

Connections

Supporting Healing and Teaching

October 2003



CONTRA COSTA
*Regional Health
Foundation*

Message Center

As Contra Costa Regional Medical Center and Health Centers (CCRMC/HS) have continued to serve the community and grow, I have been increasingly impressed with the quality and breadth of its services.

So I welcome the opportunity to help launch the Regional Health Foundation and to lead our founding Board of Directors as it moves ahead to develop strategies for supporting CCRMC/HC. I want to invite the Contra Costa community – businesses, residents and community leaders – to join hands with us to strengthen this amazing resource we have.

— *Bette Felton, RN, DrPH, Chair*



I am delighted to celebrate the launching of the Contra Costa Regional Health Foundation. As Chief Executive Officer, and Medical Director of CCRMC and Contra Costa Health Centers, I am pleased to have

the support of the Board of Directors and the community. CCRMC/HC play a critical role in serving many residents in our community. Working together, we can continue to insure that CCRMC/HC thrive. As a former member of the Contra Costa Board of Supervisors and a physician with CCRMC/HC for over 25 years, I know that we cannot truly flourish without strong support from everyone. Especially in these challenging times, I thank the Board members for taking leadership to build a strong CCRMC/HC. — *Jeff Smith, MD*

Communities Leaders Form Foundation to Support Regional Medical Center

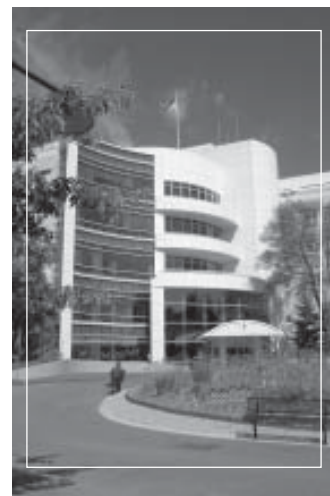
The new Contra Costa Regional Health Foundation makes its official debut at a reception on September 30 at the Contra Costa Regional Medical Center (CCRMC) Cancer Center in Martinez. Guests will meet the 11 founding Board members of the Foundation and hear David Gandara, MD, PhD, Associate Director of Clinical Research at UC Davis Cancer Center, describe the critical role of the CCRMC Cancer program.

Bette Felton, President of the Board of Directors and Interim Dean at Cal State Hayward's Contra Costa campus, says the mission of the Foundation is to heighten the community's knowledge of the work that is done by CCRMC and the Health Centers.

"Outside of a very small number of people, especially loyal patients, many local residents know very little about who we are. CCRMC is not only the safety net provider for county residents, it also plays a vital role in serving the whole community, training physicians, operating the only 24/7 psychiatric emergency service in the county, and serving as the Northern California Hansen's Disease Center," says Felton, a Danville resident.

The Foundation will also be the major fund raising vehicle to support the long-range needs of CCRMC and the County's ten Health Centers at a time when public hospitals are facing increased costs for drugs and technology and decreased revenue from federal and state programs.

"CCRMC is a hidden jewel. It has a state of the art campus, the most earthquake-safe facility in the county and a top-notch staff. We want the community to help support this incredible resource," says Dick Blair, Vice President of the Board.



Inside CCRMC and the Health Centers

Contra Costa Regional Medical and Contra Costa Health Centers, a division of Contra Costa Health Services Center and an integral part of the medical community, is a fully accredited, licensed acute care hospital with 164 beds. There are also ten Ambulatory Health Centers throughout the county. Unique services include the only university-affiliated Residency Training Program in the county. The Family Practice Residency Training Program, affiliated with the University of California at Davis Medical School, trains 30 men and women in a three-year program. The CCRMC Cancer Program, affiliated with the UC Davis Cancer Center, conducts over 200 research protocols. CCRMC Psychiatric Crisis Emergency is the only 24/7 service in the county. CCRMC also has In-patient Geriatric Services and In-patient Acute Psychiatric Services, and serves as the Northern California Hansen's Disease Center. The medical staff consists of over 250 physicians, primary care doctors, psychiatrists, surgical/medical specialists and sub-specialists. In addition, over 25 family Nurse Practitioners are integrated in this primary care oriented system, which is also supplemented by a network of private local providers and UC Davis.

Facts about CCRMC and the Health Centers

Almost 10,000 admissions yearly

- 1,650 births last year – the third busiest obstetrical service in the County
- 37,200 visits to the Emergency Department
- 306,000 outpatient visits per year
- 375,000 prescriptions filled
- 545,000 clinical lab tests performed

How the Foundation Began

Although many hospital foundations have existed for years, often established by the hospital's auxiliary, county hospitals have only relatively recently begun to develop foundations to support their unique roles and services. In the Bay Area, Alameda, San Mateo, San Francisco and Santa Clara Counties have very successful foundations ranging from nine to 15 years of experience. More than ten years ago, a community assessment commissioned by our health department indicated strong support for the development for what was then Merrithew Memorial Hospital and Clinics. After a delay of several years, Merrithew Memorial was replaced by the Contra Costa Regional Medical Center. In 2003, Dr. William Walker, Health Services Director, approved renewing the development of a Foundation.

A Firm Foundation: Hospital Auxiliary

Volunteers have supported CCRMC and Health Centers since 1965. The Contra Costa Regional Medical Center Auxiliary, a non-profit corporation, sponsors fund-raising events, accepts donations and deploys dozens of volunteers to help at the Information Desk, Gift Shop, Inpatient Units, Rehabilitation Therapy, Pediatrics, Nursery, Emergency Department and Health Centers. Adults and teens contribute nearly 20,000 hours a year, contribute cash and in-kind donations like layettes, stuffed animals and new equipment. The Board of Directors of the Foundation has unanimously voted to include the president of the Hospital Auxiliary as an ex-officio member of the Foundation Board.

Meet Our Board of Directors

Mary Jen Beach
Conoco Phillips Refinery

Dick Blair
Morgan, Miller, & Blair

Bette Felton, RN, DrPH
Cal State Hayward

Nancy Hobert
Retired

Cherie Huillade
Coldwell Banker

Jim Jakel
Contra Costa Council

Diana McDonald, RN, MSN
Los Medanos College

Sunne McPeak
Bay Area Council

Sonjia Parker-Redmond, DrPH
Cal State Hayward

Steve Roberti
Retired

William Walker, MD
Health Services Director

Frank J. Puglisi, Jr.
CEO, Regional Health Foundation

CCRMC Gets Three Star Rating

Patients have given Contra Costa Regional Medical Center three stars — the highest possible rating in the Patients' Evaluation of Performance Survey, the largest hospital patient survey ever released.

CCRMC improved in every area over a similar survey conducted two years ago. The ratings are based on surveys conducted by the National Research Corporation in 182 California hospitals that volunteered to be part of the study.

