

## Mission Statement

Madera Community Hospital is a not-for-profit community health resource, dedicated to actively promoting and maintaining the health and well-being of residents throughout the Central Valley. We are committed to identifying and serving our community's needs with compassion, concern, care and safety for the individual.

In support of our primary mission, Madera Community Hospital will:

- Be sensitive to the diverse physical, spiritual and psycho-social needs of those we serve, including the alleviation of pain and suffering, and integrally involving the family in care and delivery.
- Periodically assess the health status and needs of our community, determine which health services we can appropriately establish and maintain, and act as a catalyst to ensure that priority health needs are met.
- Work collaboratively with physicians, other health care providers, and community leaders to develop, offer and continuously evolve a comprehensive and integrated continuum of health services.
- Stimulate high levels of support and participation in educational and outreach initiatives offered to patients, staff and community members in an effort to promote both high levels of individual achievement and community health and well being.
- Prudently manage and utilize our financial resources, while ensuring the provision of high quality, effectively delivered health services.

## Vision Statement

Madera Community Hospital will distinguish itself as a leader in identifying and meeting our community's health needs by working in partnership with physicians and others to offer and manage an integrated array of health services upon which a majority of individuals and employers in our community will rely.

We will:

- Initiate collaborative relationships and strategic alliances that advance our mission
- Meet or exceed our customer's expectations through quantifiable clinical and service quality and coordinated care delivery
- Actively involve employers and community leaders in our success
- Be flexible to change as our community needs evolve
- Engage a community that recognizes MCH as a vital community health resource
- Align hospital and physician interests to better serve our community
- Strategically invest in services and technologies, such as information technologies and non-acute care services
- Selectively expand our Central Valley presence to serve the growing needs of area residents and healthcare purchasers:

- ◆ Madera
- ◆ Chowchilla
- ◆ Kerman
- ◆ N.W. Fresno



## Community Benefits

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## Social Accountability Report

Fiscal Year Ending June 30, 2011

A summary of unsponsored care and programs provided for the benefit of our community. Unsponsored care includes the cost of care for persons who are poor, costs associated with caring for beneficiaries of Medicare, Medicaid and other government programs. Additional expense includes health professions education, clinic services, health promotion and disease prevention programs and donation of services to non-profit community organizations.

Prepared in Compliance with  
California's Community Benefit Law SB697  
[www.maderahospital.org](http://www.maderahospital.org)  
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## Madera Community Hospital

### Community Benefits

#### Summary

07.01.2010 – 06.30.2011

#### Traditional Charity Care

4,393,130

#### Unpaid Cost of Medicare

6,791,025

#### Unpaid Cost of Medicaid

6,708,046

#### Other Public Programs

942,001

#### Community Health Improvement Svcs.

145,604

#### Health Professions Education

70,465

#### Community Building Activities

86,690

#### Financial & In-Kind Contributions

22,948

## Identification and Response to Community Needs

Madera Community Hospital Community works within the community to provide multiple resources for basic health care services. In addition to serving residents living at or below the poverty level, and having limited transportation resources, the current economic situation has resulted in a greater number of unemployed residents without health insurance coverage. Madera Community Hospital has stepped up to meet ever increasing needs through the Family Health Services Clinic, Children's Visitor Center, Nursing Paradigm Program, Diabetes education, chronic illness support groups and screening programs offered throughout the year. A new opportunity to meet healthcare needs in the Chowchilla community was realized when Madera Community Hospital took over management of the Chowchilla Clinic in 2008. Madera Community Hospital assumed full operation of the Chowchilla Clinic in 2009. Chowchilla Medical Center is staffed with a full-time Physician and a Nurse Practitioner or Physician Assistant. Podiatry, Internal Medicine, Ophthalmology, and OB/GYN doctors are available by appointment. Walk-in patients are seen in order of arrival for primary healthcare services.

#### Prenatal Education and Care

Providing healthcare and education to promote healthier babies, is achieved through the Baby Steps Program, Sweet Success, Childbirth/Parenting Classes, Stork Tours and the Perinatal Grief Program.

#### Nursing Paradigm Program

The Nursing Paradigm Program addresses the rapidly increasing need for nurses to provide health care services for an aging, economically disadvantaged population with multiple health care concerns.

#### Diabetes Education

A Diabetes Support Group meets monthly at MCH at no cost to participants. The Sweet Success Program for Gestational Diabetes served over 100 clients this year.

## Community Needs Assessment Process

MCH looks to many resources to identify, and prioritize services to care for the community at large and the underserved population. Numerous data bases, reports, community projects and surveys are studied to guide planning for enhancements to existing services and addition of needed services.

#### Madera Visioning Project

The Madera Visioning Project identified future needs of Madera residents from a broad community perspective.

#### Healthy People 2010 - "The Road Ahead"

"Every 10 years the U.S. Department of Health and Human Services (HHS) leverages scientific insights and lessons learned from the past decade, along with new knowledge of current data, trends, and innovations. Healthy People 2020 will reflect assessments of major risks to health and wellness, changing public health priorities and emerging issues related to our nation's health preparedness and prevention."

"Healthy People" is a valuable tool in planning for critical healthcare services.

#### MCH Healthcare Providers Survey

A Community Healthcare Needs Assessment surveyed select Madera Community Hospital (MCH) patient care and medical staff to gain a direct view of health care / lifestyle issues in the immediate community. Results provide an additional planning tool for future healthcare services, support and educational programs.