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Caring for
Los Angeles
Since 1920



EISNER PEDIATRIC & FAMILY MEDICAL CENTER
www.eisnerpedcenter.org

Fall 2004

Stronger Capacity, More Served

Additional Patients *Rely on the Center in 2004*

Eisner Pediatric & Family Medical Center is a private, nonprofit health center dedicated to providing high-quality medical and dental care, children's day care and early intervention programs that are affordable for all families regardless of income level.

Despite media reports regarding an upsurge in downtown Los Angeles' economy, thousands of local families are being left behind. Research, for example, indicates that approximately 180,000 low-income individuals in central and South Los Angeles lack resources for even the most basic medical care. And 28 percent of the local uninsured are children under 17. At a time when numerous Los Angeles County healthcare facilities are closing due to budget cuts, Eisner Pediatric & Family Medical Center has been working hard to increase our capacity—so that we might provide a safety net of care for our area's medically indigent residents.

"Throughout its history," notes Carl E. Coan, president and CEO, "the Center has been committed to helping those in greatest need—those who lack other resources for care. And as demand for our services has continued to grow," he adds, "we have now substantially increased our capacity."

Specifically, the Center has constructed a new six-story, 32,000-square-foot building and reconfigured its existing two-story, 21,000-square-foot facility. "Thanks to the generosity of numerous donors," notes Coan, "we've raised \$8.3 million in grants and gifts to date toward our \$9 million funding goal. Now," he adds, "we urgently need additional

support from local individuals and organizations to complete our important expansion project."

Gifts to the campaign will provide the following benefits:

Expanded care for pediatric and adult patients

Our upgraded facilities encompass 10 additional examination rooms, additional space for physician consultation, expanded laboratory and dispensary space, areas for additional non-clinical programming, and a variety of other enhancements. As a result, we will be able to accommodate approximately 35,000 *additional* medical visits each year.

Continued on page 7



"A gift to the Center's capital campaign is an investment in the lives of more than 16,000 patients a year."

Addressing the needs of those we serve...



During the fall and winter, more patients turn to Eisner Pediatric & Family Medical Center with colds, the flu and other seasonal ailments. In this regard, of course, our patients are like those at medical centers across Los Angeles. However, the Center's patients also have other concerns that most of us will never know: While you and I may think of the winter holidays as a time of family, feasts and fun, many of our patients don't enjoy such bounties.

Struggling to make ends meet, these individuals and families turn to us because they have no other resources for care. They also lack the resources to cover typical holiday expenses—such as a holiday meal and gifts for their children.

As you know, the Center works hard year-round to address the broad and often complex needs of children and families we serve. And our focus on our patients as *people* (rather than merely on their presenting medical condition) is also evident during these holiday months, when we work to provide local families with groceries and toys for their children.

At this time of year, therefore, in addition to monetary donations, we also welcome your contributions of canned food and unwrapped new toys. We will distribute these items to families whose holidays would be far from bright, were it not for friends like you.

Of course, the holidays are a time not only for giving, but for giving thanks. I therefore want to take this opportunity to say a special thank you to all of you who have contributed to our work this year. Your support is improving lives in real and meaningful ways.

With your ongoing help, the Center will persevere—as it has for more than 80 years—to provide essential services to children and families in central and South Los Angeles. On behalf of our board and staff, thank you for your commitment to our important work.

With sincere wishes for a healthy and peaceful holiday season.

Carl E. Coan
President & CEO

For more information about our holiday toy and food drive, contact lesliev@pedcenter.org.

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Helping Our Healthier

More than one in five students in Los Angeles County's public schools are overweight. And an additional 19 percent are at risk for obesity, according to the Los Angeles County Department of Health Services. At the Center, we work with young people to help them get a healthier start in life.

"Obesity at such a young age is an open invitation to health problems," says the Center's public health nurse,

Yvette West, RN. "If it isn't controlled, it can cause life-long complications." Obese children are at higher risk for asthma, type-2 diabetes, high blood pressure and high cholesterol.

