



**Care Harbor Free Clinic**  
The Reef Exposition Center, Los Angeles  
January 20-22, 2017

**REPORT ON RESULTS**

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## 1. PROGRAM SUMMARY

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Care Harbor conducted its seventh free clinic program on January 20-22, 2017, at the Reef Exposition Center in central Los Angeles. The site of our previous clinics, the L.A. Sports Arena, was demolished in the summer of 2016 to make way for an outdoor stadium. After a thorough search, the Reef was chosen as the new venue and with the successful conclusion of the January event, we are planning another free clinic there in November of 2017. In the future, Care Harbor hopes to conduct two three day L.A. clinics per year (versus one four day event) to serve our community's most vulnerable populations who have nowhere to turn for the healthcare they need.

On the weekend before the clinic, free admission wristbands were distributed at Ted Watkins Park in Watts, and at the Los Angeles Trade Technical College, near the Reef. Wristbands were also distributed at several shelters. The secure wristbands allow patients to choose the day they will attend and be assured of entry. The system allows us to match daily patient volume to clinic capacity, and provides an opportunity for education and orientation materials to be given to patients in advance so they gain the most from their clinic visit.

The Care Harbor clinic provided free medical, dental, vision, and preventive care. Patients with conditions requiring follow-up were connected to local medical homes, receiving appointments before they left the event. With our focus on prevention and follow-up, we are working not only to meet urgent immediate needs, but also to transition patients into healthier lives.

As with all Care Harbor events, the clinic was the community coming together to help its own, a grassroots response to today's continuing healthcare challenge. Thousands of volunteer professionals and lay people joined with local hospitals and clinic systems, healthcare companies, schools and County agencies to take part, as detailed on later pages in this report. All services were provided without charge. There were no income, insurance or documentation requirements for entry.

**2,132** patients attended the three day event. Despite severe rain storms on Friday and Sunday and the massive Women's March on Saturday which made access difficult, daily volume was close to previous events. Patient lines were staged inside to avoid the weather and free umbrellas were passed out to those waiting to enter the venue. The image of hundreds of people waiting in the rain to receive care was a powerful statement of the need. Patients received **16,334** essential healthcare services. **2,598** professionals and lay people volunteered for half day and full day shifts. **52** partner organizations provided resources, supplies and financial support. An additional **30** agencies and organizations offered prevention and wellness resources.

**312** Patients were connected to clinics with locations and capabilities most suited to their needs. Additional patients received dental follow-up appointments at clinics and volunteer private practices.

The value of care delivered at the three day clinic is estimated at **\$1,958,008**, based on Medicare reimbursement or mean regional costs. This does not include the value of logistical or administrative functions, volunteer hours, follow-up care, prevention education, venue costs, many offsite services including path labs and others, or follow-up care.

Care Harbor is a magnet for the uninsured, and certified navigators provided insurance education and enrollment, connecting patients to coverage available to them under state and county programs. **1,343** individuals received information and consultation on their coverage options – information taken back to their family and friends. Care Harbor’s unique patient demographic creates an important opportunity to bring an at-risk population into coverage.

As the healthcare landscape continues to change, accessible care remains a critical need for the more than 750,000 uninsured Angelenos and for additional individuals and families without dental or vision coverage. For this population, Care Harbor can be a life changing event. The entire community also benefits. Reducing reliance on local EDs for routine care can decrease unreimbursed hospital expense. Correcting vision and dental problems can make an individual more employable and productive. Diagnosing diseases before they reach a more critical and costly stage can ease the burden on safety net resources while potentially saving lives.

The Reef has proven to be an effective venue for the clinic. It is currently adding 20,000 square feet of available space and our next clinic, planned for November, will expand capacity accordingly as we continue to serve our community’s urgent healthcare need.

## 2. CLINIC PROFILE

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Medical services included an intake triage area with 50 nursing stations, 55 primary care and specialty care exam rooms including family practice, internal medicine, cardiology (with EKG and echocardiogram), dermatology, urology (with ultrasound), endocrinology, gynecology and women's health (with ultrasound, mammogram and Paps), podiatry, orthopedics, ENT, gastroenterology, and ophthalmology. Mental health professionals in private consultation rooms provided patient evaluations, and referrals were provided by County mental health department counselors. Diagnostic equipment included a medical lab and an offsite pathology lab. A wide range of screenings were available including HIV/STD and blood glucose. Immunizations included flu shots, Tdap, pneumonia and shingles vaccines. A special emphasis was placed on the diagnosis, treatment and management of type 2 diabetes, with medical inter-disciplinary patient visits, evaluations and wellness counseling.

Dental care was provided with 55 dental chairs and operatories, an onsite lab for denture repair and an offsite dental pathology lab. Patients received cleanings, fillings, extractions, root canals and partial dentures (made overnight at Glidewell Laboratories and fitted the following day.) Free follow-up adjustments for partials are being made at volunteer clinics. A preventive oral health section for dental and non-dental patients provided hygienist consultations, fluoride varnish treatments and take-home oral hygiene kits. It is estimated that more than 90% of dental problems are preventable, and this innovative resource may have a major impact among the population we serve. Fluoroscopic oral cancer screenings were also provided, with biopsies processed by UCLA pathology labs.

