14,000 adults and children over the past two decades to treat more than 70 diseases.**



Congresswoman Jackie Speier

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### SUMMARY OF RECIPIENTS: 2009 GRANTS

**Access to Care: \$1,980,250**  
*Children’s Health Initiative, Community Health Network OB Program\*, Samaritan House*

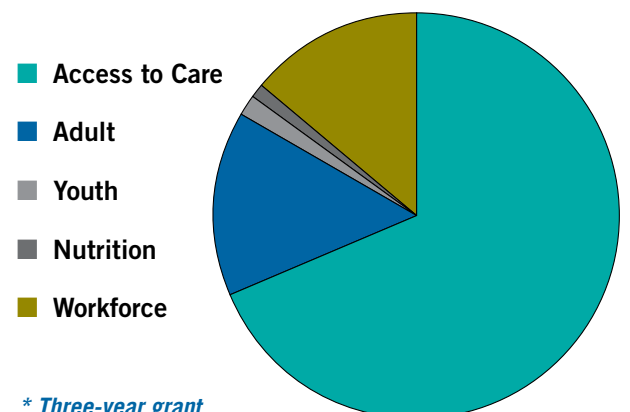
**Adult Outpatient/At Risk: \$430,000**  
*Senior Focus Alzheimer Day Center, JFCS In-Home Services, Ombudsman Services, Senior Focus Wise and Wellness Clinics*

**Workforce Training: \$400,273**  
*CSM Nursing Program, RN Forgivable Loans*

**Youth at Risk: \$50,000**  
*Insights Program, Crisis Services/Suicide Hotline*

**Family/Nutrition: \$25,000**  
*Palcare Nutrition Program*

The District Board is proud of its history of community investment and is privileged to have committed partners who share its mission and vision. The 2009 grants were distributed in the following categories:



\* Three-year grant

Peninsula Health Care District

1600 Trousdale Drive, Suite 1210  
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Phone: 650.697.6900  
[www.peninsulahealthcaredistrict.org](http://www.peninsulahealthcaredistrict.org)

## Message from the Board of Directors

### A Thank You

The Board wishes to thank all of the public officials, civic and business leaders, grant recipients, and friends of the Peninsula Health Care District who attended our "Achieving Community Health Together" event on January 29. More than 130 guests enjoyed networking, camaraderie, and heartfelt speeches made by grant recipients and event honorees. The commitment, collaboration, and shared pride of making a difference in the health of our community was palpable in the room—it truly was our vision, mission and values in action.

### A New Outlook

At the March Board meeting, a new committee structure was approved to enhance the execution of the Board's Strategic Plan. There are now three standing committees, each with two Directors and representatives from the community, dedicated to the following objectives:

**Long-Term Planning:** Responsible for Board development and recruitment; monitoring demographic, epidemiologic, economic, medical, and technological trends that influence health; overseeing the Board's portfolio of assets; and monitoring Board progress on strategic goals.

**Community Health Investment:** Responsible for the community grants process; the MD and RN Loan programs; monitoring community health priorities; and identifying potential partners for action and advocacy.

**Sutter Health Oversight:** Responsible for monitoring Sutter Health's financial strength, strategic initiatives and organizational decisions that impact the District hospital; Mills-Peninsula Health Services' compliance with the Master Agreements and commitment to maintaining core medical services; and monitoring Peninsula Medical Center's quality of care, customer satisfaction, and employee relations.

### A Goodbye

On a sad note, after nearly 20 years on the Board, Director Susan Smith has submitted her resignation effective April 30, 2009 citing health issues.\* In her resignation letter, Smith noted, "It has been a pleasure and honor to have served the residents of the District for the past 20 years. My colleagues and I are proud of the access and support for community health care initiatives we have been able to bring to Peninsula residents."

\* The Board has evaluated options to fill the vacancy and will expedite the process. Anyone interested in serving on the Board is encouraged to visit the District's website, [www.peninsulahealthcaredistrict.org](http://www.peninsulahealthcaredistrict.org), for further information.

## Spotlight on Health: Preventing Falls at Home

According to the Centers for Disease Control, every 18 seconds a person over the age of 65 has a fall that requires medical attention. For many, this results in severe injuries that require hospitalization and lengthy rehabilitation, reducing quality of life and independence.

Bal, a San Bruno resident, knows this all too well—in 2008 he took a tumble outside of Tanforan Shopping Center and fractured his leg near the ankle. At an ensuing doctor's visit a nurse introduced him to the **Farewell to Falls Program**, a cooperative venture between the Peninsula Health Care District, Stanford University Medical Center and the San Mateo Health Department. Available to residents age 65 and older living independently in San Mateo and Santa Clara Counties, this free program conducts in-home assessments of both the senior and his/her environment, and recommends and implements preventative measures.

Shortly after Bal left the hospital, a nurse from **Farewell to Falls** came to his home to collect a patient history, review medications, and conduct a physical exam and home safety assessment. The nurse determined that grab bars in the bathroom were needed; soon after a member of the program team installed the bars free of charge. During a second visit, the nurse demonstrated strengthening exercises to aid balance and safe walker use, and left an instructional video to reinforce training and provide further tips.

Bal is recuperating nicely and his wife is pleased with the support they received from the program. In her own words, "I am so thankful this program was available to us, and I am telling all my friends about Farewell to Falls."

**You do not have to fall to call! The program stresses prevention and education to minimize fall risks at home. For more information, please call 650-724-9369.**

## Achieving Community Health Together



Ombudsman Services Board member Judy Johnson (L) and Executive Director Tippy Irwin (R) accepted Ombudsman's 2009 grant.



Kitty Lopez, Executive Director of 2009 grant recipient Samaritan House, with MPHS Foundation President John Loder.



Assemblymember Jerry Hill and Cheryl Fama show off the District's Resolution of Appreciation to Hill.



Judy Lynch (L), Director of Jewish Family and Children's Services, and Susanne Jascula (R) celebrated JFCS' 2009 grant.

### PHCD BOARD MEETINGS 2009

May 28, 2009 5:45 PM

Burlingame City Council Chambers  
501 Primrose Road  
Burlingame, 94010

June 25, 2009 5:45 PM

San Mateo City Council Chambers  
330 West 20th Avenue  
San Mateo, 94403

July 23, 2009 5:45 PM

August 27, 2009 5:45 PM

Millbrae City Council Chambers  
621 Magnolia Avenue  
Millbrae, 94030