

## Healthcare Foundation Northern Sonoma County

**Vision:** To be the bridge for advancing healthcare in our community

**Mission:** Bringing together our community to engage donors in the support of healthcare in northern Sonoma County

### Getting Well Connected in Sonoma County

"I'm excited because we can deliver better health care," says Debbie Howell, CEO of Alexander Valley Regional Medical Center. "Results show the cost benefits and accuracy in taking care of patient health." She's referring to the benefits of adopting an electronic health records, or EHR, system. "Paper is really archaic."

The current service-fee-based system is set up to reward providers for procedures they perform, not the care they give to patients. For example, tests that may already be available from another provider (without the current provider's knowledge) might be redone. Often, emergency situations must be solved by educated guesswork instead of concrete data because patient information from other sources is not available. With EHR systems in place across the country, this data would routinely be available.

Health information technology allows for secure information exchange between health care consumers and providers to create a patient-centered paradigm. This new model has the potential to improve the quality of health care by preventing medical errors, reducing unnecessary medical tests, procedures, and administrative costs, decreasing paper work, and expanding affordable care.

But how will the system change if providers lose income? Medicare is a big player, and it will be offering incentives for the new paradigm to drive down costs while improving quality. For example, a community has a certain number of lives in its pool, and it takes X amount of dollars for total care. The community's providers can reduce costs by collaborating. If the savings is 20 percent, Medicare gives back 50 percent of the savings. The concept is to use market incentives to focus providers on *quality* of care rather than *volume* of procedures.

Sonoma County is one of the few counties, not just in California, but in the nation, that is taking big and effective steps to make networked patient health information the norm across the county. Out of 58 California counties, only six others have health information exchange services: Mendocino, Humboldt, Santa Cruz, Los Angeles, and Orange, with a start-up in San Diego County.

In 2009, adoption of electronic health records was under 15 percent in northern Sonoma County, with a few doctors using Sutter's system. As of today, northern Sonoma County can boast of 60 percent with Healdsburg Primary Care coming online in December 2010, Alliance Medical Center, Windsor, in February this year and its Healdsburg clinic following in April, and AVRMC is to follow in May. PDI Surgery Center also will be online soon.

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## From Our Chairman

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We have two significant milestones to celebrate this spring. The Healthcare Foundation has now been funding local health care for 10 years. And because of your contributions to the Foundation, the Healdsburg District Hospital Revitalization Campaign can now be declared a fabulous success. Funds are now in place to assure both the economic stability of the hospital in the future and the delivery of locally accessible, affordable, quality health care services to the communities we serve.

We can continue to fund facility upgrades and the expansion of services, which means you can continue to receive the best available medical care in our local northern Sonoma County communities. It also means that the hospital can care for more people in the Emergency Room, and now they can receive critical care in the new Intensive Care Unit and the Kozel Stroke Institute.

The new Emergency Department has increased admissions approximately 12 percent. That's an average of 30 patients per day. Visits to the Emergency Department grew to

more than 9,800 in 2010. The average wait time is now 17 minutes from door to doctor. Last year, ICU cared for 172 patients for a total of more than 500 patient days. Since its inception,

the Kozel Stroke Institute program has cared for approximately 40 patients per year. Also, as part of the physician recruitment plan, four additional doctors have been hired.

Our Girlfriends for a Cure event continues to be a great success. With the funds raised from this annual

event, new digital mammography equipment and DEXA scan (bone density) units have been installed. Also in our future is a new state-of-the-art digital CT scanner, as well as new equipment and renovation of the Imaging Center at Healdsburg District Hospital.

Because of your efforts, the Healthcare Foundation can celebrate its 10th anniversary with the confidence of sustaining service with your continued support. Only through your support can we continue our mission of bringing together and engaging our northern Sonoma County communities to support local quality healthcare.

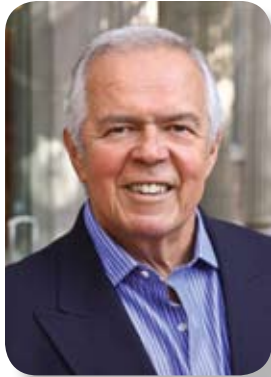


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## From Our Executive Director

As we begin the second decade of supporting quality health care in the communities we serve, we at Healthcare Foundation Northern Sonoma County pause to reflect on the gratitude we owe our many volunteers. Every month, committees of the foundation—made up of local volunteers—meet to discuss and implement thoughtful and effective strategies for fund development, events, strategic planning, governance, finance, and more.