Vision services were provided with 15 refraction lanes, four slit lamps, two autorefractors, tonometers and other equipment. Patients selected eyeglass frames at the event and two offsite optical labs made prescription lenses, including bifocals and extreme corrections. Readers were provided onsite.

An electronic health record was established for each patient as she or he entered the clinic. Demographic and other data were recorded on the patient EHRs, along with health history, intake triage results, and all clinical services provided by the various clinic departments. Anonymous data drawn from these encrypted EHRs provide the statistical information for this report. This report is also compiled from provider logs and records. Organizations supplying this additional data include the Los Angeles County Department of Public Health, the Los Angeles County Department of Public Social Services and the Southside Coalition of Community Health Centers.

### 3. PATIENT FLOW

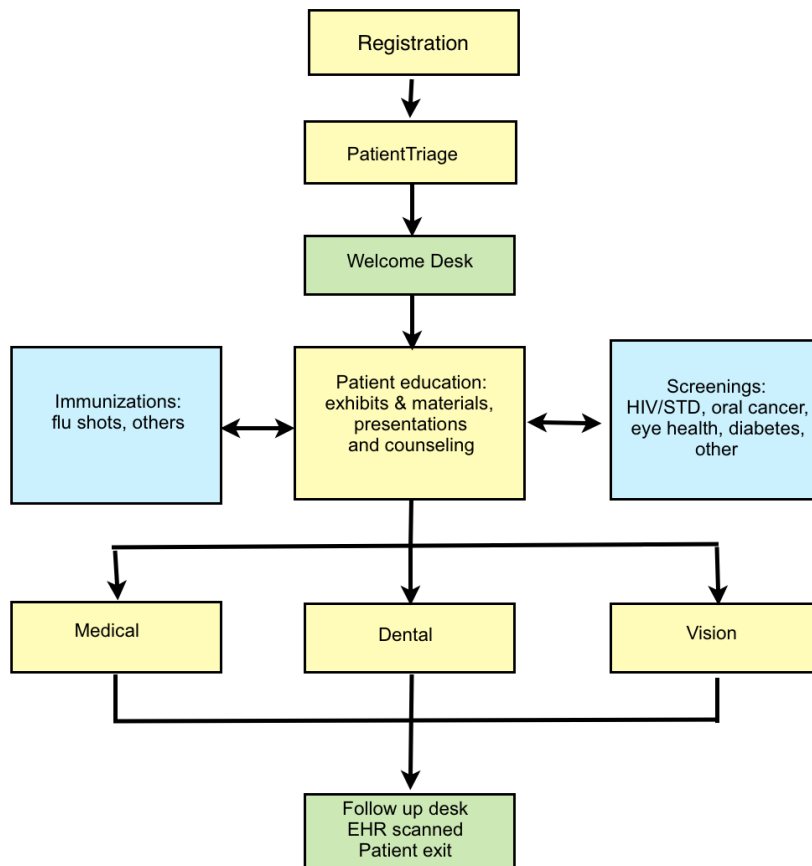
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Volunteers at 25 computer stations registered patients and established their EHRs. Individual patient numbers imprinted on their wristbands were recorded on the EHR and also encoded in a QR symbol on the wristband, allowing patients to be tracked through the event.

Following registration, patients were processed through the intake triage area where nurses recorded medical histories and vital signs. From triage, patients proceeded to the welcome desk where they received clinic orientation and a numbered ticket for their chosen service.

Until a patient's number group was displayed on video screens at the event, he or she was free to visit prevention stations, counselors, receive immunizations and screenings, or consult with insurance navigators. With waits of several hours for their primary service and volunteer encouragement to participate, most patients took advantage of these wellness resources. Patients present at mid-day were provided with a free lunch.

When clinical services were completed, patient EHRs were scanned and stored electronically on a HIPAA secure site. Clinics and practices receiving follow-up patients could retrieve their records, including X-rays and other data, with a password.

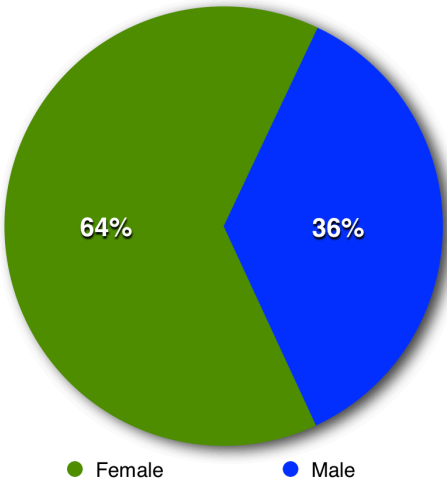


## 4. PATIENT DEMOGRAPHICS

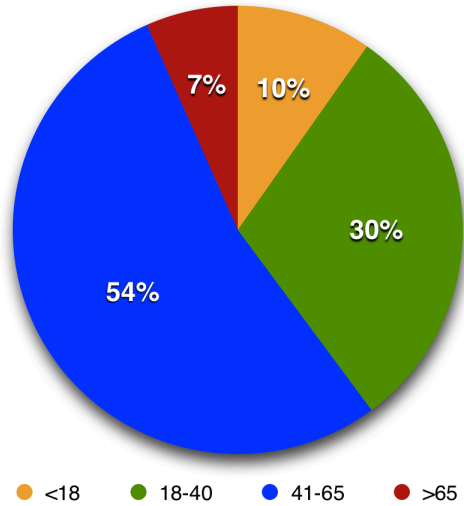
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**TOTAL PATIENTS ADMITTED** 2,132

