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 KAISER PERMANENTE®
in the community

Kaiser Permanente Northern California

2009 Community Benefit Programs

Responding to Our Communities' Needs

 KAISER PERMANENTE®
in the community

Keeping people healthy is our mission

As we look back on 2009, we see a year of unprecedented challenge. The needs in our communities continued to grow as unemployment rates climbed. People who never-before imagined they would need public assistance found themselves in long lines at community clinics, food banks and homeless shelters.

While non-profit organizations are always grateful for our support, 2009 was different. Many were struggling to meet growing demand, while watching their funding shrink or disappear altogether. As these organizations shared their stories with us, we listened, and we recognized an opportunity to respond.

To help address the urgent needs in our communities, Kaiser Permanente maintained our longtime support for the safety net and prevention-based health programs. We also introduced new grant programs focused on getting people access to critical health and human services. In total, Kaiser Permanente invested more than \$1 billion in community benefit—more than half of that in Northern California.

In these pages, we invite you to learn more about our community involvement and how it helps fulfill our mission to improve the health of our members and the communities we serve.



Gregory A. Adams
President, Northern California Region,
Kaiser Foundation Health Plan and Hospitals



Yvette Radford
Vice President, External and Community Affairs,
Kaiser Permanente Northern California



How we're different

- While many organizations support community health programs with grants and in-kind donations, Kaiser Permanente also offers our own programs—including a subsidized health plan for children.
- Like our approach to medicine, our community involvement supports prevention-focused, evidence-based programs and long-term, sustainable change.
- As a health plan and health care provider with more than 65 years of experience, we're in a unique position to pair grants with other assets, including medical research, clinical practices and the expertise of our physicians—to make a greater impact on community health.
- We invest in bringing community stakeholders together and work side by side with them to address the complex public health issues that affect us all.

We believe in working together

Because no single organization can meet all of the growing needs in our communities, we work with our community partners to identify areas where, together, we can have the greatest impact. For example:

Realizing that people were losing their jobs and health insurance, we consulted with members of **Regional Associations of California (RAC)**—a network of community clinics and health center consortia—who provide health care to the uninsured. RAC helped us learn more about the challenges people face when enrolling in public health plans. Based on these insights, we awarded grants that will help more people get the health insurance they need (see page 5).

To help more children get access to health services, our staff consulted with the **California School Health Centers Association**. They helped us identify communities that were working to get school health centers started. These communities had already gained the commitment of local school districts and organizations that could deliver health services on campus—we recognized that our support could help get their school health centers established (see page 6).



Helping people who need help now

The ripple effect of our nation's troubled economy touches us all. As more individuals and families need help—and as communities feel the impact of diminishing resources—we've been able to provide more than \$3 million in grants to support critical health and human services for people throughout Northern California. Here are a few examples:

The right approach at the right time: Realizing the economy might worsen before getting better—and that people were finding it harder to stay in their homes, feed their families and keep their jobs—Kaiser Permanente Regional Community Benefit staff designed the Essential Services Grants Program.

With a budget of \$1 million, staff examined a number of relevant economic health indicators—including rates of unemployment, foreclosures and poverty levels—across Northern California and Central Valley cities. We then awarded grants to 17 multi-service organizations that provide resources ranging from food and shelter to debt management and job training, in communities that were being hit hardest by the economy.

Healthy eating in hard times: In tough economic times, long-standing public health issues such as obesity can escalate. To bring an additional 1 million pounds of fruits and vegetables to hungry families, we provided \$100,000 to the California Association of Food Banks.

We also invested \$100,000 in the California Food Policy Advocates (CFPA), to support their efforts of helping more people participate in food stamps and school meal programs. The CFPA also focuses on public policy and provides direct technical assistance to counties and school districts.

Together, these grants will give more people access to healthy food, while broadening the reach of government programs dedicated to feeding people in need.

