

2009 Annual Report

Patient Assistance Foundation's

Community Health Resource Center



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Letter from the Director

The Patient Assistance Foundation (PAF) and its programmatic arm, Community Health Resource Center (CHRC) continued its long tradition of providing outstanding social work, nutrition counseling as well as community based health education programs in 2009. Three fundamental goals were reached this year. The core of CHRC lays in our ability to (1) provide quality services, (2) provide affordable services and (3) appeal to ever increasing numbers of community members. The 2009 annual report will detail specific accomplishments within each of these three areas. Success in each area was due to the commitment of CHRC staff and board of directors to the mission of the organization.

This year was a year of program development for CHRC. Through a series of steps, CHRC continues towards a Learning Organization model. Learning Organizations utilize consistent feedback and knowledge sharing structures to support growth, refine programs and limit duplication of services. CHRC carefully explores programs, classes and counseling services to determine what is going well and areas for improvement. This process has led to over 11,000 community members supported through counseling services, community education events or in-office referral based services. Using a Likert Scale to evaluate CHRC programs, with 5 as extremely satisfied and 1 being not satisfied with the overall program, on average for all programs in 2009, participants gave CHRC a 4.5, midway between very satisfied and extremely satisfied.

The successes of this year are set against a backdrop of continued challenging economic times for the Bay Area and beyond. In these uncertain times, CHRC clients rely more than ever on the free or reduced cost health programs. I want to thank all who have enabled community members to receive preventative, life altering healthcare support through the offices of the Community Health Resource Center.

Sincerely,

**Scott Plymale LCSW
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.

Program Highlights

The Community Health Resource Center (CHRC) supported the needs of over 10,000 individuals in 2009. Nutritional counseling, social work services, educational programming and medical screenings accounted for the majority of community outreach and support. Success of all programs and services offered was based on collaboration.

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.

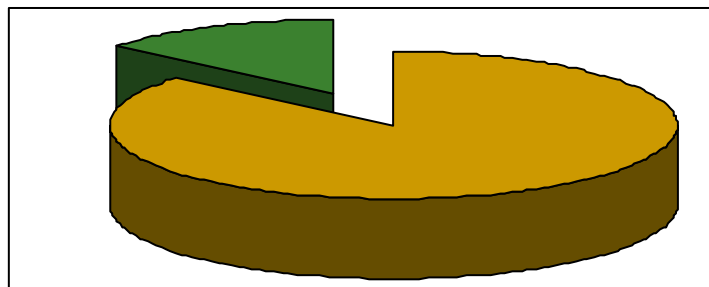
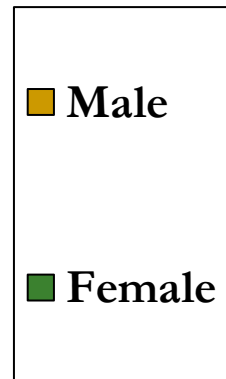
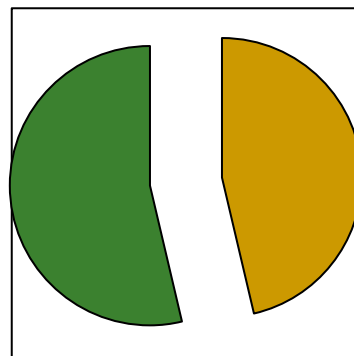
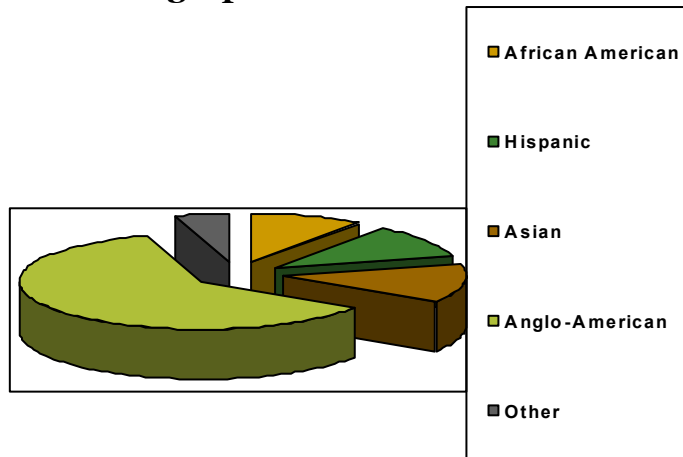
In 2009 there were over 500 referrals from California Pacific Medical Center physicians, nurses or other healthcare practitioners. These patients were seen by a social worker or registered dietitian as the next step in their healthcare. Over 120 different California Pacific Medical Center doctors, nurses and hospital departments referred patients to the Community Health Resource Center for social work or nutritional counseling.

A large number of other healthcare organizations also joined with CHRC to support needs in the community including; SF Senior Center, Alzheimer's Association, Mission Neighborhood Health Center, Buchanan Street YMCA, Presidio YMCA, South of Market Health Center, San Francisco Free Medical Clinic, YMCA of Richmond, Mission YMCA, American Heart Association, American Stroke Association, Breath California, California Pacific Medical Center Comprehensive Stroke Care Center, Pacific Eye Associates, Pacific Rehabilitative California Pacific Regional Rehabilitation Center (CPRRC), California Pacific Medical Center Health Psychology Program (under the Department of Psychiatry), Castro Street Senior Center, Sunset Senior Center, Francis of Assisi

Community Center, Tule-Elk Park School, Sarah B. Cooper Child Development Center among many others.

Collaborations with different healthcare agencies resulted in supportive services offered to thousands of clients. The numerous individuals served through these many 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 three departments in the California Pacific Medical Center including the Cystic Fibrosis Center, the Radiation/Oncology department and the Cardiac Rehabilitation department reaching a total of 216 individuals needing supportive care on an outpatient basis.

Nutritional services are offered at a low fee to anyone in the community. A total of 543 new and follow up nutritional appointments were offered by a CHRC registered dietitian. 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. In total, 83% of the patients seen by a CHRC registered dietitian were referred by a California Pacific Medical Center healthcare provider.

The CHRC registered dietitians also brought their knowledge to the community by presenting to a variety of community groups. 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 590 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 to assess supportive services to isolated seniors. Home Coming Transitional Care offers 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 2009. Counseling, case management, or referral support was offered to 907 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 285 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, bereavement and care for givers.

Community Programs

In 2009 CHRC offered a variety of valuable community education opportunities. A total of 4166 individuals attended community screenings, health education programs and lecture events. 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 2,838 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 included a cancer lecture series, arthritis education, vascular disease presentations,, stroke prevention lectures, and lowering your cholesterol classes. Arthritis education programs sponsored by Abbot Pharmaceutical were a great success. One hundred and thirteen participants attended the presentations. Community Health Resource Center coordinated the events and provided marketing. Dr. David Curtis MD and Dr. Neal Birnbaum MD offered invaluable information.

The Cancer Buddy Pilot 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 and the Eva McKenzie Charitable Trust.

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