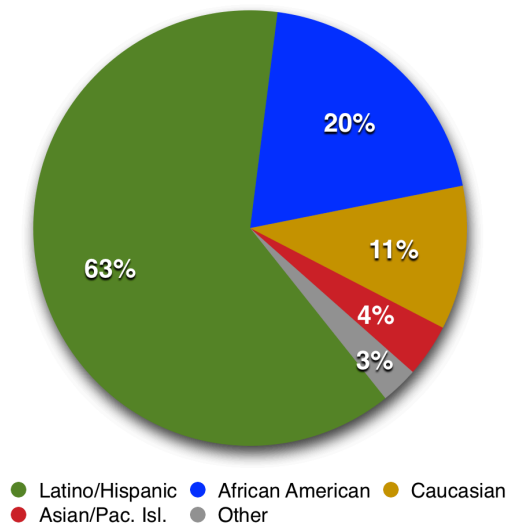
**Patient Gender**



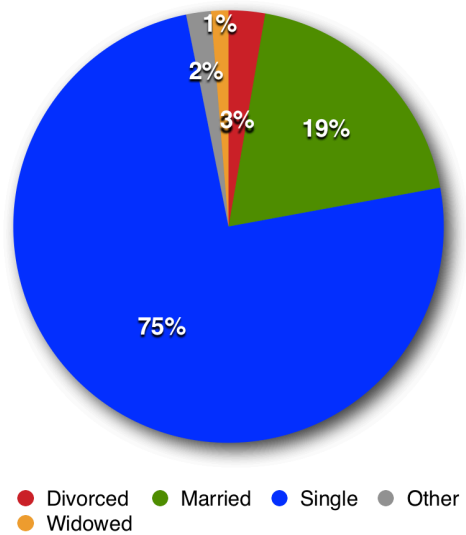
**Patient Age**



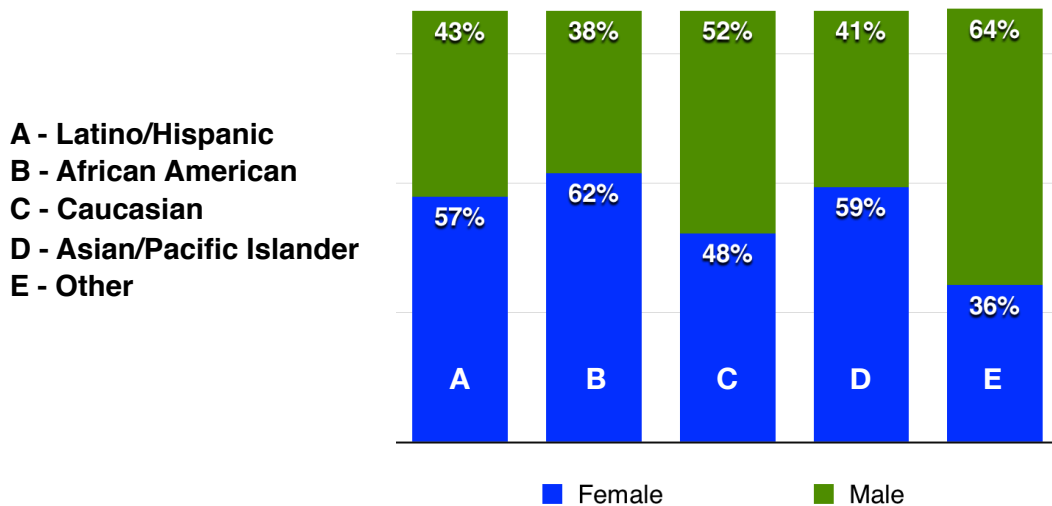
**Patient Ethnicity**



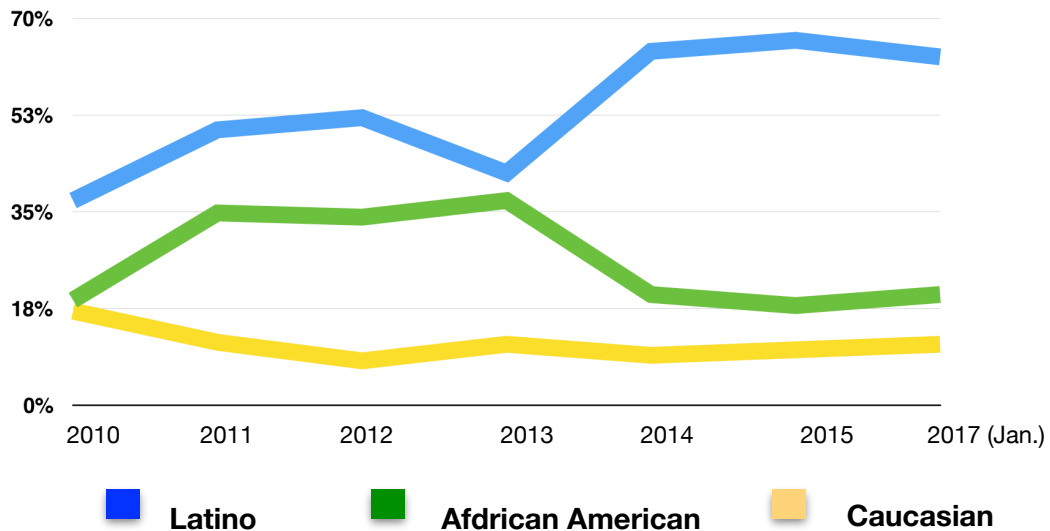
**Patient Marital Status**



## Ethnicity / Gender



## Care Harbor Ethnicity Trends 2010-2017



Until 2013, the percentages of major ethnic groups attending remained roughly parallel. In 2014, a gap appeared in the relative percentage of Latino and African American patients and it has continued through the January 2017 clinic. This echoes the lower insurance enrollment among Latinos in California, who continue to struggle to receive adequate healthcare. 17.3% of Latinos remain uninsured vs. 6.1% African Americans. Barriers to enrollment include language issues, the complexity of options, cultural sensitivities and immigration status. Covered California has learned that Latino clients respond best to individual, one-on-one assistance. This has created a unique opportunity at Care Harbor to educate and enroll Latino patients.



## Geographic Distribution (Zip Codes)

71% sample. Records with zip codes lacking an integer or with an extra integer are excluded.

Over 200   100-200   50-100   25-50

84062	1	90030	1	90078	1	90302	11	90731	9	91103	2
84107	1	90031	7	90093	1	90303	17	90744	10	91203	1
89106	1	90032	2	90134	1	90304	8	90745	1	91205	4
90001	37	90033	7	90201	18	90305	3	90746	6	91209	1
90002	64	90034	7	90202	1	90307	1	90801	1	91304	2
90003	82	90035	5	90210	1	90401	2	90802	4	91321	1
90004	14	90036	2	90212	1	90404	2	90804	1	91324	4
90005	7	90037	75	90220	6	90405	4	90805	12	91331	15
90006	16	90038	2	90221	9	90501	3	90806	10	91335	2
90007	33	90039	2	90222	1	90503	1	90807	2	91345	1
90008	16	90040	3	90230	9	90601	1	90808	1	91352	1
90009	2	90042	3	90238	1	90602	2	90810	2	91387	1
90010	2	90044	67	90241	3	90604	3	90813	8	91402	1
90011	168	90045	6	90242	2	90505	3	91006	2	91405	1
90012	3	90046	1	90245	2	90606	6	91010	1	91406	1
90013	6	90047	25	90247	11	90621	1	91016	1	91423	1
90014	2	90049	1	90248	1	90631	1	91042	1	91601	1
90015	19	90051	1	90249	3	90638	6	91101	2	91604	1
90016	12	90052	1	90250	11	90640	5	91103	2	91605	3
90017	14	90056	1	90255	21	90650	3	91203	1	91606	1
90018	22	90057	16	90260	5	90660	1	91205	4	91607	1
90019	22	90058	2	90262	11	90670	1	91209	1	91702	1