For the past three years, the Center has provided nutrition education to youth, to help them develop healthier eating habits. Recently, we expanded our services by teaming with Power.P.I.A.Y. (Promote Lean and Active Youth). Through an intensive two-month program, children from 3 through 18 receive nutrition education and physical fitness training. Personalized to the needs of individual youth, the program helps ensure healthful habits in the long-term.

Though the program is relatively new, staff are already reporting positive results. "The children are losing weight, and inches,"



As we look forward to another year of service, Eisner Pediatric & Family Medical Center needs *your* involvement. Please use the envelope provided to send your holiday gift today. After all, this may be the *most meaningful gift you give this year. It will make a real difference to children and families with nowhere else to turn.*

Your thoughtful gift will help:

- ▶ Provide over 78,500 healthcare visits annually for low-income children, youth and families.
- ▶ Ensure that more than 250 individuals and families impacted by domestic abuse receive the mental health services they need to improve their lives.
- ▶ Treat approximately 3,000 children with dental disease and pain, so that they can improve their well-being and return to school.
- ▶ Ensure that infants, toddlers and preschoolers in our Child Development Center achieve healthy developmental milestones and prepare for kindergarten.

Bodies, Happier Futures

notes West. In fact, participants have lost between five and ten pounds each over the two-month program.

Achieving health and empowerment

Victoria, an 11-year old from South Los Angeles, was struggling with her weight when she entered the PowerP.I.A.Y. program. She ate junk food, didn't exercise — and lamented that her weight kept her from wearing “hip” clothes like her peers. She welcomed the opportunity to improve her health and her self-esteem.

“Victoria didn't like being heavy,” says her mother, Antonia. “We just didn't know how to help her lose weight.”

Parents often sit in on PowerP.I.A.Y. classes, learning how to support their children in building a healthier lifestyle. “Victoria and I learned how to read food labels and identify which foods aren't good for you,” says Antonia. “I've come to understand that eating healthy is actually easy. Now, we snack on fruit instead of junk food, and drink water instead of soda.”



Victoria has developed a regimen not just for healthier foods, but also for physical fitness. The enthusiasm instilled through PowerP.I.A.Y. continues, as she now follows her own exercise

regimen at a recreation center near home. PowerP.I.A.Y. helped Victoria lose nine pounds in two months — and gain a sense of accomplishment and a commitment to stay healthy for life!

Enhanced Dental Health Services *More Reasons to Smile*

Nearly 30 percent of California's children do not have dental insurance, and more than 50 percent suffer untreated tooth decay. In fact, children coming to Eisner Pediatric & Family Medical Center for their first dental treatment have an average of 5.1 cavities — and many have never before seen a dentist.

Very few affordable resources for dental care and oral-health education exist in our central and South Los Angeles service area, notes Daniel Romo, DDS, director of the Center's dental clinic. “A main hindrance is cost,” says Dr. Romo. “The uninsured and low-income families we serve simply don't have the resources to pay for dental and periodontal care.”

At the Center, however, low-income patients can receive the dental care and education they need. We help fam-

ilies obtain coverage for which they are eligible, and when they do not qualify for any reimbursement, we seek to underwrite the costs of their care through private contributions. Currently, we see approximately 230 patients weekly — more than at any time in our past.

In addition to primary dental care, the Center's dental clinic provides periodontal services, and has recently expanded our dental hygienist's availability in order to serve more patients. We have also increased the number of oral-hygiene education classes. As a result, “We've seen a significant improvement in our patients' overall oral hygiene and health,” says Dr. Romo.

We are grateful to UniHealth Foundation, L.A. Care Health Plan and



the Ella Fitzgerald Charitable Foundation for helping us improve and expand our dental services. UniHealth Foundation, for example, has allowed us to partner with California Hospital Medical Center and the Bresee Foundation to provide dental screenings to uninsured patients across our community. Patients are then referred to our own clinic as needed for care.

Meanwhile, a grant from the Ella Fitzgerald Charitable Foundation is helping to provide dental and medical care to uninsured patients, and support from L.A. Care Health Plan is bringing periodontal services to hundreds of medically indigent individuals. The Center is the only source of free periodontal services in our area.

