



Community Health Care Needs Assessment

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I. Organizational Overview and Programs and Services Currently Offered



Introduction: Organizational Overview

The MPTF (the Motion Picture and Television Fund) has provided California's entertainment community with high quality and accessible health and human services for 92 years.

The organization's mission is: To create a sense of community among entertainment industry workers and cultivate their philanthropic spirit in support of sustaining a safety net of programs and services for the benefit of fellow industry members in times of need.

In 1921, in the early days of Hollywood when it was critical to the industry's long-term success to build a stable and engaged workforce, entertainment industry pioneers, including Mary Pickford, Charlie Chaplin, Douglas Fairbanks, and D.W. Griffith founded MPTF. In the first year, 17 grants of assistance totaling \$700 were given to industry members in need. From these fledgling grants, MPTF has grown to care for its own in many ways: with an acute care hospital, ambulatory health care services, child care, social services, senior programs, long-term care, and residential living, as well as retirement services. MPTF strives to offer practical and innovative answers to the issues facing industry members and their families. MPTF facilities are located in areas where industry members live and work and many maintain extended hours to accommodate the working schedules of the community.

Introduction: Organizational Overview (Cont'd)

Charitable assistance is where MPTF began in 1921 and remains at the heart of its array of community services. Financial assistance is available for rent and other living expenses, caregiver support, health insurance premium support, residential retirement care, childcare, and more. Charitable assistance is available to all eligible entertainment industry members, whether they are residents on MPTF's campus, patients in its health centers, or living in the community. MPTF is not a membership organization so recipients of its charitable assistance do not need to be past contributors in any way. Any industry member seeking financial or charitable assistance is reviewed by a case worker for eligibility (eligibility criteria is made available on MPTF's website and other sources) and an assessment is made on where and how MPTF can provide support. In many cases, MPTF works with industry members and their families to seek additional or supplementary aid from other allied organizations providing similar services.

MPTF's philanthropic efforts are largely supported by entertainment industry workers at all levels, as well as by community and family foundations, corporate partnerships, and state and federal government grants. In 2003, MPTF received a generous lead gift from the Cheryl & Haim Saban Family Foundation to support the construction of a new wellness and therapy center. The Saban Center for Health and Wellness opened its doors on July 18, 2007, and provides aquatic and land-based fitness and therapy programs for entertainment industry members. Since its opening, over 3,500 entertainment industry members have walked through the Saban Center doors.

The vision of MPTF's founders in 1921 is carried on in the dynamic MPTF mission of "taking care of our own." Each successive generation has put its own stamp on that mission with innovative services and programs addressing current stakeholder needs and the current MPTF leadership continues the tradition with exciting care support for workers in this very unique industry.

II. Overview and Methodology

Overview/Methodology

The Community Needs Assessment (CNA) analyzes quantitative data and qualitative information for the purpose of identifying community health needs and designing strategies and actions to improve the overall health of the population served by MPTF (the Motion Picture & Television Fund).

- The CNA has been prepared by MDS Consulting in conjunction with senior management.
- This assessment has incorporated a combination of qualitative and quantitative research including interviews with senior management, focus groups with constituents, discussions with regional health care leaders and statistical analysis. Feedback has been used to determine both immediate and short-term health needs for industry members and areas of focus for MPTF over the next 24 months.
- Quantitative data evaluated included demographic and industry overview data. Attributed sources included the California Department of Health Services (“CDHS”), the Office of Statewide Healthcare Planning and Development (“OSHPD”), and LAEDC Kyser Center for Economic Research.

Methodology



Project Goals

The Community Needs Assessment is designed to meet 5 major goals:

1. Definition of Community: Better understand the community we serve – how healthy is our population, and how well are their health needs being met?
2. Gain focus for the community health outreach efforts – how can we best use our resources to address the most pressing needs?
3. Strengthen the community health component of the MPTF's strategic plan – how can we better align our community health activities with the overall goals and priorities of the organization?
4. Create synergies with other organizations working to address health issues – what are the opportunities to work with external groups in the Los Angeles community to achieve shared goals?
5. Comply with requirements outlined in the Affordable Care Act (ACA) for 501(c)(3) hospitals to conduct a community health needs assessment and implement strategies to address identified needs.

III. Community We Serve: Profile and Analysis

Geographic Area Served

MPTF primarily serves members of the entertainment industry working or residing in Southern California.

MPTF operates six outpatient health centers located in the greater Los Angeles area including Woodland Hills, Burbank, Glendale, Santa Clarita, Hollywood and West Los Angeles. These locations were identified through “heat-mapping” analytics looking at high concentrations of where industry members work (production studios) and where industry members live.

MPTF anticipates that a major university hospital system will assume oversight and management of these outpatient clinics in 2014.