90020	4	90059	34	90270	8	90701	2	91304	2	91706	3
90021	1	90061	26	90275	1	90702	1	91321	1	91710	3
90022	8	90062	20	90277	1	90703	1	91324	4	91731	1
90023	3	90063	10	90280	25	90706	5	91331	15	91732	5
90026	20	90064	6	90291	1	90712	1	91335	2	91733	6
90027	3	90065	3	90292	2	90716	1	91345	1	91734	1
90028	7	90066	2	90300	1	90717	1	91352	1	91744	2
90029	10	90076	2	90301	13	90723	3	91387	1	91745	1

Zip Codes Continue...

## Zip Codes Continued

91746	2	91803	4	92354	1	92624	1	92842	1	93584	1
91748	2	92005	1	92392	1	92683	1	93031	1	93727	1
91754	6	92104	1	92405	2	92704	2	93534	1	94619	1
91755	3	92117	1	92501	1	92705	2	93535	2		
91764	1	92220	1	92530	1	92762	1	93536	2		
91770	5	92301	1	92551	1	92806	4	93550	2		
91773	2	92335	2	92589	1	92807	1	93551	2		
91792	1	92336	2	92602	1	92832	2	93552	1		

## 5. CLINIC SERVICES

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### **Medical**

- Triage & medical history
- Primary care
- Specialty care
- Mental health
- Medical lab
- Immunizations (Flu, Tdap, Pneumonia, Shingles)

### **Dental**

- Cleanings
- Fillings
- Extractions
- Root canals
- Partial dentures
- Denture repair

### **Vision**

- Eye exams/refractions
- Prescription glasses (single vision & bifocals)
- Readers

### **Prevention/wellness**

- Preventive dentistry
- Prevention education/counseling (30 stations)
- Coverage program education/enrollment

### **Screenings**

- Glucose
- HIV/STD
- Oral cancer (fluoroscopic exams)
- Pap smears
- Mammograms

### **Off-site Services**

- Denture lab
- Dental pathology lab
- Medical pathology lab
- Follow-up care clinics & practices

## 6. INTAKE TRIAGE

At triage, patient vital signs, health and social histories were taken at 50 nursing stations. Medical services were available to all patients and they could also choose either vision or dental services. This system assured that the maximum number of patients could receive the services they needed most. If patients presented urgent medical symptoms at triage, they were escorted to the medical area for evaluation before receiving any additional services. Three EMT crews and an ambulance remained on site during all operating hours of the clinic to respond to any emergencies. (There were 6 minor EMT responses during the event and no ambulance transports.)