"The Lighthouse could not be more thrilled to receive the Kaiser Permanente grant because it will help us to meet the critical and increasing issues facing families during a challenging economic time."

—Lighthouse Executive Director Angela Ponivas; the counseling and family resource organization has seen a 35 percent increase in requests for basic needs

Connecting people with public resources:

The face of hunger, poverty and homelessness is changing. People who never imagined needing help aren't sure where to turn.

Resource "hotlines" like 2-1-1 put help at the fingertips of community residents. By dialing 2-1-1, people can learn about local health and human services available in their area. The information is easy to access, available in many languages 24 hours a day, seven days a week. Many times, 2-1-1 systems also include a related Web site.

As a result of the economy, 2-1-1 systems are seeing an unprecedented rise in call volume. To respond to this need, Kaiser Permanente Northern California Community Benefit provided \$500,000 in grants to 10 organizations that currently manage or are developing 2-1-1 systems.

Helping people navigate a complex system:

When people lose their jobs they often lose their health care benefits. Because of language or cultural barriers, it can be overwhelming to find and understand the requirements of public health insurance options. Enrolling in these programs and staying enrolled can be equally difficult. When people give up on getting health coverage, they often let chronic health conditions worsen or simply do without the care they need and forego preventive care altogether.

In 2009 we provided \$600,000 in grants to 11 organizations that reach out to low-income families to help them apply for health insurance programs such as Kaiser Permanente's Child Health Plan and California's Healthy Families program.

We provided an additional \$360,000 to four community clinic consortia that have been working to increase enrollment in government health programs among their patients. Our grants will help community clinics implement programs and share best practices to keep their patients insured.





What happens when a husband and wife are hospitalized within a week of each other and both need surgery? While the surgeries and hospital stays were covered by their Kaiser Permanente coverage, the couple had hit hard times when their income fell as a result of the economy. They couldn't pay their deductibles.

Fortunately, our Medical Financial Assistance Program helps patients pay for out-of-pocket medical expenses (excluding insurance premiums) for a limited period of time. The program is open to members and non-members who receive care at Kaiser Permanente facilities and meet federal guidelines for household size and income.

In 2009, our Medical Financial Assistance and charitable coverage programs served more than 200,000 people in Northern California.



Providing people access to quality health care

Based on our experience as a not-for-profit health plan and integrated health care system, we strongly believe patients benefit by having a medical home. That's why the majority of our Community Benefit investments help subsidize the cost of health care for people without insurance and those that have trouble paying for the care they receive. This helps people get preventive care, treat chronic health conditions and avoid costly emergency care.

As unemployment rates remain high, helping people get access to quality health care has never been more important. In addition to providing our own charitable care, we provide grants and in-kind donations to support the health care provided by community clinics, public hospitals and other health organizations. For example:

School-based health centers: Because school-based health centers are able to provide both physical and behavioral health services to a vulnerable population—with programs designed by students, parents, school representatives and other community stakeholders—we invested \$300,000 in six organizations that are creating or expanding health services in Northern California schools.

Surgery and access to medical specialists: Our longtime partnership with Operation Access—which pairs grant funding and Kaiser Permanente volunteers—is just one way we support people getting care they might not otherwise receive. Operation Access coordinates the scheduling of donated surgical care in 26 medical facilities in Northern California, including 11 Kaiser Permanente facilities.

"We couldn't do it without Kaiser Permanente."

—Operation Access Executive Director Ben Aune on Kaiser Permanente's support for the program including 540 medical volunteers

Our commitment continues

While focusing on the immediate needs in our communities, we've continued to invest in long-term, prevention-focused strategies to improve the health of our communities, including:

Building healthy communities: Not all communities have equal access to fresh food. Many have high rates of violence that discourage people from being active. Our Community Health Initiatives bring local businesses and government agencies together with community organizations and residents. By joining forces, these groups are making significant environmental changes that bring Healthy Eating and Active Living options to more people.