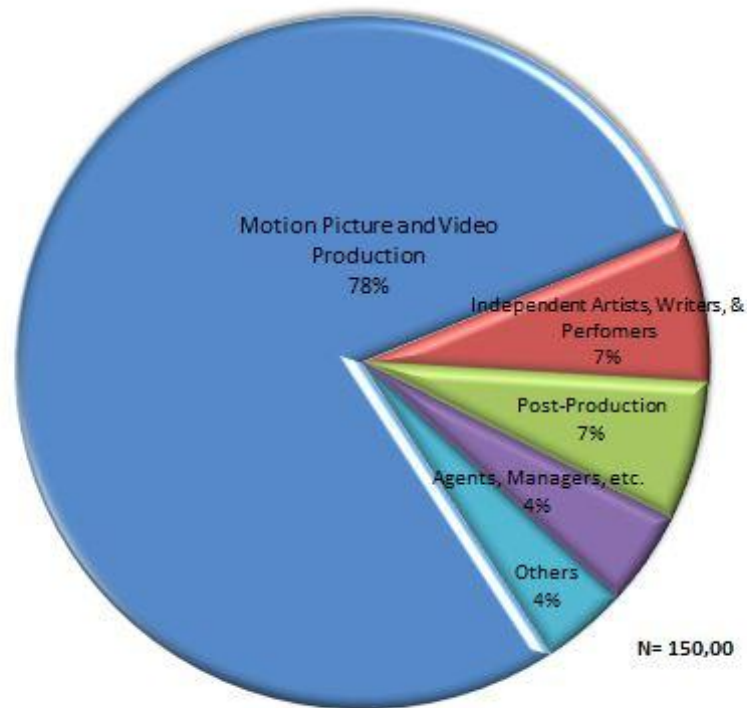


Demographic Overview

- MPTF's healthcare services are available to approximately 250,000 eligible Industry members (150,000 workers and 100,000 dependents/retirees) residing in Southern California. Half of current workers earn \$50,000 or less per year. Many of them work in a freelance capacity, and are employed intermittently throughout the year. Eligibility is straightforward: workers need to show a paycheck evidencing current employment in the industry or have been an MPTF patient within the past 3 years. Spouses/same sex life partners, widows, widowers, adult children, parents and parents-in-law are also eligible. This eligibility criteria is designed to include employees and retirees associated with companies involved in film, television, and television commercial production, members of entertainment unions and guilds, and those working for associated businesses such as talent agencies and entertainment-related media.
- MPTF provides healthcare to a particularly vulnerable population. Many industry workers are not consistently employed and are subject to breaks in insurance coverage and increasing union restrictions regarding health care provision. Such transient employment leaves many industry members not only struggling financially but also at a real disadvantage with regard to continuous and reliable healthcare coverage. Ensuring that these members of the entertainment community receive appropriate and timely care has always been a critical part of MPTF's mission.

Entertainment Industry Employment by Sector

Estimated Industry Employment By Sector
(Los Angeles County)

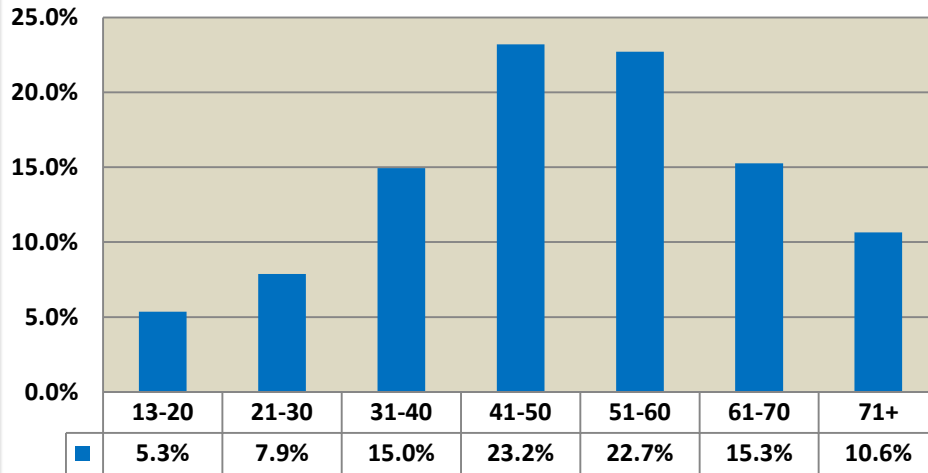


Source: California EDD, OCEW Series

Demographics by Age and Gender

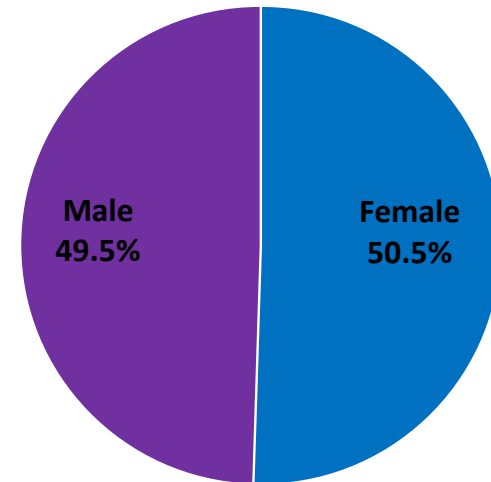
Based on encounters for the 12 months ended July 31, 2013, the following represents the age cohort/gender break-down for individuals utilizing MPTF's health care services.

MPTF Patient Age Distribution



Source: MPTF

MPTF Patients by Gender



Source: MPTF

- Approximately 72% of individuals utilizing MPTF's health care programs and services are over age 40.



IV. Identified Community Needs



Discussions With External Health Care Leaders

- ❑ MDS had discussions with multiple organizations to obtain feedback regarding the following:
 - ❑ Awareness of MPTF: programs and services and its role in the regional health care environment
 - ❑ General regional health care trends and issues
 - ❑ MPTF's potential role going forward
- ❑ Organizations interviewed included Providence Health and Services (which operates 3 hospitals regionally, including Providence Tarzana Medical Center), HCA Healthcare (which operates 2 hospitals regionally), and Los Angeles County Department of Health Services.
- ❑ Major findings are illustrated on the following page.