Patients proceeded from triage to a welcome desk where they received orientation materials, lunch tickets, and a shopping bag to collect education materials and other resources from exhibitors and counselors. They also received a numbered ticket for their chosen service. This number system eliminated the need for internal lines and freed patients to visit the clinic's prevention exhibitors and counselors while they waited for their number group to be called on several large video screens.

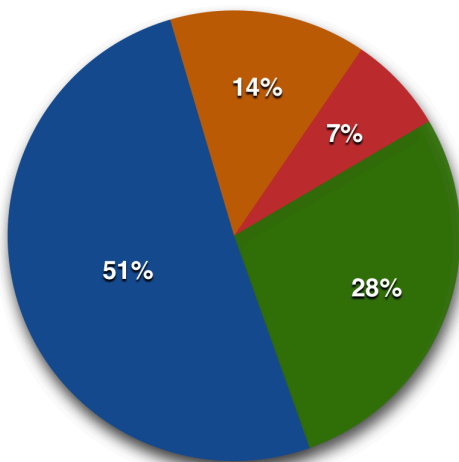
Volunteers escorted patients from the welcome desk onto the clinic floor, orienting them to clinic layout and services, and answering any questions. Translators were available for patients not fluent in English. Patients were encouraged to take advantage of the clinic's prevention and self-care resources while they waited.

### Triage Findings

#### Hypertension

Normal	Prehypertension	Stage 1	Stage 2
< 120 AND < 80	120-139 OR 80-89	140-159 OR 90-99	>160 OR > 100

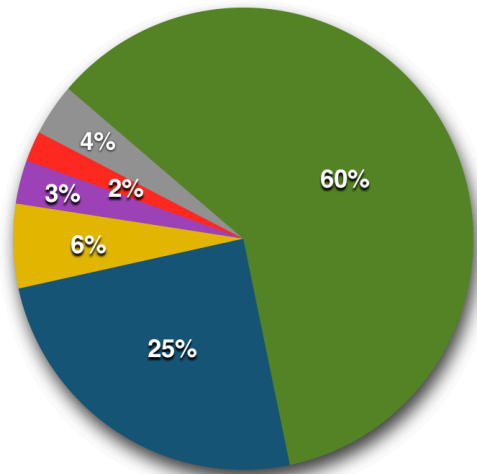
*Mayo Clinic Guidelines*



*Based on a 62% sample of patient records. (EHRs with incomplete BP entries are excluded.)*

*72% of patients had elevated blood pressure, including prehypertension, stage 1 and stage 2 hypertension.*

## Blood Glucose



*Blood glucose levels are for general reference and are not diagnostic. Clinicians interpreted qualifying factors such as fasting or postprandial status, age and others to help identify pre-diabetic or diabetic patients. Those patients were referred to the medical section where they were evaluated by primary care physicians and specialists, and received counseling with dietitians. (83% of patients agreed to the finger prick tests.)*

## Data Resources

Anonymous patient data drawn from registration, triage and other EHR entries can be compiled into a searchable database to reveal correlations between the incidence of medical conditions seen at the clinic and patient ethnicity, gender, age or other demographic factors. This can be a useful planning tool for understanding current needs of this population group..

## 7. MEDICAL SERVICES

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344 medical professionals volunteered for the clinic, including physicians, nurses and other professionals. Medical and nursing students assisted. Volunteers had the option of half or full day shifts. Some volunteered for multiple days. Diagnostic equipment including ECG, echocardiogram and ultrasound was available onsite. Offsite pathology labs were provided by UCLA Health Systems and Kaiser Permanente.

**Total Medical Services 7,324**

Medical patients received primary care, specialty care and alternative medical care. Patients also received screenings, immunizations and preventive care.

### Medical services included:

Triage: vitals, medical & social histories	2,132
Primary care physician exams	500
Specialty care physician exams	782
Psychiatry consultations	30
Women's health	110
Acupuncture	403
Chiropractic	20
Dietitian counseling	400
Pap smears	94
<i>Results processed by Kaiser Permanente. Follow-up for abnormal results provided by Planned Parenthood.</i>	
Mammograms	82
<i>(1 positive)</i>	
Immunizations	562
<i>Flu shots &amp; mist</i>	239
<i>TDAP vaccine</i>	149
<i>Pneumonia vaccine</i>	118
<i>Shingles vaccine</i>	56
Other Screenings / Tests	2,209
<i>ECG/Echocardiogram</i>	69
<i>Blood glucose</i>	1,780
<i>Ultrasound abdominal (est)</i>	60
<i>HIV (est.)</i>	300

### Medical Specialties

*Family Medicine*  
*Internal Medicine*  
*Cardiology*  
*Podiatry*  
*Nephrology*  
*Gynecology*  
*Orthopedics*  
*ENT*  
*Ophthalmology*  
*Psychiatry*  
*Acupuncture*

## 8. DENTAL SERVICES

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424 dental professionals volunteered for the clinic, including dentists, hygienists and other professionals. Dental students and general volunteers assisted. Volunteers had the option of half or full day shifts. Some volunteered for multiple days. Onsite equipment included 50 dental chairs and units, hand tools and supplies, x-ray rooms, sterilization, and dental lab.

