

2010 Annual Report

Patient Assistance Foundation's



Community Health Resource Center
California Pacific Medical Center
2100 Webster Street, Suite 100
San Francisco, CA 94115
(415) 923-3155ph/(415) 441-5128
www.cpmc.org/chrc

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Letter from the Executive Director

It has always been the aim of Community Health Resource Center to support the health needs of Bay Area residents with recognition that physicians at the California Pacific Medical Center (CPMC) are close partners in our efforts. Together with the support of many CPMC departments and physicians, Community Health Resource Center held fast against the economic tide to maintain its mission of providing quality services for thousands of Bay Area residents. Unemployment rates of 10.9% in the East Bay Area, 11% in Contra Costa County, and 9.2% in San Francisco at the end of 2009¹ meant a loss of medical benefits for thousands of people. In these trying times, low or no cost healthcare services offered by Community Health Resource Center became a primary resource for many.

Enrollment in Community Health Resource Center's health education classes climbed to an average of 22 participants per event. A total of 1,499 new and returning participants attended classes over the course of 2010. The quality of educational programs showed similar superlatives. The participant evaluations resulted with an average score of 4.5 (5 indicating "extremely satisfied" and 4 "very satisfied") in relation to the over-all quality of the program. The average score for quality of educational instruction for all programs in 2010 was 4.68 on a scale of 1-5.

Outstanding services were provided to the Bay Area Community by Community Health Resource Center's staff. Social work services, registered dietitian consultations, health screenings and health programs (Cancer Buddy Program, Kidney Wellness Program and No, Ifs ands or Butts-Smoking Cessation) all contributed to the successes of this past year. The strength of our educational events, health screenings and counseling services has resulted in

¹ East Bay Economic Development Quarterly, January, 2010

increase community recognition. CHRC's community services have been published in local news magazines including *The New Fillmore*, *Sunset Beacon* as well as larger publications like the *San Francisco Examiner*, SF Gate.com and Brown & Toland's *Heath Link*. In total, information regarding CHRC's programs and services was received, via published materials, in over 250,000 homes within the Bay Area.

The board of directors for Patient Assistance Foundation and its programmatic arm, Community Health Resource Center deserve special recognition. Many of board members are physicians and most have been affiliated with the agency for over seven years. Their efforts have shaped the many agency successes including financial stability, carry out of the mission through programs and most recently the introduction of a five year strategic plan.

I wish to thank all of the donors, program participants and staff of the agency who helped Community Health Resource Center become the organization it is today. Your dedication has resulted in outstanding care to ever increasing numbers of community members. Thank you!

Sincerely,

Scott Plymale

**Scott Plymale LCSW, PhD
Executive Director**

Mission Statement

Patient Assistant Foundation doing business as (dba) Community Health Resource Center (CHRC) is a non-profit 501 c 3 corporation.

Since 1986 CHRC's mission has been to provide and promote innovative health care and health maintenance programs to the greater Bay Area as well as the patients served by the California Pacific Medical Center. CHRC provides counseling, education and coordination of multiple patient services to supplement the care and support provided by physicians.