One of our most active, the Grant Review Committee, connects directly to our core mission of being a bridge for advancing health care in our communities. The Grant Review Committee meets monthly to review and assess grant applications from local healthcare providers, which include Healdsburg District Hospital, Alliance Medical Center, Alexander Valley Regional Medical Center, PDI Surgery Center, and the Cloverdale Health Care District.



The role of the Grant Review Committee is crucial in keeping the Healthcare Foundation on track and moving forward. The committee carefully reviews every grant it receives, for the following criteria:

- ❖ The program, service, or capital improvement directly enhances the health care system, service or delivery within our district.
- ❖ The proposal exhibits values consistent with the goals and mission of the foundation.

- ❖ The proposal substantiates a need, demonstrates future sustainability, and has measurable impacts and outcomes.

In addition, grant proposals are evaluated for their potential impact on health care in North Sonoma County Healthcare District, whether the program or service is sustainable after the grant, and how it matches the intent of our donors and the priorities of the Foundation. Donors want their contributions

to be invested in their communities to ensure the quality of life we all enjoy.

Tom Sparks, a Healdsburg resident and attorney, currently chairs the Grant Review Committee.

According to Tom, the recent Foundation support for physician recruitment for Alliance

Medical Center and Healdsburg District Hospital, a new ambulance for Cloverdale, and the hospital's ongoing need for equipment are examples of successful and effective grants that were reviewed by the committee, approved by the board of directors, and funded by the Foundation.

"It's certainly fulfilling to see wonderful advances in health care within our district," says Tom, "especially the care provided to the underserved."

The Foundation salutes the Grant Review Committee and our many dedicated volunteers and donors who are the core of our work.

Sincerely,

A handwritten signature in dark ink, appearing to read "Rick Ventura". The signature is fluid and cursive, written over a light-colored background.

Rick Ventura, Executive Director

*"It's certainly fulfilling to see wonderful advances . . . especially the care provided to the underserved."*

# Welcome

## Vivian Belmusto, MD

**D**r. Vivian Belmusto, a pediatrician, has joined the staff at Alliance Medical Center. Dr. Belmusto is fluent in Spanish and experienced working with patients of many cultures. She sees children and families at the Alliance facilities in both Healdsburg and Windsor. Dr. Belmusto attended Albany Medical College and UC Davis, and practiced public health and pediatrics in the Davis area before relocating to Peru, where she studied and practiced tropical medicine, working on vaccines for yellow fever, malaria, and dengue. She returned to California and served as the Deputy Health Officer of Sacramento County, specializing in disease control.



## Rachel Mayorga, MD, FACP, CMD



**D**r. Rachel Mayorga has joined the staff at Healdsburg Primary Care and is board-certified in internal and geriatric medicine. As a specialist in “healthy aging,” she has lectured and participated in community outreach programs. She accepts adult patients. Dr. Mayorga received a fellowship in geriatric medicine from Rush-Presbyterian, St. Luke’s Medical Center in Chicago. After receiving her MD degree from the University of Utah School of Medicine in Salt Lake City, she completed her residency in internal medicine at St. Joseph’s Hospital and Medical Center in Phoenix, Arizona.

# New Doctors

## John Silva, MD

Dr. Silva is back where his professional career started: Alliance Medical Center. Following an undergraduate degree in biology at Tufts University, he earned his MD degree from Brown University School of Medicine, where he was one of only three to enter family medicine. Dr. Silva completed his three-year residency at Community Hospital of Sonoma County. Before returning to Alliance, Dr. Silva practiced medicine and worked in public health in the Salinas area for 23 years. "It's important to me to eliminate health care disparities in our population. They understand that here at Alliance," says Dr. Silva. He is working in both Alliance Medical Center locations, Windsor and Healdsburg.