Discussions With External Health Care Leaders Cont'd

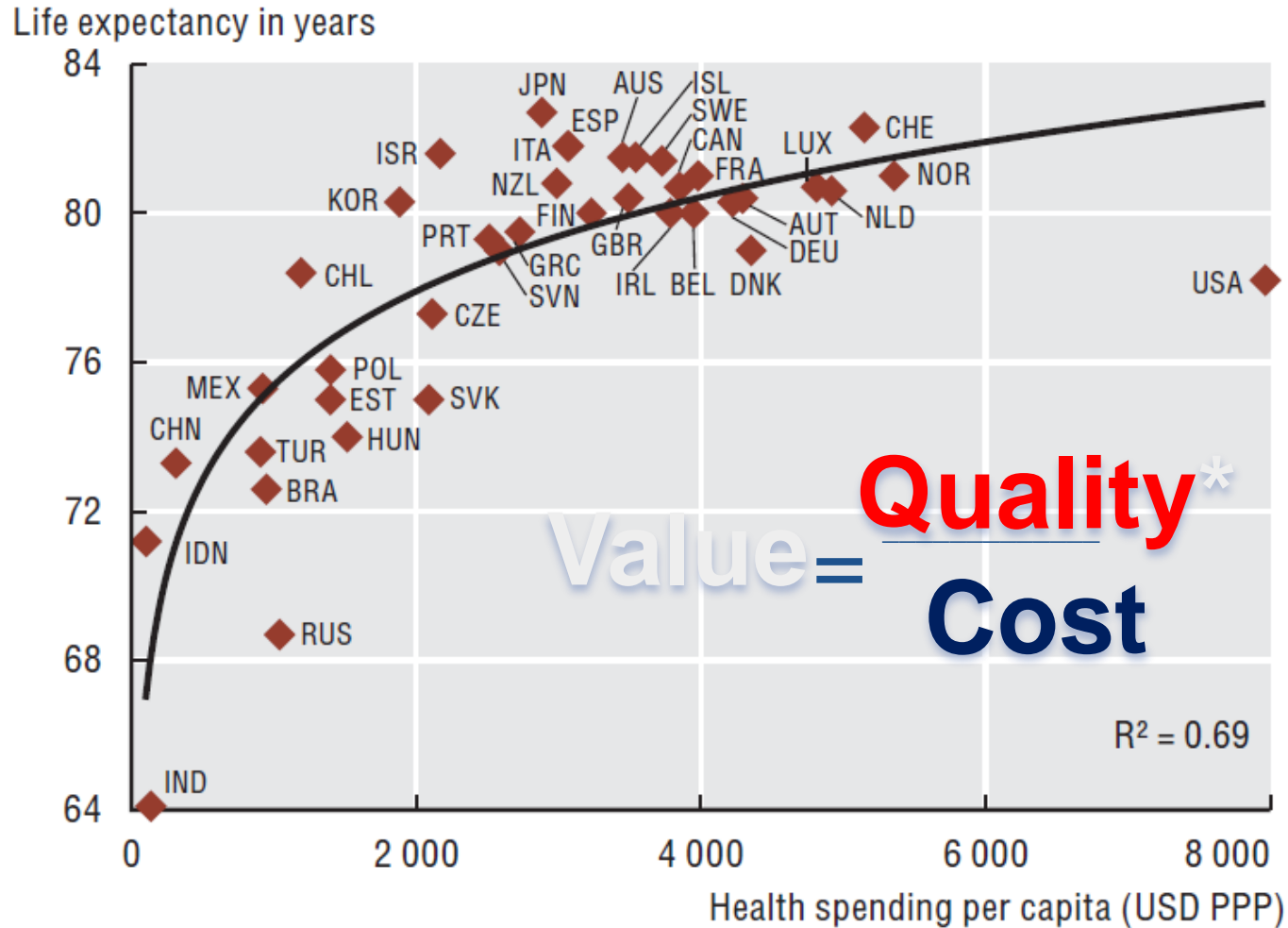
❑ Major Findings

- ❑ MPTF has a good reputation for providing high quality and compassionate care.
- ❑ Downsizing/eliminating MPTF's general acute care hospital, which has an ADC (average daily census) of 1 is viewed as inevitable, given financial realities and market trends including oversupply of hospital beds in LA County, difficulties with maintaining an independent (non-system) hospital, reimbursement challenges, severe competition, and other factors. There are over 25 full-service general acute care hospitals within 20 miles of MPTF's campus.
- ❑ MPTF's desire to affiliate with a larger, full-service health system was viewed as "a necessary choice" by outside parties given the current market climate and changes in the structure of the healthcare provisioning.
- ❑ There is a general interest in the concept of MPTF opening some of its programs, particularly geriatric mental health services, to non-industry members. Rationale would include service shortage in the community and resulting pent-up demand for services/beds.