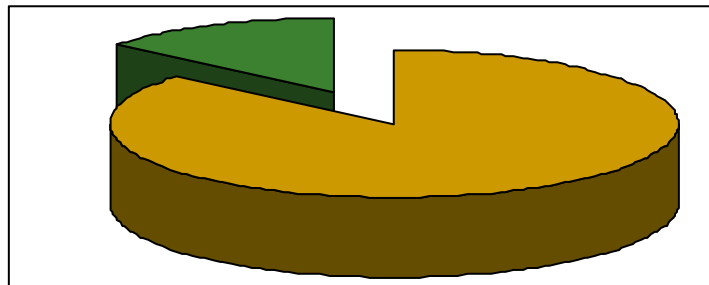
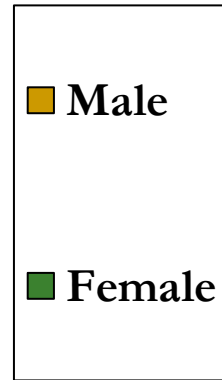
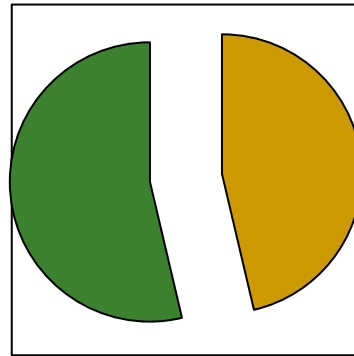
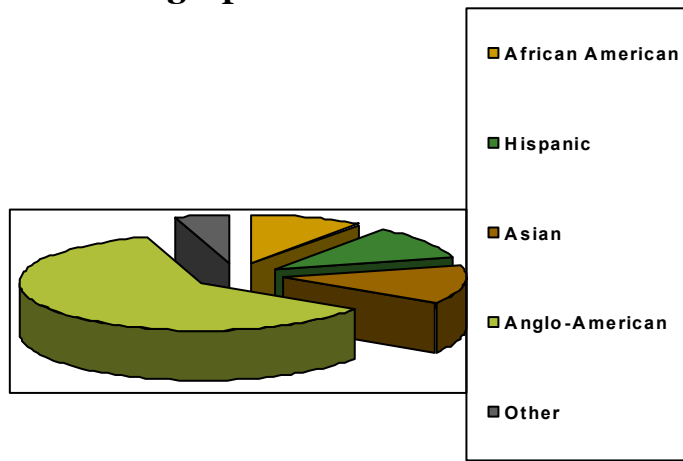
Agency Highlights

Key members of Community Health Resource Center (CHRC) engaged in a strategic planning process. In December of 2010, after two years of work, CHRC board of directors revealed a five year strategic plan. The plan includes increasing outreach efforts with hopes of increasing enrolment of health education participants, increasing enrolment in health screenings, improvements in agency marketing activities, coordination with critical stakeholders, meeting specific financial goals, building long term sustainability, professional development and hiring personnel. Community Health Resource Center's strategic plan holds specific objectives and key performance indicators for each objective. The ultimate outcome of the strategic plan includes increased access for community members to receive preventative health care education and direct healthcare services.

The Community Health Resource Center (CHRC) collaborated with over twenty different healthcare centers in San Francisco. California Pacific Medical Center was again an important member of our provider team. California Pacific Medical Center physicians and hospital departments referred 83% of all clients to the many free or low cost counseling services. In 2010 there were over 500 referrals from California Pacific Medical Center physicians, nurses or other healthcare practitioners. These patients were seen by a social worker or registered dietitian as the next step in their healthcare.

Collaborations with different healthcare agencies resulted in supportive services offered to thousands of clients. The numerous individuals served through these collaborations were given information, screenings or clinical support. Financial support from individuals and philanthropic institutions helped subsidize the cost for services allowing most of the community programs, educational events and screenings to be offered to the community free of charge.

Demographics of Clients Served



Nutritional Services

The Community Health Resource Center provided nutrition counseling services, nutrition educational programs and nutrition based community outreach. Nutrition services were offered to departments in the California Pacific Medical Center including the Cystic Fibrosis Center, and Radiation/Oncology department.

Nutritional services are offered for a low or no expense to anyone in the community. Brown & Toland Medical Group deserves special recognition for their commitment to their customer's nutritional needs. Community Health Resource Center contracted with Brown & Toland to provide registered dietitian counseling to group members with referrals and approvals from their specialist physician or primary care physician. A total of 563 new and follow up nutritional appointments were offered by a CHRC registered dietitian with the majority having Brown & Toland coverage. Physicians working with the California Pacific Medical Center referred the majority of clients for these services in an effort to offer a comprehensive range of support.

The CHRC registered dietitians brought their knowledge to the community by presenting on a variety of health topics. Presented health topics included, lowering cholesterol, high blood pressure and weight management. Community presentations were offered to San Francisco Department of Public Works, the law firm of Littler Mendelson and held quarterly at the California Pacific Medical Center. In total 492 individuals participated in the educational programs offered by CHRC registered dietitians.

Social Work Services

The Community Health Resource has worked in collaboration with a number of different agencies and hospital departments over the course of the year. Social Work services took an active role with SF Senior Center and the Home Coming Transitional Care Program. Home Coming Transitional Care program was a partnership between 14 different care management services to support individuals after their discharge from San Francisco hospitals. Planning in 2009 led to the implementation of a pilot program in 2010 to assess supportive services to isolated seniors. Home Coming Transitional Care offered seniors a

resource to adequately support their care management thereby reducing the likelihood of repeat hospitalizations.

