



CHECKING THE PULSE OF COMMUNITY HEALTH

# 2nd Annual Report July 2008 – June 2009



## Message from the President and Executive Director



If you subscribe to the notion that knowledge equals opportunity, then we would submit that numerous agencies and nonprofit organizations across Eastern Riverside County are well positioned to go forth and seize the day. We can deliver such a bold statement simply because we have witnessed first hand how many people are using HARC (Health Assessment Resource Center) data to support their strategic planning and programmatic initiatives.



From human and social service charities, to health-oriented public agencies – even local media – executives are taking advantage of the information contained in HARC’s groundbreaking *Community Health Monitor*, an in-depth look at the collective health of Eastern Riverside County. The interest and use of the data offers strong validation for the “one-stop-shop” concept envisioned by HARC’s founders when the nonprofit group formed in 2006.

Now, four years later, preparations are well underway for the 2010 *Monitor*, set for release in early 2011. Check for updates to key baseline data from the 2007 edition, as well as new research on a variety of medical conditions affecting our population.

Another significant advance this year stems from the formation of our inaugural Honorary Board. This blue-ribbon panel, comprised of some of the County’s most influential policy-makers and opinion leaders, will ensure HARC goals remain aligned with communities throughout our region. We are pleased to welcome these accomplished, well-respected individuals, and look forward to their leadership.

While we have gone to considerable lengths to help people access our user friendly data both on the web ([www.harcddata.org](http://www.harcddata.org)) and in print, we also recognize some folks may be intimidated by the depth of information. Some may only need a simple factoid or data snapshot to strengthen a proposal, or complete a research project.

We’ve got an easy solution: Pick up the phone and call us. We’ll provide the data for you and, hopefully, show you just how easy it is to find the information you need.

Chances are, it’s in there. All that’s missing is you.

Sincerely,

Glen Grayman, MD, MBA, CPE, FACEP  
President of the Board

Eileen Packer, RD, CAE  
Executive Director

## Milestones

In many respects the 2008-2009 reporting period proved to be a “coming of age” year for HARC, as the organization achieved significant traction in pursuit of its goals. Among the milestones:

- Developed the 2010 adult and child survey instruments through HARC-facilitated discussions between the Steering Committee and relevant ad hoc groups.
- Communicated organization’s progress to the region through first Annual Report.
- Provided continuously updated, relevant content for HARC web site.
- Produced detailed analysis of 2007 data for interested stakeholders.
- Met with civic groups, business leaders, elected officials and staff, public agency representatives, nonprofit executives, and the media to offer custom analysis of the 2007 Community Health Monitor.
- Participated in discussion forums as a member of the Eastern Coachella Valley Social Change Collaborative HIV Task Force.
- Joined California Endowment’s Building Healthy Communities Coachella collaborative.
- Launched multi-faceted program to increase compensated usage of HARC data among clients and interested partners.
- Prepared plan for moving HARC to a new, permanent headquarters office.
- Partnered with CSUSB-Palm Desert Campus Business and Finance Students on a pilot marketing program focused on growing HARC.
- Continued member support of the Coachella Valley Health Collaborative Advisory Council.



## HARC Today

Through dedicated outreach and education, HARC has become Eastern Riverside County's go-to source for community health and wellness data. Organizations focused on community health issues can use HARC data in any number of ways to facilitate better decision-making. Among the applications:

Program Development  
Healthcare Access  
Funding  
Service Utilization

Policy Guidelines  
Community Planning  
Organizational Learning

HARC offers clients a comprehensive research menu. The mix includes:

### ***Standard Research/Data Services***

#### *Community Health Monitor Survey*

Tri-annual random-digit-dial telephone health survey of more than three thousand households in Eastern Riverside County.

#### *Community Health Monitor Cluster Analysis*

Retrieval and analysis of health data from *Community Health Monitor* focusing on one or more particular population segments.

#### *Community Health Monitor Over-Sampling*

Increased surveying of a particular community or population to support more robust statistical analysis.

#### *Research Planning and Development*

Multi-modal workshop series that supports organizational development through demonstrated uses for the *Community Health Monitor*, as well as health data obtained from secondary research sources.

### ***Custom Research Services***

#### *Client Program Evaluations*

Process and outcome evaluations to ensure that client programs are designed and structured to achieve organizational goals.

#### *Issue Research*

Designing telephone, mail, in-person, and online surveys to collect both qualitative and quantitative data.

#### *Survey Management*

Selecting contractors for independent third-party research initiatives and supervising all aspects of survey design, implementation and results.