Entertainment Industry Healthcare Summit 2013: Exploring Opportunities in the Changing Environment

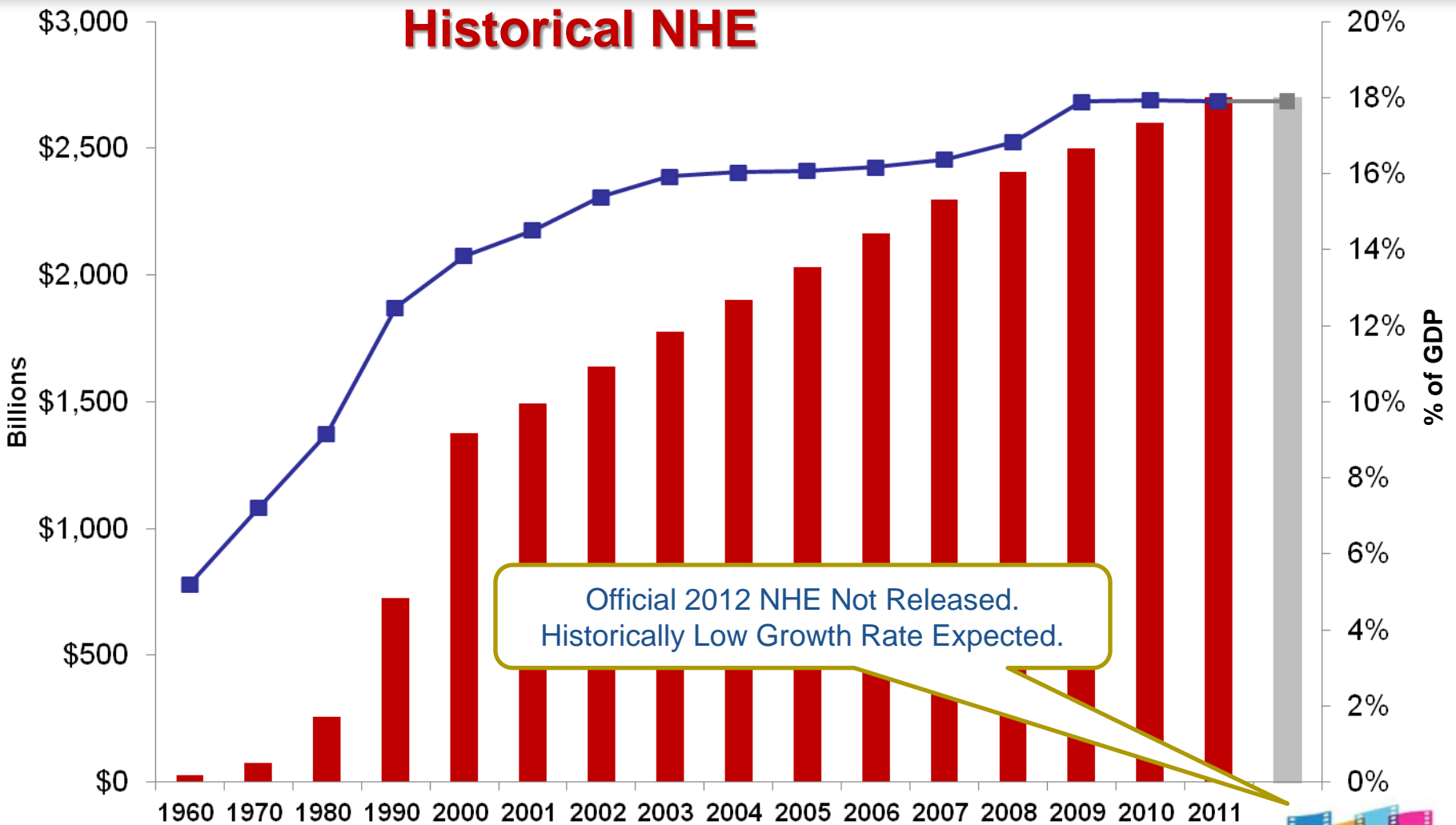
- In May 2013, MPTF assembled over 120 industry professionals to listen, learn, and discuss healthcare concerns and needs. This was the first event of its kind for the entertainment industry.
- Keynote speakers as well as panelists were selected from a national group of subject matter experts.
- Some speaker topics were: Models of Healthcare in the 21st Century; A New Vision for California's Healthcare System: Integrated Care with Aligned Financial Incentives; The Quality Imperative: Value Over Volume.
- Speakers identified MPTF as national model for a progressive care continuum incorporating "the whole person" from which other organizations can learn.
- Participants reacted very positively to the day's program and indicated a desire for this to become an annual event.
- The following four slides provide background in support of consensus of the Summit speakers regarding the change in healthcare:

Healthcare Value



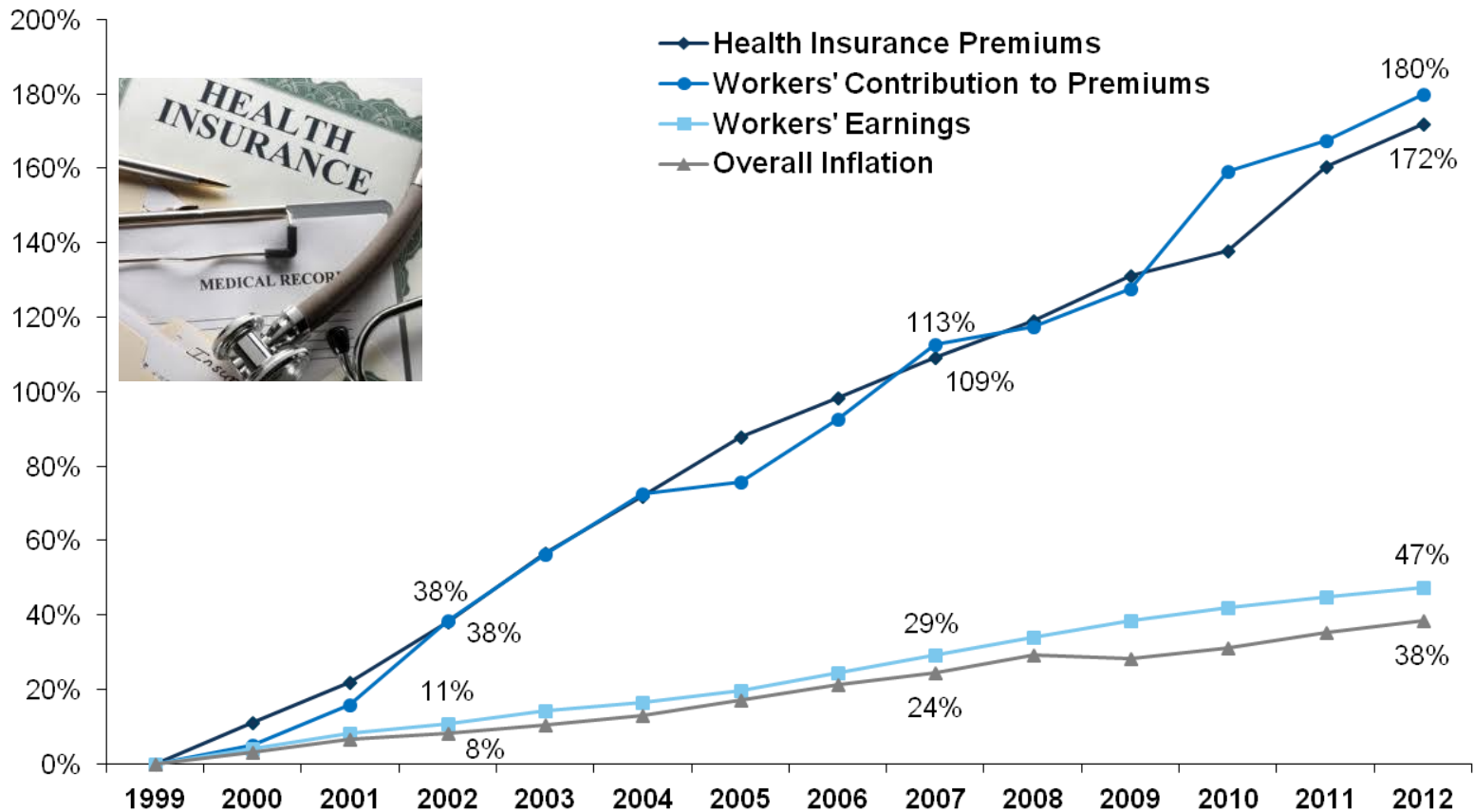
Denis Cortese, MD, former Mayo Clinic president and CEO (Quality=Outcomes, Safety, Service) (Quality=Outcomes, Safety, Service)
 Graph: OECD (2011), *Health at a Glance 2011: OECD Indicators*, OECD Publishing. 1: OECD Indicators, OECD Publishing.

National Health Expenditure



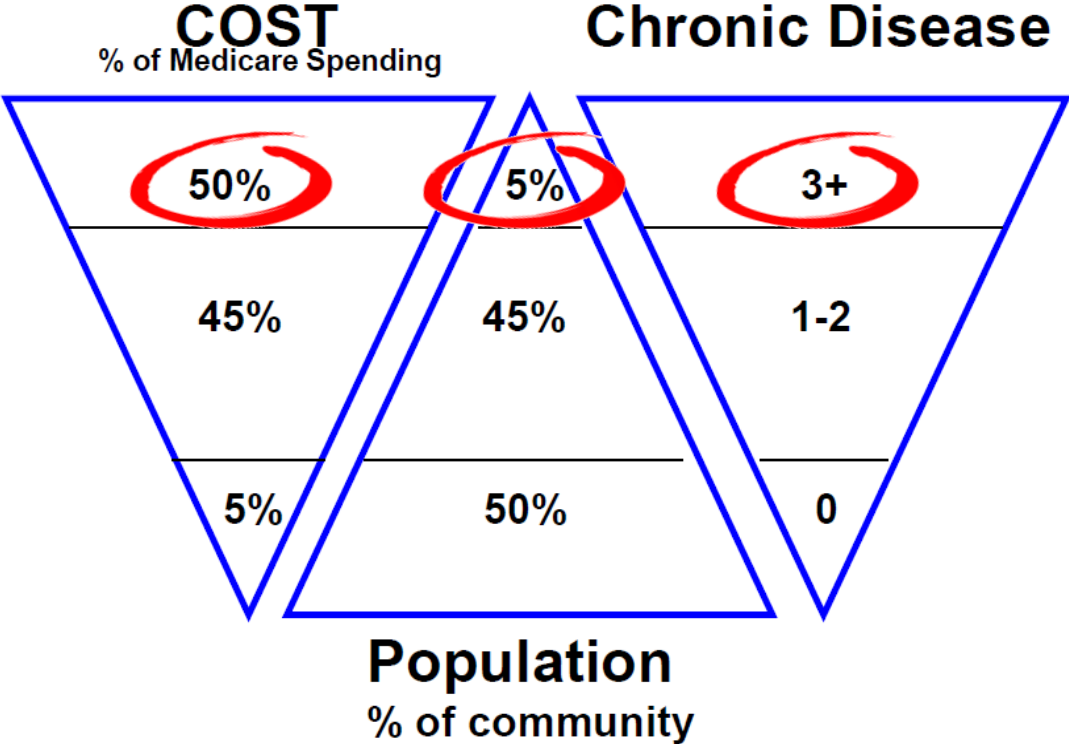
Private Sustainability

Cumulative increases in health insurance premiums, workers' contributions to premiums, inflation and workers' earnings



Chronic Disease Impact

Co-morbidity is the major logistic regression coefficient correlated to cost for every disease cohort.