Annual Report

THE CENTER AT A GLANCE 2003 - 2004 Achievements

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During the 2003-04 fiscal year (July 1, 2003, to June 30, 2004), Eisner Pediatric & Family Medical Center achieved numerous successes. This report highlights just some of our accomplishments, as we continued to provide high-quality services to the underserved of central and South Los Angeles.



Service Expansion

In its newly expanded facilities, the Center was able to meet the needs of a record number of patients, providing medical, dental and early intervention services through 78,720 patient visits. We also saw significant expansion of our non-clinical services over the year.

Revenue and Expenses

Total foundation and corporate support toward the Center's programs and services almost doubled during the most recent fiscal year. As a result, we completed the year in sound financial health, despite public funding cutbacks and increased demand for our safety-net services.

At the same time, we continued to raise funds for our much-needed facilities expansion, so that we might increase our service capacity in the years ahead, in response to pressing local need.

Collaborations on Disease Management

Throughout the year, the Center participated actively in several collaborative efforts to improve care and health outcomes. As a member of both the Disease Management Collaborative of the Community Clinic Association of Los Angeles County, and of the California Primary Care Association's California Quality Improvement Collaborative (CQIC), for example, we worked with numerous other providers to improve the management of chronic disease among patients who would otherwise fall through the cracks of the healthcare system.

Child Development Center Opened

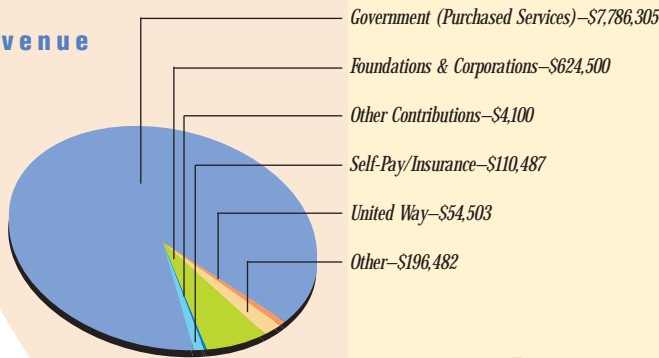
In March 2004, our new Child Development Center opened its doors. This attractive facility is licensed to provide 49 children (11 infants and 38 preschool-age children) with secure, enriching care — encouraging their cognitive, behavioral and social development.

The Child Development Center has experienced a steady increase in enrollment since it opened. And through their participation, parents are learning more about other Center services to benefit them and their children.

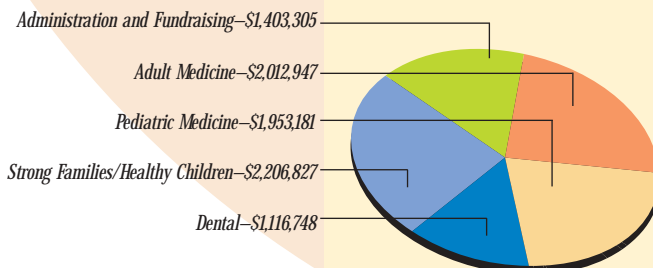
Recognition of Excellence in Pediatric Care

For the third consecutive year, the Center's pediatric department was recognized by the Los Angeles County Department of Health Services (DHS) for its outstanding work in the immunization of children. The certificate of outstanding

Revenue



Expenses





C E e m e n t s



TIDES FOUNDATION Community Clinics Initiative of the

achievement in pediatric immunization practices that we received confirms the Center's continuous dedication in ensuring that all children — regardless of income — receive the immunizations they need to safeguard their health.

Enhanced Patient Outreach

Over the course of the year, the Center reorganized and merged its marketing and outreach departments to create a comprehensive customer service department. The new department has begun to broaden outreach in the central and South Los Angeles communities — so that more patients in need will be aware of resources available at the Center. In addition, department staff are helping to ensure that all eligible patients are enrolled in appropriate healthcare coverage, and are performing a variety of other activities to enhance patient experience at the Center.

Eisner Pediatric & Family Medical Center has numerous reasons to be grateful to the Community Clinics Initiative (CCI), a partnership between the Tides Foundation and The California Endowment. Founded in 1999, CCI supports technology development, leadership programs and capacity-building for free and community clinics and community health centers in California, and has been a generous partner of the Center over the years. In addition to providing funding toward our capital campaign, for example, CCI has this year also granted \$50,000 to the Center in support of enhancements to our management information capabilities.

