CHECKING THE PULSE OF COMMUNITY HEALTH

2nd Annual Report
July 2008 — June 2009

HARC
Health Assessment Resource Center
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.harcdata.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.
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.
“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

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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

“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
Financial Summary 2009

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

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<tr>
<td>Current Assets</td>
<td>$723,354</td>
<td>$435,923</td>
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<tr>
<td>Property and Equipment – Net</td>
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<td><strong>Total Assets</strong></td>
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<td>Current Liabilities</td>
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<td><strong>$296,381</strong></td>
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<td>Net Assets</td>
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<td>$145,191</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$736,296</strong></td>
<td><strong>$441,572</strong></td>
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**Revenues**
- Grants: $165,000 (2008); $210,475 (2007)
- Client Requested Services: $1,800 (2008); $9,834 (2007)
- Interest: $5,068 (2008); $5,855 (2007)

**Total Revenues**: $334,320 (2008); $441,596 (2007)

**Expenses**
- Fundraising: $30,413 (2008); $18,046 (2007)

**Total Expenses**: $291,294 (2008); $360,922 (2007)

**Summary**
- Increase in Net Assets: $43,026 (2008); $80,674 (2007)

**Revenues 2009**
- Contributions: 48.6%
- Grants: 49.4%
- Client Requested Services: 0.5%
- Interest: 0.5%

**Expenses 2009**
- Program/Services: 81.5%
- Management and General: 8.0%
- Fundraising: 10.5%
HARC—CHECKING THE PULSE OF COMMUNITY HEALTH

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

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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

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
California Wellness Foundation
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 District-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
Mira 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 Madaera, 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
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

www.harcdatal.org