



Mercy Medical Center Redding

A member of CHW



service
to our community

2008 ANNUAL REPORT

Our Mission, Vision and Values

Our Mission

Catholic Healthcare West and our sponsoring Congregations are committed to furthering the healing ministry of Jesus. We dedicate our resources to:

- delivering compassionate, high-quality, affordable health services;
- serving and advocating for our sisters and brothers who are poor and disenfranchised; and
- partnering with others in the community to improve the quality of life.

Our Vision

A growing and diversified health care ministry distinguished by excellent quality and committed to expanding access to those in need.

Our Values

Catholic Healthcare West is committed to providing high-quality, affordable health care to the communities we serve. Above all else we value:

Dignity - Respecting the inherent value and worth of each person.

Collaboration - Working together with people who support common values and vision to achieve shared goals.

Justice - Advocating for social change and acting in ways that promote respect for all persons and demonstrate compassion for our sisters and brothers who are powerless.

Stewardship - Cultivating the resources entrusted to us to promote healing and wholeness.

Excellence - Exceeding expectations through teamwork and innovation.

Mercy Medical Center Redding

As a member of Catholic Healthcare West Mercy Medical Center Redding is committed to serving the health needs of our communities with particular attention to the needs of the poor, the disadvantaged and vulnerable, and the comfort of the suffering and dying. Catholic Healthcare West has a commitment to quality - quality healthcare services and the promotion of optimal quality of life for all of life.

Our Ministry

Catholic Healthcare West hospitals are technologically advanced without losing the human touch. At Mercy Medical Center Redding we foster the belief that people make the difference in the art of healing. We strive to create a professional and healing environment that respects human dignity, provides excellent services, promotes justice in serving the poor, stewards our healthcare resources and collaborates among healthcare providers and community leaders. We believe that high quality healthcare is a right, not a privilege, and we strive to provide healthcare access for all who seek care in our facility.



History and Heritage

One hundred and seventy-four years ago Catherine McAuley responded to God's call and established the Sisters of Mercy.

In 1944 the Sisters arrived in far Northern California to assume ownership and operation of St. Caroline's Hospital, later renamed Mercy Medical Center Redding. Over the years, Mercy has grown and expanded services to meet the ever changing and growing needs of the communities served.

Improving Community Health

Our affiliated physicians, employees and volunteers recognize and support the physical, emotional, social and spiritual well being of those we serve.

We aim to provide the highest quality healthcare within our hospital walls, but we also work in partnership with other local organizations to address the priority health needs of our community outside the walls of the hospital.

We hold ourselves accountable to our community for the human, financial and ecological resources entrusted to our care. We are proud to share this 2008 Report to the Community on the strategic efforts we have undertaken over the last year to promote the health of the Mercy Medical Center Redding community.

Community Benefit Programs

In FY2008, Mercy Medical Center Redding provided \$30,887,371 in unsponsored care and programs for the benefit of our community. Unsponsored care includes costs of care for persons who are poor, the costs associated with caring for Medicare, Medicaid and other government program beneficiaries, and costs for services our hospital subsidizes because they are not offered anywhere else in the community. The remaining community benefit expenses may also include health professions' education and research, clinic services, health promotion and disease prevention programs, grants and donations of cash or services to non-profit organizations. Highlights of our 2008 programs include the following:



Healthy Shasta

Mercy Medical Center Redding is a founding partner of the Healthy Shasta collaborative and currently involves 15 community organizations. This countywide program is aimed at increasing the proportion of children and adults who participate in daily moderate physical activity as well as decrease the prevalence of childhood obesity in Shasta County. The strategy is to partner with local entities, leverage appropriate resources and decrease duplication of programming. Through planning and resource

sharing, the collaborative will work to increase the utilization and expansion of our great local assets such as walking/biking trails, bike lanes, parks and farmers' markets. Overall, Healthy Shasta will foster collaboration that moves Shasta County forward as a unified entity that supports and encourages healthy living for all and makes Shasta County a place where the healthy choice is the easy choice.

Women & Heart Disease

Mercy Medical Center Redding became strategic partners, once again, with the American Heart Association (AHA) in 2008, to promote heart health awareness. To help the community become more aware of heart disease, Mercy hosted community educational sessions on heart health topics including a Living with A-Fib lecture for individuals who wanted to learn about the options of treating this chronic heart-related condition. Mercy Redding's Guild initiated a mended Heart's Volunteer Support Program and Mercy placed an illuminated red dress on the top of the Hospital for

the entire month of February in 2008. The Mercy Heart Center offered heart health screenings and educational information at community events throughout the year.

Mercy also served as the major sponsor of the Go Red for Women community luncheon in May of 2008. More than 420 guests attended the luncheon and Mercy provided a past heart patient as the event passion speaker who shared her story about heart disease. Mercy and the AHA were also able to collaborate with the Redding Rodeo Association and have the Saturday night event dedicated to the Go Red for Women heart health initiative. Pre-rodeo publicity encouraged everyone to wear "red" to Saturday night's performance and Mercy Heart Center and AHA representatives offered literature to rodeo attendees. Extensive media coverage was gained from every phase of this partnership, helping encourage women to pay attention to heart health.