Identified Community Needs: Industry Focus Groups

MPTF's senior leadership conducted multiple focus groups in August and September of 2013 with industry constituent groups including the leadership of the Taft-Hartley pension and health plans for the Screen Actors Guild (SAG), Directors Guild of America (DGA), and International Alliance of Theatrical and Stage Employees (IATSE). Key findings are as follows:

General Comments/Themes About MPTF

- ❑ Industry employees generally appreciate that MPTF is dedicated to the health and well-being of employees and retirees.
- ❑ Leadership of the unions/guilds understand that the health care industry is changing dramatically (e.g. federal and state reform and provider consolidation) and that MPTF in the future will need to seek third-party alliances or partnerships, and even possibly outsource selected services.
- ❑ Based on responses, focus group participants acknowledged and supported the notion of creating community-based alliances. An affiliation with a larger, full-service health system was viewed favorably.

Identified Community Needs: Industry Focus Groups Cont'd

General Comments/Themes About MPTF Cont'd

- ❑ Affordability of services is an ongoing concern for all entertainment industry stakeholders, particularly since an estimated 50% of industry workers earn less than \$50,000 per year. In this regard, guilds advocate MPTF seeking new models of care (e.g. affiliation with a larger health system) that will foster cost containment, provide access to new services, and maintain high quality.
- ❑ Some confusion or uncertainty still exists regarding the scope and depth of MPTF's services. Some view MPTF simply as "a clinic" with minimal, low-cost services.
- ❑ Other members of the entertainment industry tend to have an affinity for premier health systems and use those organizations exclusively or primarily.

Identified Community Needs: Industry Focus Groups Cont'd

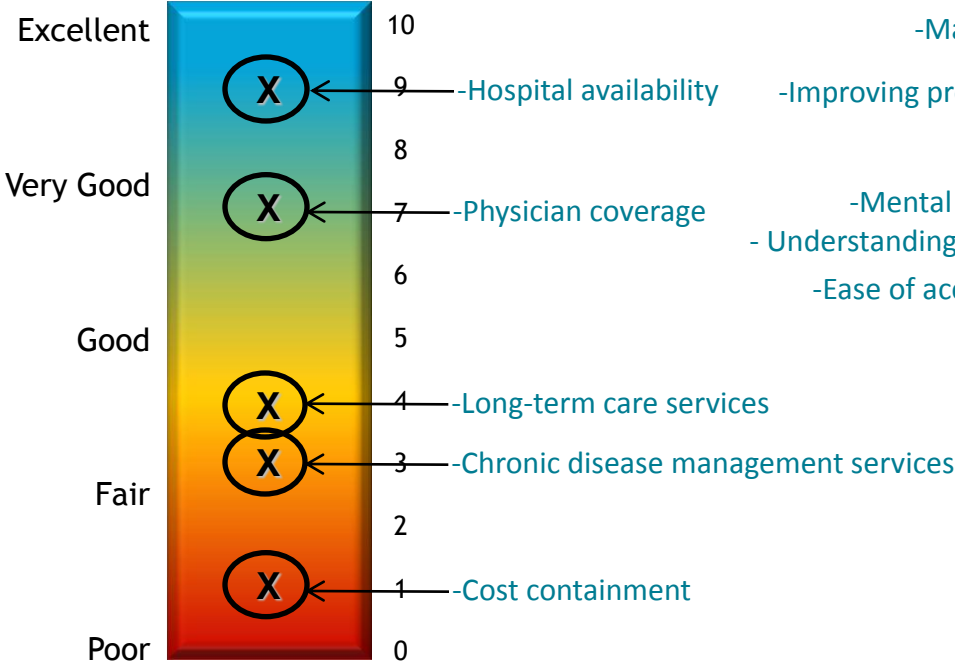
Identified Health Care Concerns (General)

- ❑ Concerns were expressed about the uninsured and access to services.
 - ❑ Note: It isn't clear whether or not industry members who come in and out of benefit eligibility based on work availability would be able to participate in the Health Insurance Exchanges developed under the Affordable Care Act.
- ❑ Rising insurance premiums and deductibles are an ongoing challenge in an industry accustomed to “Cadillac” style health insurance plans.
- ❑ Medical management and out-of-network coverage issues were identified as problematic for behavioral health services in particular.
- ❑ Participants acknowledged their general perception that there is a growing need and undersupply of senior services available for the general public – skilled nursing, other long-term care, and behavioral health.