HARC operates as a nonprofit 501(c)3 organization, funded in part by contributions from community partners, as well as entities who contract with the agency for customized public health research. The Palm Desert-based organization formed in 2006, when a consortium of more than 30 public and private healthcare agencies in Eastern Riverside County, including the Palm Desert campuses of California State University San Bernardino and the University of California Riverside, joined together to improve community health and wellness.

## HARC In Action



“HARC’s Community Health Monitor provides critically important data to support our funding requests. Their research has played a pivotal role in helping Gilda’s Club to continue providing free psychosocial and emotional support for anyone living with cancer.”

*Paula Kennedy  
Executive Director  
Gilda’s Club, Desert Cities*

**Paula Kennedy, Gilda’s Club Desert Cities Executive Director, at their Cathedral City headquarters.**

“The City of Indio has benefited greatly from our partnership with HARC.

During the creation of the Indio Senior Master Plan, our committee used the findings of their over-sampling to quantify local health needs. We found the data invaluable.”

*David Ison  
Human Services Manager  
City of Indio*



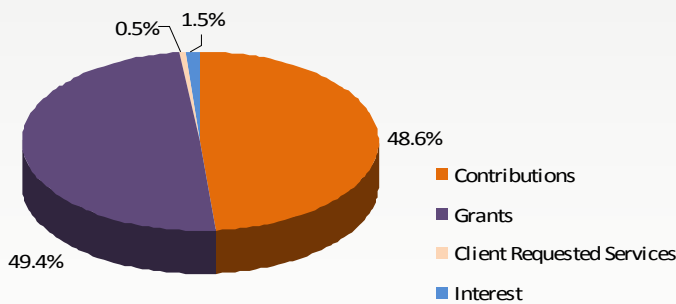
**City of Indio Human Services Manager David Ison, pictured near the entrance of the Indio Senior Center.**

## Financial Summary 2009

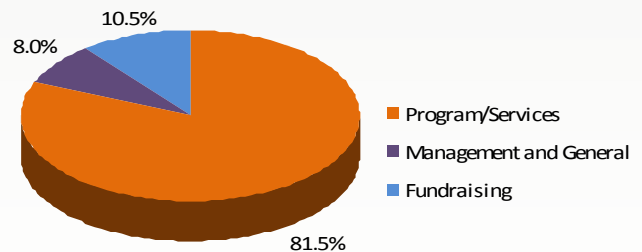
### Audited Condensed Statements of Financial Position For the Fiscal Year Ending June, 2009

	2008 - 2009	2007 - 2008
Current Assets	\$723,354	\$435,923
Property and Equipment – Net	<u>12,942</u>	<u>5,649</u>
<b>Total Assets</b>	<b>\$736,296</b>	<b>\$441,572</b>
Current Liabilities	\$514,746	\$196,381
Long-Term Liabilities	<u>33,333</u>	<u>100,000</u>
<b>Total Liabilities</b>	<b>\$548,079</b>	<b>\$296,381</b>
Net Assets	<u>\$188,217</u>	<u>\$145,191</u>
<b>Total Liabilities and Net Assets</b>	<b>\$736,296</b>	<b>\$441,572</b>
<b>Revenues</b>		
Contributions	\$162,452	\$215,432
Grants	165,000	210,475
Client Requested Services	1,800	9,834
Interest	<u>5,068</u>	<u>5,855</u>
<b>Total Revenues</b>	<b>\$334,320</b>	<b>\$441,596</b>
<b>Expenses</b>		
Program/Services	\$237,465	\$306,787
Management and General	23,416	36,089
Fundraising	<u>30,413</u>	<u>18,046</u>
<b>Total Expenses</b>	<b>\$291,294</b>	<b>\$360,922</b>
<b>Summary</b>		
Increase in Net Assets	\$43,026	\$80,674
Net Assets at End of Year	<b>\$188,217</b>	<b>\$145,191</b>

**Revenues 2009**



**Expenses 2009**



## Board of Directors, Honorary Board, Funding Partners, Steering Committee

### Board Officers and Steering Committee

#### **President**

Glen Grayman, MD, MBA, CPE, FACEP  
*President, Desert Healthcare District*

#### **Vice President**

Gary Jeandron, *Board of Directors,  
Palm Springs Unified School District*

#### **Treasurer**

Steven Hernandez  
*Legislative Assistant to Marion Ashley  
County of Riverside*

