

The H.O.P.E for Health Campaign

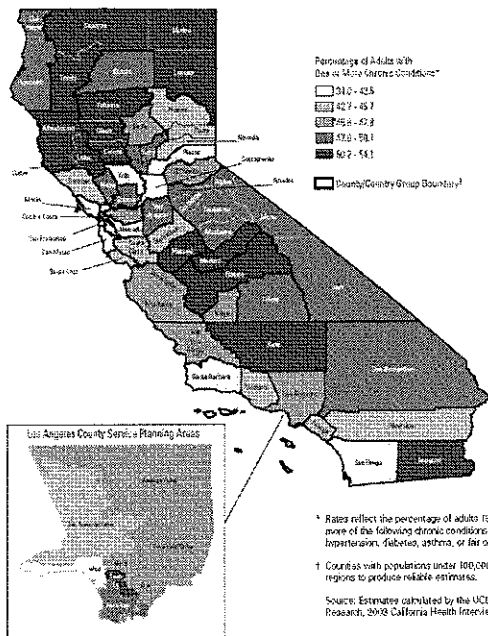
“Hospitals Offering Prevention for Everyone”



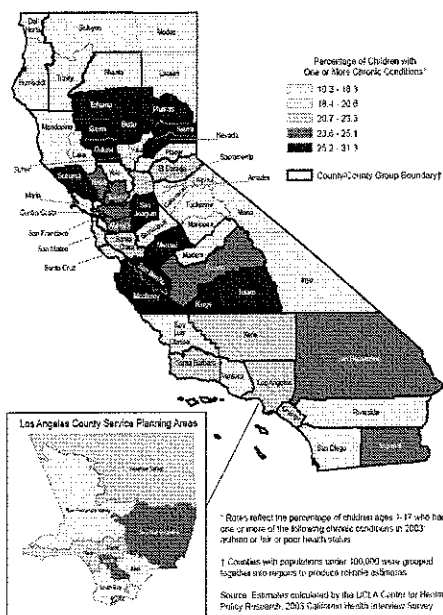
Chronic Disease in Southern California

- LA County ranks 48 in deaths caused by heart disease and 46 for diabetes (out of 58 counties).
- Riverside (8.3%) and San Bernardino (7.8%) counties have some of the highest rates of diabetes in the State.
- In southern California, over 50% of African Americans and Latinos are overweight and/or obese.

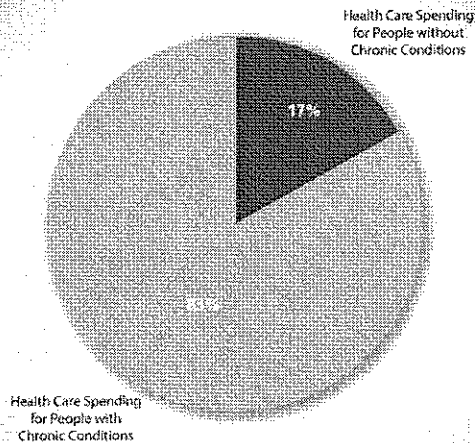
MAP 1: PERCENTAGE OF ADULTS WITH ONE OR MORE CHRONIC CONDITIONS



Percentage of Children with One or More Chronic Conditions



Spending for Chronic Disease



Source: The Silver Book's Chronic Disease and Medical Innovation in an Aging Nation



The Chronic Disease Management Consortium (CDMC)

- Developed in 1997 to 1) Reduce the incidence of chronic disease and 2) Improve the health of those with chronic disease for patients and communities.
- Facilitated by the National Health Foundation (NHF), includes 5 hospitals partners:
 - Huntington Hospital
 - California Hospital Medical Center
 - Harbor-UCLA Medical Center
 - Good Samaritan Hospital
 - Childrens Hospital Los Angeles

CDMC Programs

✓ The Pasadena Community Asthma Project

★ Healthy Eating Lifestyle Program (HELP)

✓ Type 2 Diabetes Project

✓ Heart Help Cardiovascular Disease Program

Together, programs have served over 15,000 children and families!

Why It Works

- Multidisciplinary Collaborative Team
- Outside facilitator (NHF)
- Coordinated, Focused Programs : Prevention, Intervention & Management
- Robust Evaluation Process and Shared Outcomes
- Disseminated Results/Peer Acceptance

CDMC Success

- The asthma program helped to decrease pediatric inpatient admissions at Huntington Hospital by 30%.
- HELP participants experienced significant BMI z-score reductions and demonstrated improved nutrition and physical fitness knowledge and behaviors.
- Type 2 Diabetes participants experienced a 26% increase in checking blood sugar at program follow-up.

The H.O.P.E for Health Campaign “Hospitals Offering Prevention for Everyone”

- Uniting hospitals around a shared vision to *significantly improve the health of patients and communities by emphasizing preventative care.*
- The campaign will enable hospitals to:
 - Proactively combat chronic disease.
 - Work to decrease medical costs in the long-term.
 - Generate positive public relations and improve hospitals' image.
 - Build healthier communities.

Community Benefit Focus

- **Selected program(s) are based on unmet needs within communities.**
- **Coordinated team approach engages physicians, clinicians and hospital staff to best meet needs of communities.**
- **Data enables hospitals to assess and improve value of programs for the community.**
- **Programs are implemented in partnership with community-based organizations and local medical facilities in addition to hospital partners.**

How You Can Participate

1. **Create Local Consortia to Implement Chronic Disease Prevention and Management Programs.**
1. **Utilize Campaign Evaluation Processes for Existing Chronic Disease Management Programs.**

Estimated In-Kind Costs

Programs are designed to utilize existing staff and hospital resources to be low-cost and easy to implement.

In-Kind Personnel	
Contract Manager (10% FTE)	\$10,124
Medical Director-RN/MD (5% FTE)	\$4,732
Dietitian (20% FTE)	\$22,714
2 Promotoras (55% FTE each)	\$45,646
MSW (14% FTE)	\$14,196
Total In-Kind Staff Costs	\$97,412

Program Costs

Option 1: Local Consortia Program Costs

Consortium Participation/Program Costs (annual)	
Training for Program Staff	\$400
Replication Package/Curriculum	\$300
Web-based data collection system	\$500
Web technical support	\$500
NHF Facilitation & Evaluation support	\$2,000
Total Program Costs	\$3,700

Program Costs

Option 2: Evaluation of Hospital Program

Evaluation & Database Costs (annual)	
Web based data collection system	\$500
Web technical support	\$500
NHF Evaluation support	\$2,000
Total Cost	\$3,000

Campaign Impact

Health Plans...



National Government...



The State...

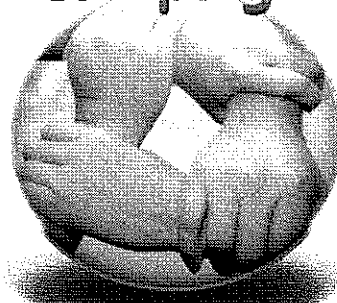


Counties...



And Now...

The H.O.P.E for Health Campaign



Hospitals Offering Prevention for Everyone

Next Steps

- Attend webinar for more information.
- Meet with appropriate administration and clinical staff to discuss program implementation.
- Attend June 23rd Board meeting prepared to further discuss campaign and make initial commitment .

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