**Total Dental Services 5,088**

### Dental services included:

Dental triage exam	1,236
Cleanings/periodontal	512
<i>Prophylaxis</i>	329
<i>Gross Debridement</i>	183
Fillings	318
<i>Amalgam</i>	109
<i>Composite</i>	209
Extractions	272
<i>Simple</i>	160
<i>Surgical</i>	112
Root Canals	20
Partial Dentures	80
Denture repairs	20
X-rays	420
Fluoroscopic Oral Cancer Screening	1,160
<i>Provided to dental and non-dental patients. UCLA path lab processed biopsies.</i>	
Preventive Dentistry	1,050
<i>Provided to dental and non-dental patients. Patients received a hygienist consultation, a fluoride varnish treatment, oral health education and take-home hygiene kit.</i>	

## 9. VISION SERVICES

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71 vision professionals volunteered for the clinic, including ophthalmologists, optometrists and opticians. Optometry students and general volunteers assisted. Volunteers had the option of half or full day shifts. Some volunteered for multiple days. There were 15 vision lanes. Equipment included phoropters, slit lamps, autorefractors, lensometers, and tonometers. Patients needing glasses chose frames onsite. Prescriptions and frames were sent to VSP and K-Mars optical labs which made the glasses, including bifocals and extreme corrections.

**Total Vision Services** **2,267**

### **Vision services included:**

Vision exams (refractions)	1,015
Ophthalmology exams	60
Prescription eyeglasses	792
<i>Single vision</i>	421
<i>Bifocal</i>	371
Readers (estimated)	400

Prescription eyeglasses were distributed and fitted at a separate event following the clinic, held at the Ted Watkins Park field house in Los Angeles. Patients who did not attend that event for an individual fitting had their glasses mailed to them.



## 10. COVERAGE ENROLLMENT

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A team of coverage navigators from the Los Angeles County Department of Public Social Services staffed a separate section on the clinic's main floor, arranged for client privacy and equipped with internet connected laptops. Navigators provided coverage and eligibility information and options, and could enroll patients into open programs at the event. Many patients were not aware that they qualified for coverage under healthcare and other assistance programs.

Patients were provided with literature packets when they received admission wristbands prior to the clinic, explaining that coverage opportunities would be available to them and encouraging them to consult with a navigator at the clinic. Navigators were onsite through all operating hours of the event.

**Coverage consultations** **1,343**

The impact of the Care Harbor coverage effort extends beyond the event itself as patients take the information they receive back to their families and communities.

## 11. FOLLOW-UP CARE

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Clinicians at the event determined whether a patient required additional care and marked the EHR accordingly. Nurses stationed at checkout reviewed patient charts, answered questions, and if follow-up care was indicated, directed patients to clinic representatives on site to make follow-up appointments for patients before they left the venue. Clinic referrals were made based on clinic location, capability and capacity.

Patient records were scanned and stored on a HIPAA compliant site where individual, password protected records could be retrieved by the clinic providing follow-up care.

Patients who were not able to commit to an appointment time at the event were provided with information enabling them to schedule clinic appointments at a later date.

**Total Follow-up Care Services 312**

In addition to these, follow-up appointments were made independently by individual providers and practices at the event, medical and dental. These data are not available for this report.

## 12. PREVENTION

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The Care Harbor free clinic was a unique opportunity to provide prevention and self-care education to help underserved and at-risk individuals and families lead healthier lives. 30 agencies and organizations participated in the prevention and wellness areas of the event. Exhibits and counseling stations were available to all patients before and after they received medical, dental or vision services.

In addition to preventive dentistry, immunizations and screenings, prevention counseling and resources included mental health programs, diabetes prevention, disaster preparedness, reproductive health, substance abuse, prenatal health and other wellness topics. In addition, patients had access to counseling and education in social programs from housing rights to senior services.

Exhibitors and counselors could scan a QR code on patient wristbands with a smart phone or iPad, using a downloadable Care Harbor application. Anonymous patient data, recorded digitally at registration and retrievable within HIPAA guidelines, could be collected and correlated to track demographic, geographic, ethnic or other patient data.

### 13. VALUE OF CARE

Value of care does not include the value of logistical or administrative functions, volunteer hours, follow-up care, prevention education and resources, venue costs or many of the services provided, including biopsies, urinalyses, off-site lab analyses, and others where detailed data is not available. It includes only those services noted below.

**TOTAL VALUE OF CARE                    \$1,958,008**

**Medical Value of Care                    \$689,618**

Description	Unit Cost	Services	Total
Intake triage, medical history, vitals	\$65.00	2132	\$138,580.00
Blood glucose test	\$20.00	1780	\$35,600.00
Primary care initial examination (level 3)	\$210.00	500	\$105,000.00
Speciality care initial examination	\$245.00	782	\$191,590.00
Mental health initial consultation/evaluation	\$200.00	30	\$6,000.00
Women's health examination	\$290.00	110	\$31,900.00
Echocardiogram exam & consultation	\$325.00	69	\$22,425.00
Ultrasound abdominal exam & consultation	\$227.00	60	\$13,620.00
Acupuncture	\$100.00	403	\$40,300.00
Chiropractic	\$90.00	20	\$1,800.00
Dietician counseling	\$50.00	400	\$20,000.00
Mammogram: exam & reading	\$225.00	82	\$18,450.00
Pap smear & lab	\$65.00	94	\$6,110.00
Flu vaccine & mist	\$22.00	239	\$5,258.00
TDap vaccine	\$67.00	149	\$9,983.00
Pneumonia vaccine	\$109.00	118	\$12,862.00
Shingles vaccine	\$190.00	56	\$10,640.00
HIV screening	\$65.00	300	\$19,500.00