## Thomas Alan Warr, MD, FACP



Dr. Thomas Alan Warr has joined the staff at Healdsburg Primary Care. Dr. Warr is a board-certified internist, offering primary medical care as well as internal medicine. He specializes in preventative medicine and medical treatment for adults. He is also board-certified in oncology, hematology, and palliative care medicine. After attending medical school at Vanderbilt University in Nashville, Tennessee, Dr. Warr completed his internal medicine residency and fellowship in hematology and oncology at UC San Diego, where he also served as Chief Resident in Medicine.

## Getting Well Connected in Sonoma County *(continued)*

But getting an electronic health records systems up and running is only part of a larger picture. To be effective, each disparate EHR provider system must be able to communicate with other EHR systems, or in other words, each system must be connected to a network. That network needs to be able to communicate to various configurations of hardware and software that can all be different.

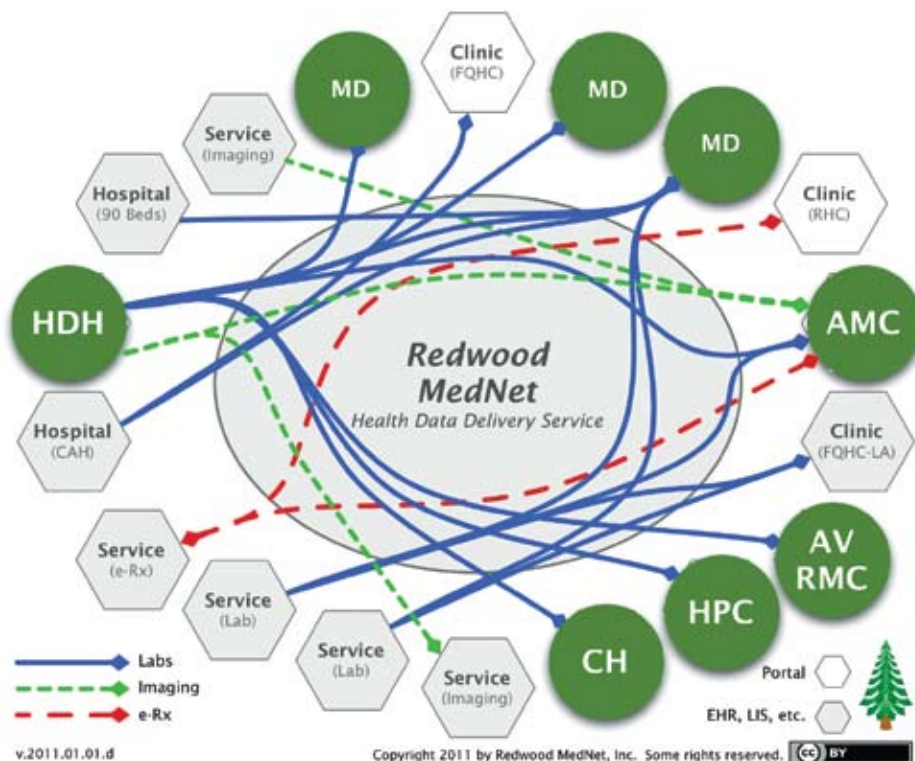
That's where partner-consultant Redwood MedNet comes in. Originally formed by doctors in Mendocino and Lake Counties to exchange information with other providers, Redwood MedNet is nationally recognized as an expert at budgeting and implementing health information exchange, or HIE, network services to health care providers. "Unlike other consultants, we're not selling equipment or software," says Redwood

MedNet project manager Will Ross. "We're providing a service to connect everybody."

For the past five years, Ross has been working with Mark Street, Chief Technology Officer at Alliance Medical Center, to prototype and then implement an HIE service for northern Californian counties. After each provider has an EHR system then they can be added to the network. However, because each provider's system is different, connecting them to MedNet and enabling them to push and pull data to and from each other has been an arduous task. "Different systems with different providers require a middle layer [of software and hardware] to enable timely and secure communication," says Street. "Care coordination and cooperation electronically is the challenge for the next five years. Right now, we've built the foundation of the network and we're adding

on new functionality and services."

Now that clinics and providers are coming online, first steps include being able to send and receive lab and imaging orders and results electronically between systems in a timely manner. Healdsburg District Hospital has been part of this process from the beginning because providers in the area want access to lab and imaging results.