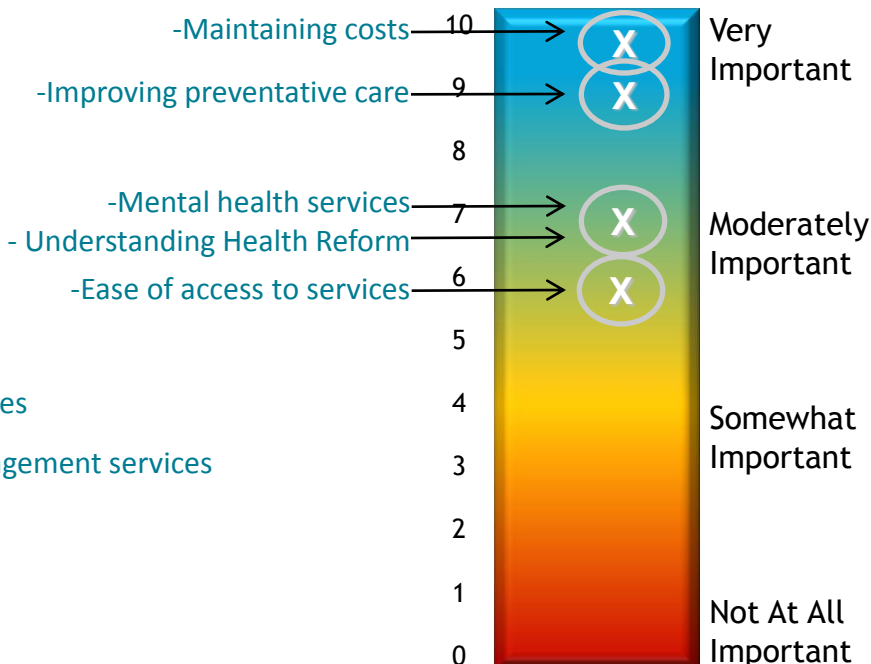
Needs Assessment Key Findings

Based on feedback from focus groups and the organization’s annual Health Care Summit, the following were the most frequently identified key issues/items related to whether major community health care needs are being met (generally) and the five most important items mentioned regarding improving community health going forward.

How well are needs being met in the community?



How important for improving health of the community?





V. Organizational Plan to Enhance/Expand
Programs and Services



MPTF Community Health Improvement Model

MPTF’s model for community health improvement considers constituent input, analysis and input from management, discussions with other regional health care organizations, and strategic and financial realities in determining and prioritizing health needs that the organization will help to address in the immediate future.



Health Care Vision

MPTF has been helping the entertainment community by providing a variety of health care programs and services. The organization's vision is to continue to provide selected services and seek community partnerships with the following guiding principles:

- Continuing to identify and advocate for the health care needs of the entertainment community.
- Responding to changes in the regional health care environment by developing community partnerships which foster access to affordable, high quality health services while allowing MPTF to focus its resources appropriately.
- Deploying and maintaining facilities and services consistent with the organization's charitable purposes with "highest and best" use of real estate assets and health licenses.

Health Care Vision/Shifting Paradigm

MPTF's health care focus, prioritization and resource deployment must continually be re-assessed based on health industry and regional landscape changes and requirements. Major health care policy and market changes such as the Affordable Care Act and regional trends such as provider consolidation, growing focus on population health management, and transparency of cost/quality/outcomes must all be considered. MPTF is expanding certain services, contracting others, and pursuing strategic partnerships to ensure the continued evolution of programs and services. The following diagram on the next page illustrates the continuum of MPTF's health care programs and services:

MPTF's Continuum of Care 2014 and beyond

Healthcare	Social Services	Residential	Advocacy
Long Term Care	Financial Assistance	Assisted Living	Healthcare Advisory Committee
Dementia Care	Crisis Support & Confidential Referrals	Independent Living	Annual Healthcare Summit
Inpatient Geriatric Psychiatry (x)	Health Insurance Premium Support		Women's Conference
Palliative Care (x)	Home Safety		
Health, Fitness and Wellness programs	Education Classes		
Bridge to Health	Neighborhood Community Councils		
Community Care Teams	Community Center		
Age Well (x)	Media Center and Channel 22		
Health Centers (x)	Elder Connection		
Health Wheels (x)	Supportive Services & Community Resources		
Patient Centered Medical Home (x)	Children's Center		
Long Term Acute Care (x)			

(x)-denotes service being operated with a partner
Note: No longer operating an Acute Care Hospital

Areas of Focus: Next 24 Months

Based on internal discussions, deliberations with its Board, focus groups with key constituents, market analysis, and discussions with other regional health care providers, MPTF will focus on the following areas vis-à-vis the community that it serves:

- Evaluating and pursuing affiliations and partnerships with other regional health care providers to improve access to services, lower costs, improve outcomes, and move toward a more viable and measurable population health model. The recently announced negotiation of a co-branded partnership with a major university health system will be a major initiative to shift the operational and financial responsibility for the six health centers and related ambulatory health care activities.
- Continuing to act as an advocate, overseer and convener to direct/link industry workers, dependents, and retirees with appropriate health care services, whether provided directly by MPTF, its affiliated partners, or other regional providers.

Areas of Focus: Next 24 Months Cont'd

- Focusing primarily on the continuum of senior services, including skilled nursing, palliative care, inpatient geriatric psychiatry, and Alzheimer's/Dementia care. MPTF will contemplate the feasibility of "opening" selected services to non-industry patients depending on various strategic and financial considerations.
- Supporting a Patient-Centered Medical Home (PCMH) model in its health centers through clinical and social service support focused on "at-risk" industry members and care transitions. MPTF has applied for NCQA certification as well as a major grant from the UniHealth Foundation to support this activity.
- Hosting a long-term acute care hospital (LTACH) on its campus in Woodland Hills to optimize the use of licensed space on the campus and serve a vital community need.
- Continuing to provide educational forums, publications, and programs along the continuum of health education to members of the entertainment industry.
- Continuing to assess MPTF's available resources, technology, and expertise vis-à-vis the deployment of services.