**\$689,618.00**

**Dental Value of Care****\$697,020**

Description	Unit Cost	Services	Total
Dental triage exam /evaluation (D0140)	\$120.00	1,236	\$148,320.00
Xray (bite wing) (D0272)	\$65.00	420	\$27,300.00
Perio/prophylaxis (D1110)	\$115.00	512	\$58,880.00
Amalgam 1-3 surfaces (avg.)	\$260.00	109	\$28,340.00
Composite (avg.)	\$310.00	209	\$64,790.00
Extraction (D7140)	\$244.00	160	\$39,040.00
Surgical extraction (D7220)	\$400.00	112	\$44,800.00
Root canal (D3310)	\$1,100.00	20	\$22,000.00
Partial denture (D5213)	\$1,430.00	80	\$114,400.00
Denture repair	\$220.00	20	\$4,400.00
Fluoroscopic oral cancer screening	\$75.00	1,160	\$87,000.00
Fluoride varnish treatment (D1208)	\$55.00	1,050	\$57,750.00
			<b>\$697,020.00</b>

**Vision Value of Care****\$571,370**

Description	Unit Cost	Services	Total
Vision exam including refraction (initial)	\$258.00	1,015	\$261,870.00
Ophthalmologist exam	\$225.00	60	\$13,500.00
Prescription glasses & frames (SV)	\$335.00	421	\$141,035.00
Prescription glasses & frames (B)	\$415.00	371	\$153,965.00
Readers	\$2.50	400	\$1,000.00
			<b>\$571,370.00</b>

## 14. COMMUNITY ENGAGEMENT

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As with all Care Harbor free clinics, the January, 2017 event was the community coming together to help its own. Thousands of professional and lay volunteers joined with local hospitals and clinic systems, healthcare companies, schools, and County agencies to bring quality care to the most vulnerable Angelenos.

### **2,598 Professional and Lay Volunteers**

Medical Professionals <i>(includes physicians, nurses, medical assistants and techs)</i>	344
Medical & Nursing Students	398
Dental Professionals <i>(Includes dentists, hygienists, lab techs)</i>	424
Dental Students	345
Vision Professionals <i>(Ophthalmologists, optometrists, opticians)</i>	71
Vision Students	157
General Volunteers <i>(includes logistical help, patient escorts, interpreters, set-up and wrap crews, meal service, team leaders and floor managers)</i>	720
Prevention exhibitor volunteers	139

In addition to the committed individuals who volunteered their time and talents to give back to those in need in our community, the organizations listed on the following pages provided resources, personnel, in-kind donations and financial support to make Care Harbor possible.

## **Care Harbor Community Partners**

### **Platinum Partners**

L.A. Care Health Plan  
UCLA Health  
Tzu Chi Medical Foundation

### **Gold Partners**

Supervisor Mark Ridley-Thomas, 2nd District  
Southside Coalition of Community Health Centers  
County of Los Angeles Department of Public Health  
VSP Vision Care  
K-Mars Optical  
County of Los Angeles Department of Health Services  
County of Los Angeles Department of Public Social Services  
AD+World Health  
Zpaper

### **Silver Partners**

Anthem Blue Cross  
Cedars-Sinai  
Kaiser Permanente  
QueensCare  
Stein Eye Institute  
Healthcare Career College  
El Pollo Loco  
Glidewell Laboratories  
Marshall B. Ketchum University  
McCormick Ambulance Services  
Los Angeles Trade Technical College

### **Bronze Partners**

Pacific Life Foundation  
National Cancer Network  
UCLA Pathology Department  
Western University of Health Sciences  
McKesson Corporation  
Ultralight Optics  
Alexander Alacche Foundation  
The Shield Group  
Crosstex International  
3M  
Colgate

(continues)