The Center participates in a data-tracking consortium known as the MegaWest Users Group, through which

we and seven other member clinics of the Community Clinic Association of Los Angeles County use sophisticated MegaWest software to track and evaluate service and outcomes. Thanks to the most recent funding from CCI, we are now enhancing our data management system through the addition of pharmaceutical tracking software and through hardware upgrades—a process that will allow us to strengthen evaluation and decision-making, and thus strengthen services to our patients.

Ellen Friedman, vice president of the Tides Foundation and managing director of CCI, recognizes that technology comes with a high price tag—making it difficult for many nonprofit organizations to obtain what they need. As a result, she notes that CCI strongly supports

collaborations like the MegaWest Users Group. “Community health centers are maximizing the use of what they have by working in collaboration with others,” she says. Data obtained by MegaWest Users Group members is pooled to analyze outcomes across agencies and provide more useful benchmarking information, for example.

An emphasis on equal access

CCI focuses its philanthropy on free and community clinics and health centers that ensure access to care regardless of income. “The clinics funded by CCI,” says Friedman, “also recognize their critical role as social-change agents in their respective communities, and the Center is a perfect example of that.”

In addition to providing funds, CCI supports collaboration and knowledge dissemination among community clinics, in order to enhance care to children and adults in need. They are interested in strengthening clinics’ infrastructure and capacity, in order to sustain services and influence community health over the long term. Through its substantial support, CCI is indeed helping to strengthen the Center and to make us still more responsive to the needs of our community.

“Clearly, the community need addressed by Eisner Pediatric & Family Medical Center is profound,” says Friedman. “We’re thrilled to be able to provide the kind of financial support that we have, and we really appreciate the leadership role that the Center has taken in the community.”



Center Staff Make a Difference

The staff of Eisner Pediatric & Family Medical Center carry out the organization's mission with the deepest compassion and commitment. And their unwavering dedication to local patients was recognized recently when longtime staff members Berdie Dillon and Katherine Turner, LVN (shown above from left to right with Carl Coan) were honored for a combined 80 years of service!

At its tenth annual conference and gala celebration in October, the California Primary Care Association recognized Turner, pediatric M.A. supervisor, for 42 years of devotion to Center patients, and Dillon, a social worker and medical records supervisor, for her 38 years of extraordinary client support.

Driven by the difference they make in patients' lives, both women continue passionate about their work. Their untiring commitment reflects that of the Center as a whole—to improve the health of our community.

Capital Campaign Donors

Eisner Pediatric & Family Medical Center is extremely grateful to the foundations, corporations and individuals who have so generously contributed or pledged support to our capital campaign.

Guardian Angel: \$2,500,000

The Eisner Foundation

Angel: \$500,000-\$999,999

The Ahmanson Foundation
The California Endowment
The City of Los Angeles—Mayor James K. Hahn & Councilwoman Jan Perry, 9th District
W.M. Keck Foundation
Weingart Foundation

Ambassador: \$200,000-\$499,999

For All Kids Foundation
Henry L. Guenther Foundation
Ralph M. Parsons Foundation
State of California—Cedillo-Alarcon Community Clinic Investment Act of 2000

Benefactor: \$100,000-\$199,999

California Community Foundation
Kaiser Permanente
L.A. Care Health Plan
The Kenneth T. & Eileen L. Norris Foundation
The Rose Hills Foundation
Tides Foundation
U.S. Department of Health & Human Services—Congresswoman Lucille Roybal-Allard
U.S. Department of Health & Human Services—Senator Dianne Feinstein

Patron: \$50,000-\$99,999

American Airlines Flagship Charities

Colleague: \$20,000-\$49,999

The Carl E. Coan Family
Community Redevelopment Agency—City of Los Angeles
Robert D. Girard
Michael H. Horner
The Ludwick Family Foundation
Ronald McDonald House Charities® of Southern California

Siegel Family Foundation
Tenet Healthcare Foundation
J.B. & Emily Van Nuys Charities

Associate: \$10,000-\$19,999

Kevin Kroeker & Lynn Miyamoto
Deborah Crandall Saxe
Lon V. Smith Foundation

Sponsor: \$5,000-\$9,999

Canon Business Solutions
Change A Life Foundation
Chapman & Associates
Looker Foundation
Ronald McDonald House Charities
Sidney Stern Foundation
State Farm Mutual Automobile Insurance Companies
James L. & Sharlene D. Greene
Davina & Russell Grossman/
Bernstein Investment Research & Management
Arthur Southam, M.D.