#### **Secretary**

Sarah Mack, MPH  
*Deputy Director/Public Health  
County of Riverside*

### Board Members and Steering Committee

Michael Appelhans, *General Counsel,  
Eisenhower Medical Center*

Dan Bowers, *Chief Executive Officer,  
John F. Kennedy Memorial Hospital*

Rebecca “Becky” Broughton  
*Board of Directors, COD*

Stephen G. Hoffmann  
*President/Chief Executive Officer  
Canyon National Bank*

Fred Jandt, PhD  
*Dean, CSUSB - Palm Desert Campus*

John W. Mich  
*Public Affairs Representative  
Kaiser Foundation Health Plan*

Wayne Soucy, CHE  
*President/Chief Executive Officer  
California Health Advocates*

Karolee M. Sowle, FACHE  
*Chief Executive Officer,  
Desert Regional Medical Center*

Aurora Wilson  
*Director of Community  
of Community Resources  
Coachella Valley Association of  
Governments*

### Honorary Board

Marion Ashley  
*County of Riverside,  
Supervisor, 5th District*

John J. Benoit  
*State Senator, 37th District*

Eric Frykman, MD, MPH, MBA  
*County of Riverside,  
Community Health Agency,  
Director/Public Health Officer*

Phyllis Guze, MD  
*Acting Vice Chancellor,  
Dean, School of Medicine, UCR*

Albert Karnig, PhD  
*President, CSUSB*

Mary Bono Mack  
*Congresswoman, 54th District*

Denise Moreno Ducheny  
*State Senator, 40th District*

Brian Nestande  
*Assemblyman, 64th District*

Manuel Perez, EdM  
*Assemblyman, 80th District*

Chandra Shekar, MD, FRCPC  
*Chief of Staff, JFK*

Ralph Steiger, MD  
*President Medical Staff,  
Desert Regional Medical Center*

Robert Waterbor, MD, FACP  
*President Medical Staff,  
Eisenhower Medical Center*

Timothy P. White, PhD  
*Chancellor of UCR*

### Funding Partners

Board of Supervisors,  
4th District, County of Riverside

California Endowment

Desert Healthcare District

Desert Oasis Healthcare Medical Group

Desert Regional Medical Center

Eisenhower Medical Center

John F. Kennedy Memorial Hospital

Regional Access Project Foundation

Riverside County Department of

Mental Health

Robert and Cheryl Fey Donor Advised

Community Fund at The Community

Foundation, Serving Riverside and

San Bernardino Counties

### Steering Committee

*Boys & Girls Club of Desert Hot Springs*  
Collette Wood, Executive Director  
*City of Indio*

David Ison, Human Services Manager  
*Coachella Valley Unified School Dis-  
trict-Children’s Family Services*

Jim Greene, Director  
*Comprehensive Cancer Center*  
Teresa Whipple, CPA,  
Executive Director

*County of Riverside, 4th District*  
Elizabeth Romero Toledo  
Supervisor’s Board Assistant

*Desert Aids Project*  
Peter DeMartino, PhD  
Development Associate  
*Desert Healthcare District*

Lenny Pepper, CEO  
*Desert Regional Medical Center*

Cliff Daniels, Associate Administrator  
of Business Development

*Desert Sands Unified School District*  
Sharon McGehee, Superintendent  
*Eastern Coachella Valley Social  
Change Collaborative*

Mirna Flores, Member  
*Eisenhower Medical Center Foundation*  
Betty Wolf, Executive Director  
*First 5 Riverside*

Harry Freedman, Executive Director  
*Inland Empire Health Plan*  
Gary Melton, Dir. of Health Services  
*Jewish Family Service of the Desert*

Dan Bass, LCSW, Executive Director  
*Palm Desert City Council*  
Jean M. Benson, Councilmember  
*Regional Access Project Foundation*  
Jan Pye, Account Analyst

*Riverside County Department of  
Mental Health*  
David Lundquist, PhD  
Desert Regional Manager

*Riverside County Department of  
Public Health*

Wendy Betancourt, MPH  
Public Health Program Chief II

*Riverside County Medical Association*  
S. Ava Mahapatra, MD, Past President

*Riverside County Nutrition Services*  
Gayle Hoxter, MPH, RD  
Chief of Nutrition Services

*Riverside County Office on Aging*  
Ed Walsh, Director

*SafeHouse of the Desert*  
Kathy McAdara, Executive Director  
*University of California, Riverside-  
Palm Desert Campus*

Kathy Barton  
Medical School Initiative

*United Way of the Desert*  
Kimberly Starrs-Pennington  
Manager of Community Investment &  
Leadership Giving



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[www.harcddata.org](http://www.harcddata.org)

## Mission Statement

Dedicated to providing objective, reliable research, analysis and technical services to communities in order to facilitate better decision making regarding health and quality of life.

### HARC Staff

Eileen Packer, RD, CAE  
Executive Director

Shelley Osborn, MA  
Associate Director

Mary Young  
Executive Assistant