**Bronze Partners (cont.)**

LumaDent

RedMed

Hu-Friedy

Medico

Patterson Environmental Services

Operation USA

American Career College

Ultradent

G. Goldberg AIA

Fire Event Productions

Group/Chicago

Dunkin' Donuts

Niagara Cares

Brasseler



## 15. MEDIA COVERAGE

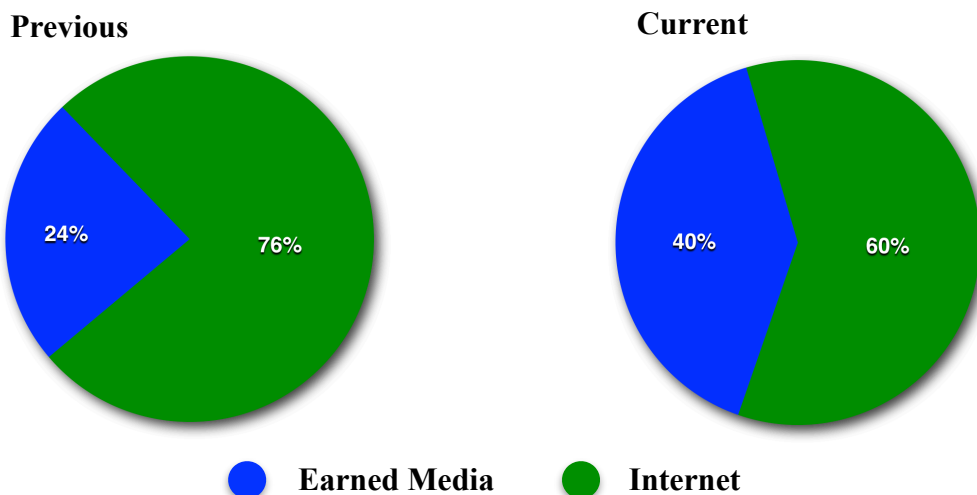
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While media impressions are not a meaningful metric of clinic performance, print and broadcast coverage of the Care Harbor event can have an indirect healthcare benefit. Coverage of the clinic heightens public awareness of the urgent need for accessible medical, dental and vision care for the community's underserved. Publicizing the free clinic and the services it provides also helps to recruit volunteers and provider organizations to support future events.

Edelman has provided public relations pro bono for all of the Care Harbor clinics. The results below are reported by Edelman for the period immediately surrounding wristband distribution and the January free clinic.

Total media impressions	725,551,482
Earned media placements (local & national)	56
Earned media impressions	291,043,917
Online distribution (via PR Newswire)	678 media outlets
Online media impressions	434,507,565

Print and broadcast media included both English and Spanish language outlets. The ratio of earned media to internet distribution changed from our previous event. It is expected that the November clinic will shift further in favor of earned media, because of the increasing media attention to the healthcare issue as well as several innovative programs planned for the next event.



## 16. FUTURE DEVELOPMENTS

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Care Harbor continues to evolve as the healthcare environment changes. For example, as the ACA and Covered California made primary care accessible to more people, it became apparent that specialty care remained a challenge, with community clinic patients often experiencing wait times of many months to be seen in the County system. Care Harbor responded by expanding its volunteer specialty care resources and working with the community clinics to identify patients awaiting care and fast track them at the Care Harbor event. These patients can be seen by one or more specialists, all on the same day, with results sent back to their clinic. This is especially important in the case of diabetic patients, who might need to be seen by an internist, endocrinologist, podiatrist, ophthalmologist, and possibly others. Visits that could take almost a year to complete have been accomplished in a day at Care Harbor.

Along with the specialty care, prevention and other programs we've introduced at our events, we are developing several new programs to be introduced at the next Los Angeles free clinic, scheduled for November 17-19, 2017 at the Reef.

### **Homeless Outreach**

The homeless population on the streets of Los Angeles County is now estimated at 58,000. We are working with L.A. County agencies, homeless shelters and missions, and supported housing facilities on a pilot program to bring homeless people to Care Harbor; The program involves a special wristbanding outreach, recruiting medical and dental volunteers who are experienced in working with this population, expanding medical screenings, immunizations, and mental health resources, and enlisting follow-up facilities.

### **Veterans' Program**

A Venn diagram would show significant overlap between veterans and homeless. We are in the initial stages of developing an outreach to veterans, perhaps with special wristbands and a veterans services desk at the event. We will coordinate with groups like East Bay Stand Down, veterans homeless shelters, and others.

### **Nutrition & Urban Gardening**

Nutrition counseling has been a part of every Care Harbor event, but healthy diet remains out of reach for many of those who come to the clinic. Cost and availability in their neighborhoods present a significant challenge. We are arranging onsite cooking demonstrations featuring healthy options with economical ingredients available to most patients. Recipes and shopping lists will be distributed. We are also planning urban gardening demonstrations, to show attendees how to grow their own vegetables in or near their homes.

*Continues...*

### **Veterinary Preventive Care**

Companion animals play an important role for many of our patients and are especially important to the homeless population we hope to serve, yet costs of veterinary care can be prohibitive. Working with the Veterinary Public Health division of the Los Angeles Department of Public Health, we will offer educational materials and free preventive pet care vouchers and resources for vaccines, parasite deworming, flea preventive, microchips, and spay/neuter.

### **Clinic Management**

We continue to refine and develop our clinic management systems. We are introducing a new online registration system which allows us to communicate with emails and text messages to volunteers, individually or in defined groups, up to and throughout the event. The system will maintain volunteer waiting lists with automatic advancement and notification if there are cancellations, and other features that will help us recruit a full staff of volunteers for each clinic. We are also refining our EHR system to allow more timely reporting of results with the most significant data available the same day.

### **Social Media**

We have assembled a team of County PR departments, our own social media volunteers, and communication departments of several of our community departments to build a social media network reaching out to volunteers, patients and supporters. Much of the media coverage of Care Harbor clinics occurs around the immediate dates of the clinic itself and we are working to create earlier momentum leading up to the clinic.

### **New Community Partners**

Care Harbor is continuing to expand its circle of community partners. To all of those listed earlier in this report, we are adding two more beginning with our upcoming November event.

Hospital Association of Southern California will be an active partner. They will participate in our community outreach, help recruit professional volunteers through their member hospitals, provide in-kind donations of supplies, and we are exploring the possibility of follow-up procedures.

Western University of Health Sciences, College of Optometry will provide volunteers, additional equipment and supplies for the Care Harbor vision component. Western University has partnered in past Care Harbor events, but this will be a new level of involvement in the vision care area.