Partner: \$1,000-\$4,999

Marta Ferro
The Gale Family Foundation, Inc.
Ernest J. Getto
James R. Negele, Esq.
Leonard & Susan Nimoy
Kevin Rossi, M.D., & Mary Pezzini
Sam's Club
Daniel Scott, D.D.S.
Dee Shaw
Thurlow/Associates
Wells Fargo Foundation

Friend: \$100-\$999

John & Judith Angelo
Axiom Communications, LLC
Priscilla Brehm
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Alberto Pimentel
Jack & Sandra Rapke
Joanne Schroeder
The Robert Sheedy Family
SHM Publishing, Inc.
Southern California Edison—Employee Contributions Campaign
Victoria Stull
Cloyce & Anita Talbott
The Cheryl Trinidad & Douglas Stewart Family
John & Rosalie Vitale
Robert & Denise Wheeler



Joining Forces to Fight Child Abuse

On September 28, 2004, Los Angeles City Attorney Rocky Delgadillo (shown above left with Program Manager of Mental Health Julietta Perez-Cruz and Carl Coan) joined the Center to announce a new public-private partnership to help prevent child abuse. "The impact of child abuse on our children, their families and our city is staggering," said Delgadillo during the press conference. "This partnership is an important step in stopping child abuse before it starts, by educating our parents."

The City of Los Angeles' child abuse prevention education curriculum, called Project P.A.R.E.N.T. (Prevent Abuse through Respect, Education, Non-violence and Training), has already been successfully used in the Los Angeles Unified School District. Through this new partnership, the Center has incorporated the Project P.A.R.E.N.T. curriculum into our free parenting classes—in order to raise awareness about child abuse, help parents detect signs of abuse and prevent children from becoming victims.



Meet the Center's New Officers

Eisner Pediatric & Family Medical Center's board of directors recently elected new officers. They are (from left to right) Chairperson Kevin B. Kroeker, Esq., Vice Chairperson Kevin J. Rossi, M.D., Secretary Adalicia Martin and Treasurer Robert Sheedy. The newly instated officers began their one-year terms in September.

Attorney Kevin Kroeker is a partner at K & R Law Group, and Kevin Rossi, M.D., serves as regional chief of family medicine for Southern California Permanente Group. Community leader Adalicia Martin is one of the Center's new consumer board members, and Robert Sheedy is a vice president and regional director at Union Bank of California.

Leadership Profile

Russell Grossman

Board Member

Despite a hectic schedule, Russell L. Grossman reads to his three children, ages 1 through 6, every night. He feels every child—regardless of economic or other disadvantages—should be supported in learning to read at an early age. In keeping with this commitment, Grossman recently encouraged his employer, Bernstein Investment Research & Management, to support Eisner Pediatric & Family Medical Center's pediatric reading program.

Grossman is also passionate about children's health care. "Children can't choose the environment of their birth," he emphasizes. "They should have access to care, whatever their family's financial means."

Grossman joined the Center's board of directors in 2000. He currently serves on the Finance and Audit Committee, and on the Marketing and Resource Development Committee. An M.B.A. alumnus of Pepperdine University, he brings extensive professional experience to our organization. He has been with Bernstein Investment Research & Management for eight years, and now serves as managing director. Previously, he was a vice president at First Capital.

Grossman's diverse philanthropic work includes involvement with the Weizmann Institute of Science and with the Jewish Federation. He also serves on the board of the Southern California chapter of the U.S. Fund for UNICEF.

Deeply committed to the Center's mission, Grossman is impressed by "the passionate commitment of Center staff, and by the uncompromising quality of care delivered. The services delivered here are absolutely at the highest level," he notes.