Community education and counseling was a priority for social work services in 2010. Counseling, case management, or referral support was offered to 583 new or returning clients for a low fee or no cost. CHRC social workers assisted California Pacific Medical Center's Oncology/Radiology department, Cardiac Rehabilitation department, Women's Health Resource Center and the Adult Cystic Fibrosis Clinic. These four departments referred a total of 259 new and follow up appointments for counseling or case management support. Many of the individuals referred to CHRC social workers faced dramatic life circumstances including homelessness, terminal health concerns and mental illness. The educational classes offered by the CHRC social workers included; advanced health care directives, creating balance in your life, and the importance of self-care.

Community Programs

In 2010 CHRC offered a variety of valuable community education opportunities. A total of 3,063 new and returning individuals participated in health screenings, health education classes and support groups. Health screenings were offered throughout San Francisco in collaboration with California Pacific Medical Center Community Benefits, Department of Public Works, Baker & McKenzie, Bingham McCutchen, and Body Focus. A total of 1,564 individuals received screenings, all of them free or for a nominal fee to the participants.

Community educational events covered a wide range of chronic disease management and prevention topics. A few of the highlights of the class schedule included; updates in cancer treatments, arthritis education, vascular disease presentations, early detection and prevention of stroke, macular degeneration

and lowering your cholesterol. Arthritis education programs sponsored by Abbot Pharmaceutical were a great success. One hundred and one participants attended the presentations.

The Cancer Buddy Program or “Buddy Program” was another successful service for the community. The Buddy Program allowed survivors of cancer to participate as volunteers to provide support to newly diagnosed cancer patients. After completing a comprehensive training program, twenty five cancer survivors offered their wisdom as a “buddy” to individuals new to the disease. The match between the buddy and the newly diagnosed person was based on cancer diagnosis. Currently there are survivors of colon cancer, breast cancer, malignant brain tumors, Hodgkin’s and non-Hodgkin’s Lymphoma, melanoma, uterine cancer and blood based cancers. The Buddy Program would not have been possible without the philanthropic support of the California Pacific Medical Center Foundation, Genentech Inc. and the Eva McKenzie Charitable Trust.

2010 Donors

Foundations and Company Support

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Boehringer Ingelheim Pharmaceuticals
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California Pacific Medical Center Foundation
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**Patient Assistance Foundation
Community Health Resource Center
Statement of Financial Position by Restriction**

December 31, 2010

	<u>Unrestricted</u>	<u>Restricted</u>	<u>TOTAL</u>
Assets			
Current Assets			
Cash & Equivalents			
Cash in bank	258,133	2,265	260,398
Petty Cash	200		200
Savings and temporary cash investments	3,005		3,005
	<u>261,339</u>	<u>2,265</u>	<u>263,604</u>
Receivables			
Accounts receivable	8,684		8,684
Long-Term Grants receivable net value*		3,472,913	3,472,913
Long-term Receivable (non-grant)**	57,570		57,570
	<u>66,254</u>	<u>3,472,913</u>	<u>3,539,167</u>
Other Assets			
Prepaid Expenses	9,231		9,231
Refundable Deposits	6,214		6,214
	<u>15,445</u>	-	<u>15,445</u>
Fixed Assets			
Securities (investment)	413,172		413,172
CPMC Foundation	100,000		100,000
	<u>\$ 856,210</u>	<u>\$ 3,475,178</u>	<u>\$ 4,331,388</u>

Liabilities

Accounts payable	12,208		12,208
Credit Cards	-		-
Accrued expenses	29,520		29,520
	<hr/>	<hr/>	<hr/>
Total Current Liabilities	41,728	-	41,728
Net Assets			
Restricted Funds		3,475,177	3,475,177
Unrestricted Funds	814,483		814,483
	<hr/>	<hr/>	<hr/>
Total Net Assets	814,483	3,475,177	4,289,660
	<hr/>	<hr/>	<hr/>
Total Liabilities and Net Assets	\$ 856,210	\$ 3,475,177	\$ 4,331,388

*The long-term receivable is the current value of grant made by California Pacific Medical Center covering the period from 1985 to 2023.

**The long-term receivable (non-grant) is a bequest made to CPMC Foundation. It has been discounted over 35 years.