Community Grants

The CHW Community Grants program, which is funded by contributions from its member hospitals, is one way in which CHW supports and enhances the advocacy, social justice and healthier communities' efforts of its hospitals and religious sponsors. One of the program's objectives is to partner with other nonprofit organizations that share our values and also work to improve the health status and quality of life of the communities we serve.



Last year Mercy Medical Center Redding contributed \$112,236 in grant funding to 4 nonprofit organizations serving our community. Grant awards were offered to the following organizations:

Northern Valley Catholic Social Services

NVCSS Sierra Center uses funding for a Community Health Instructor/Case Manager for 10 hours a week for 52 weeks to provide health linkages and education to mental health consumers in the Sierra Center and SHIFT Plus programs. The Instructor/Case Manager will provide one-on-one and small group guidance to assist clients in reducing weight, reducing/stopping smoking, and lowering risk of heart disease and diabetes. The Instructor/Case Manager will assist in linking clients to health education and support in the community and provide a plan for a continuum of support in their primary living facility or home. In



addition, the instructor will provide daily check-ins with 20 individuals who have made a commitment to increase their overall health. All 48 participants of the Sierra Center will be participating in small educational groups in partnership with Shasta County Public Health. Additionally, 12 SHIFT Plus clients will be scheduled for an individual health improvement plan.

Crisis Pregnancy Center DBA CareNet Pregnancy Center

CareNet Pregnancy Center expands the healthy education program for the uninsured and homeless and assists in the prevention of childhood obesity by educating parents and families. Comprehensive health assessment will be conducted by a qualified public health nurse to assess barriers and needs relating to positive pregnancy outcomes, positive parenting experience and continuum of care needs. After the assessment, the client

will be enrolled in the comprehensive health education program that consist of classes, which will help to teach expectant mothers and fathers how to prepare low cost, easy-to-make, healthy meals while addressing the causes and prevention of childhood obesity and how to best fill a baby's dietary needs through childhood and beyond.

Shasta Family YMCA

The YMCA believes in the value of regular physical activity and its contribution to physical and mental health and a positive lifestyle. In order to further support the physical activity of our youth and combat childhood obesity, the Shasta Family YMCA provides a Youth Fitness Boot Camp for up to 110 youth age 13 to 18 in Shasta County. The purpose of this boot camp is to provide nutrition and fitness education to the youth participants and their parents. This camp will be based on YMCA's proven youth fitness program model and will be a youth friendly, fun, and active camp.

Shasta Community Health Center

HOPE's Access and Technology Improvement Action Plan will provide resources for medications and lab services and increase access in services by enabling the team to be more productive in the field with medical equipment/technology/space improvements.

Community Investments, Ecology and Advocacy

Community Investments



CHW's Community Investment Program provides below market interest rate loans to nonprofit organizations working to improve the health and quality of life in their communities. CHW borrowers develop affordable housing for low-income families and seniors, provide job training for unemployed or underemployed persons and create wealth in low-income and minority neighborhoods.

Since 1990 Catholic Healthcare West has invested over \$96.9 million in community based nonprofit organizations.

Ecology Initiatives

In January 1996 the CHW Board of Directors endorsed the Ceres Principles for environmental stewardship. In endorsing the Ceres Principles, CHW agreed to conduct an internal environmental audit and complete an annual public report



on environmental performance. This action positioned CHW as a healthcare leader on environmental issues. At CHW we develop and implement policies for the reuse, recycling and conservation of Earth's resources.

Advocacy Efforts

Through effective advocacy efforts, CHW addresses the social, political and economic structures that impact the health of persons, especially those most vulnerable. Our advocacy priorities address issues related to: providing the resources needed to effectively care for those most vulnerable; promoting community health; and advancing ecological initiatives. CHW collaborates with other organizations that share our values to coordinate public policy and shareholder advocacy efforts.



About CHW

We are committed to delivering compassionate, high-quality, affordable health care services in a compassionate environment that is attuned to every patient's physical, mental and spiritual needs.



Catholic Healthcare West, headquartered in San Francisco, is a system of 41 hospitals and medical centers in California, Arizona and Nevada. Founded in 1986, CHW is the eighth largest hospital system in the nation and the largest not-for-profit hospital provider in California. The CHW network of more than 9,700 physicians and approximately 44,851 employees provides quality health care services during more than four million patient visits annually. In 2008, CHW provided more than \$967 million in community benefit and free care for the poor.

Key Statistics (as of June 30, 2008)

Acute Care Facilities:	41
Acute Care Beds:	8,660
Skilled Nursing Beds:	955
Employees:	44,851
Active Physicians:	9,754
Community Benefits and Care of the Poor:	\$967 million



Mercy Medical Center Redding

A member of CHW

2175 Rosaline Avenue, Redding, CA 96001
(530) 225-6000 • redding.mercy.org