Supporting the safety net: Our partnership with community clinics, public hospitals and public health systems pairs funding with other Kaiser Permanente assets. By helping our safety net partners collaborate with one another and adopt technology and other medical advances—we build their capacity to provide quality care to more people.

Sharing and expanding knowledge: We aim to improve the health care system by sharing our experience and expertise. Many of our training programs are nationally acclaimed and attract some of the top medical graduates in the country. Our Division of Research is among the largest health services research centers in the United States. And more than 360,000 students and family members attended a free Educational Theatre Programs performance in the last year.

Learn more

We invite you to visit our Web site: www.kp.org/communitybenefit/ncal

Kaiser Permanente Northern California Community Benefit

To learn more about our work in your community, or for information about local community grants, please visit our Web site, www.kp.org/communitybenefit/ncal, or call the Community Benefit department in your area.

Northern California Region

All Areas
Phone: (510) 625-6315
Email: NCAL-CB-Programs@kp.org

Central Valley

Modesto/Stockton
Phone: (209) 735-5337

Diablo

Walnut Creek/Antioch
Phone: (925) 313-4694

East Bay

Oakland/Richmond
Phone: (510) 752-6122

Fresno

Phone: (559) 448-4228

Greater Southern Alameda

Hayward/Fremont
Phone: (510) 618-4018

Marin/Sonoma

San Rafael/Santa Rosa
Phone: (707) 571-3867

Napa/Solano

Vallejo/Vacaville
Phone: (707) 651-3670

North Valley

Sacramento/Roseville
Phone: (916) 614-4523

San Francisco

Phone: (415) 833-4608

San Jose

Phone: (408) 972-6877

San Mateo

Redwood City/South San Francisco
Phone: (650) 301-4584

Santa Clara

Phone: (408) 366-4179

South Sacramento

Sacramento/Elk Grove
Phone: (916) 478-5518



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Kaiser Permanente Northern California 2008

Community Benefit Grants and Investments

NCAL 2008
KFH/KFHP
Combined Total

Care & Coverage	
Charity Care - Medical Financial Assistance Program	\$26,860,205
Charity Care - Charitable Coverage Programs	99,290,951
Medi-Cal to Members	212,274,969
Medi-Cal to Non-Members	61,452,547
Healthy Families	38,657,430
Grants/Donations for Care and Coverage	4,372,274
Total Care & Coverage	\$442,908,376
Community Health Initiatives	
Community Health Initiatives Programs & Services	\$699,006
Grants & Donations for Community Health Initiatives	9,196,776
Total Community Health Initiatives	\$9,895,782
Safety Net Partnerships	
Grants/Donations for Community Clinics and Other Safety Net Providers	8,918,162
Total Safety Net Partnerships	\$8,918,162
Knowledge Dissemination	
Medical Research	\$8,779,503
Medical Libraries	4,083,729
Grants/Donations for Evidence-Based Medicine	45,190
Grants/Donations for Public Policy	182,000
Educational Theatre Programs	4,698,397
Interns & Residents (Graduate Medical Education)	24,426,804
Continuing Medical Education	4,905,492
Nurse Practitioner and Other Nurse Training Programs	2,703,004
Other Health Care Professional Training Programs	6,043,984
Grants/Donations for Health Care Professionals Training & Education	1,016,657
Total Knowledge Dissemination	\$56,884,761
Other Community Benefits	
Self Sufficiency Training & Education Programs	\$ 1,317,055
Community Giving Programs	215,417
Community Benefit Operations	11,199,426
Board of Directors Fund (NCAL contribution to national grants/investments)	450,000
Other Grants & Donations for Nonprofit Organizations	3,751,495
Total Other Community Benefits	\$16,933,393
TOTAL	\$535,540,474

Contributions represent grants and investments from both Kaiser Foundation Hospitals (KFH) and Kaiser Foundation Health Plan, Inc. (KFHP)