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Much of the costs to build the HIE network have been funded by grants totaling \$1.2 million from Blue Shield of California Foundation, Tides Foundation, California HealthCare Foundation, and United Health Care. The Healthcare Foundation funded \$10,000 for a survey of all 52 health care providers in the hospital district to understand

**“ . . . when you put them in the same room with the Foundation looking on, everybody plays together much better.”**

what each provider needs to participate in a health information exchange network. “We’re working with state and federal funding opportunities to capitalize these services. The survey helps us understand the gaps.” says Ross. “And that’s what the Foundation can do is fill in the gaps.”

To that end, the Foundation has granted PDI (children’s dentistry clinic), which because of its business and care model often does not qualify for federal grants, \$20,000 for computer programming, training, and importing records. PDI was able to leverage Foundation money with a matching grant from the Bothin Foundation to buy more equipment, including a network server, document scanner, two touch screens, four PCs, and a constituent relationship database (includes patients and donors).

According to Ross, the Foundation has two significant roles to play: Help providers who may be left out of other funding, such as PDI, and leadership. With so many players, it’s often hard to get everybody moving in the same direction. “But when you put them in the same room with the Foundation looking on, everybody plays together much better.”

As we look to the future of health care in Cloverdale, Geyserville, Healdsburg, and Windsor, we are well positioned to address the many challenges still ahead:

- ❖ Continued district-wide recruitment of physicians
- ❖ Collaborative implementation of a district-wide information technology system, including electronic medical records
- ❖ Continued revitalization of facilities throughout the North Sonoma County Healthcare District

Together, we’ve accomplished more than we imagined when we started 10 years ago. It is your support, your commitment, and your energy and willingness to step forward and share the responsibilities of leadership for these critical health care needs in our communities that ensure our future success. And, it is you who help us assure the future of affordable health care in our community. Together, we can continue to fund local quality health care. From all of us at Healthcare Foundation Northern Sonoma County, we thank you.

Sincerely,



Yvonne Kreck, Chairman



Thank YOU for helping us meet the Kight Challenge!

### *Kight challenge grant also benefits low-income kids*

We are thrilled to announce that we have met the Kight Foundation challenge grant! In February 2009, the Kight Foundation and Quivira Vineyards & Winery proposed a \$2 million grant with the challenge that we raise \$3 million over a two-year period. With your help and support, we have raised our funds and met the Kight Foundation requirements of its grant. There was one other stipulation: 20 percent of the donation must aid low-income children. We are proud to

announce that the Foundation has granted Alliance Medical Center, Alexander Valley Regional Medical Center, and PDI Surgery Center a total of \$400,000. The Healthcare Foundation thanks the Kight Foundation and Quivira Vineyards & Winery for their amazing generosity and philanthropic leadership and all the donors who contributed to the matching funds.

### *A Benefit for Alliance Medical Center*

Sculptor T Barny celebrates 30 years of sculpture, September 10, 2011, from 5–8pm, with an event benefiting Alliance Medical Center. The event includes catering by Zin, music by the Linda Ferro Band, and a T30 live and silent auction. Tickets are available August 1. Contact [lori@tbarny.com](mailto:lori@tbarny.com) for further information.



*T Barny Sculpture  
[www.tbarny.com](http://www.tbarny.com)*

### Save the Date! Girlfriends *for a Cure*

September 13, 2011

An afternoon  
of fun, fashion,  
food & wine  
at the beautiful  
Trentadue Winery

*Women Helping Women*



## A Special Thanks to Our 2010 Donors

We would like to thank the following for their generous contributions to Healthcare Foundation Northern Sonoma County. We apologize to anyone we have inadvertently left off our list.

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# *the* Pulse

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To:

The Pulse is also  
available online at  
[www.healthcarefoundation.net](http://www.healthcarefoundation.net)



Benefiting Healthcare Foundation Northern Sonoma County

Please join us

for the

7th Annual

Pinot Family Reunion

at John Ash & Co. and Vintners Inn



Sunday, July 10, 2011

Wine & Food Tasting: 1–4 pm | Family Style Dinner at John Ash & Co. 5 pm  
for information or reservations visit [www.vintnersinn.com](http://www.vintnersinn.com)