VI. Appendices

MPTF Health Care Services

Long Term Care & Dementia Care

40 bed inpatient skilled nursing beds; 30 bed dementia/Alzheimer's unit (Harry's Haven); Total Patient days for skilled nursing exceed 23,000 per year.

Inpatient Geriatric Psychiatry

Dedicated unit with 12 single patient rooms, common areas, and out spaces. Program components include crisis intervention, diagnostic assessment, medication evaluation, behavioral management, and medical treatment. Treatment of mental health issues such as depression, bipolar disorder, schizophrenia, severe anxiety disorder, and other psychiatric conditions.

Palliative Care

Offered since 2005. Over 1,700 patients treated since program's inception. Specialized medical care for people with serious illnesses. Focuses on providing patients with relief from the symptoms. Care provided by a team of doctors, nurses, social workers, and other specialists who work with patient's other doctors to provide an extra layer of support.

Health, Fitness and Wellness programs

Saban Center for Health and Wellness (Opened in July of 2007). Served over 3,500 entertainment industry members.

Bridge to Health

Provides basic healthcare services for one low fee of \$25 per office visit. If necessary, basic lab services and x-rays will be provided at no extra charge at an MPTF health center and low-cost prescriptions will be available through a local network of pharmacies.

Community Care Team

Team of physicians, nurse practitioners, registered nurses, social workers, pastoral care team members, and volunteers. The team visits outside skilled nursing, rehabilitation, assisted living, and board and care facilities, as well as people in their private homes.

MPTF Health Care Services (cont'd)

Age Well

Provides early assessment and intervention regarding age-related medical and emotional concerns, and makes informed recommendations to primary care physicians and family members. In addition, the program offers comprehensive cognitive and functional assessments, care coordination for caregivers and adult children, personalized medical assessments, and ongoing support for seniors in their own homes.

Health Wheels

Health Wheels is a 33-foot fully functional and professional mobile health center. Services include: physical exams, “welcome to Medicare” visits, well-woman exams, EKGs, flu shots and other immunizations, blood pressure checks, cholesterol and glucose screenings, and vision and hearing checks.

MPTF Social Services

Financial Assistance

Temporary emergency financial assistance is available for financial hardship due to illness, disability, unemployment, or other reasons. This assistance may cover things such as mortgage or rent payments, utility bills, health insurance premiums, car insurance premiums, car payments, and food.

Crisis Support & Confidential Referrals

MPTF offers a variety of services that can provide emotional and financial relief to people and their families during hardship. Whether the hardship is personal or is the result of an entertainment industry-wide event.

Health Insurance Premium Support

Health insurance premium support is available for qualified individuals. This program covers the cost of health insurance premiums on an emergency basis to ensure industry members don't lose health care coverage.

Home Safety

Home Safe Home offers seniors free home safety evaluations and provides free or low-cost modifications for large-scale home revitalization and utilizes the skilled labor of a volunteer corps of entertainment industry members to provide small home modifications such as grab bars, security features, tub rails, smoke alarms, and more. For more significant home modifications, such as wheelchair ramps, electrical issues, counter height adjustments, etc., MPTF taps into our Rebuilding Together Program (a nationally known home modification organization).

Education Classes

MPTF offers a stimulating variety of educational topics for seniors. Topics are either presented by MPTF experts or provided through partnerships with local community colleges, senior centers and more.

Neighborhood Community Councils

MPTF has local community councils in Los Angeles area locations where clusters of entertainment industry retirees live. These proactive groups are both social and innovative, providing a structure for industry retirees to come together and identify and establish needed resources for themselves and each another in their neighborhoods.



MPTF Social Services (cont'd)

Community Center (proposed)

The new Community Center will be the organic extension of the programs and services MPTF has been providing for over 90 years. Located in a vibrant and popular neighborhood, this new facility will be a hub of intergenerational engagement for members of the entertainment community.

Media Center/Channel 22

MPTF's Wasserman Campus-based television station, is a hallmark of creative expression where industry retirees come together with current industry talent to create original programming for residents of the retirement community at MPTF to enjoy.

Elder Connection

MPTF's Elder Connection is a trusted resource for entertainment industry members and their parents who face challenges living on their own, or may have had a sudden life event that requires an urgent intervention. Elder Connection provides assessments of needs, financial assistance, supportive counseling, and referrals to top quality community based-agency services.

Supportive Services and Community Resources

MPTF regularly works with a large variety of community agencies and other relief organizations and our social workers and support staff have developed specialized knowledge on information and resources tailored to the needs of people in the entertainment industry.

Children's Center

Our Children's Center, operated by Bright Horizons, provides progressive day care for children ages eight weeks to six years of age. Early education professionals guide specialized programs for infants, toddlers, preschoolers, and kindergarten-age children.

MPTF Residential

Assisted and Independent Living

Creativity is ageless and MPTF's retirement community has, for generations, been at the center of an MPTF's legacy to countless people in the entertainment industry who seek a warm, inviting, supportive place to spend their retirement years. The MPTF residential community boasts a long list of amenities and living options to make industry members feel right at home.

The residential community is designed exclusively for entertainment industry retirees and spouses and provides a unique environment geared to this special group. We pride ourselves on our many recreational and social activities, in addition to opportunities to interact with the working entertainment community. MPTF offers independent and assisted living accommodations in three distinct settings on a beautiful campus with bountiful gardens, walking paths, a theater, and much more.