Stronger Capacity, More Served

continued from page 1

An increase in dental services

Expansion has allowed us to add seven more dental operatories, plus a special operatory housing state-of-the-art x-ray technology. As a result, we now have the capacity to increase dental visits by 77 percent in the years ahead, at a time when untreated dental disease is among the leading causes of school absenteeism—and represents a health crisis across our region.

Addition of child development services

A Child Development Center, located on the second floor of our attractive Children and Family Services Pavilion, has already opened and can accommodate 49 children. This secure, enriching environment will encourage children's healthy development and prepare them for school—at a time when other local centers have substantial waiting lists for care. Through a special Inclusion Program, the Center will also mainstream children with developmental delays, promoting improved outcomes.

At the same time, our facilities expansion is allowing us to triple the capacity of our developmental screening and intervention programs, including speech and occupational therapy.

A resource for much-needed mental health care

Our new pavilion includes an entire floor dedicated to mental health services, allowing us to provide bilingual counseling and therapy to troubled children and families. Few other resources are available to local families with emotional and mental health difficulties in our region, and those that do exist have long waiting lists for care. Because of our work, those struggling with family dysfunction, depression, abuse and other problems will now have a place to turn for help.

We are now in the final phases of fundraising for this project, which is important to the health of an entire region. "We're almost there," emphasizes Coan, "and we're confident that community leaders who understand the tremendous local need will help us complete this project."

Adds the Center's director of development, Leslie Villavicencio, "A gift to the Center's capital campaign is more than an investment in walls and equipment; it's an investment in the lives of more than 16,000 patients a year. Right now, we have only 10 percent of our goal still to raise," she adds, "which makes this an especially exciting time to get involved."

Please use the enclosed envelope to send your tax-deductible contribution today!



EISNER PEDIATRIC & FAMILY MEDICAL CENTER

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K&R Law Group LLP

Vice Chairperson

Kevin J. Rossi, M.D.
*Southern California
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Cynthia Patton, Esq.
SCAN Health Plan

Christina A. Siegel, Esq.
Community Leader

Dee Shaw
Health Net

Carl E. Coan
President and CEO

Operating Grants Awarded

We would like to acknowledge the following organizations for their recent and continuing support.

Foundation and corporate grants and awards received July 1, 2003 through June 30, 2004.

Anonymous Foundation
The California Endowment
California Pizza Kitchen Foundation
The California Wellness Foundation
For All Kids Foundation
Ella Fitzgerald Charitable Foundation
K & R Foundation
Kaiser Permanente
L.A. Care Health Plan
Northrop Grumman Charitable Giving Program
The Rite Aid Foundation
Tides Foundation

What Our Patients *Are Saying...*



"I've been bringing my daughter to the Center since she was just a year old. She's been seeing Dr. Lopez ever since, and now she's 10. Dr. Lopez is a great pediatrician! I'm really thankful for the Center. It's close to my home and the staff provide such high-quality health care."

—Yolanya Barahoma and daughter Sheily

"Before coming to the Center, I hadn't seen a dentist for six years, and I was in a lot of pain. Thanks to the Center's dental clinic, I received the oral care and fillings I desperately needed. The Center has been a great resource for me."

—Marta Garcia



"I came to the Center because I was having 'attacks,' and I didn't know what was happening to me. They identified my condition as epilepsy and gave me medication to control the seizures. The Center has helped me and my family very much!"

—Olivia Sotelo

Pediatric & Adolescent
Medical Care

Adult Medical Care

Dental Care/Orthodontia for
Adults and Children

(213) 747-5542

Child Development Program
for Infants and Preschoolers

(213) 747-3744

Early Intervention Program

(213) 746-5582

Carl E. Coan/President & CEO

(213) 746-1037

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Prepared for press by SHM Publishing, Inc.

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EISNER PEDIATRIC & FAMILY MEDICAL CENTER

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Los Angeles, California 90015
www.eisnerpedcenter.org

Address Correction Requested

For information on how you can become involved in securing the future of care to local children and families, call Leslie Villavicencio, the Center's director of development, at (213) 746-1037, ext. 3474, or e-mail lesliev@pedcenter.org.

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