



Summer 2004

Protecting Our Children *The Vaccines for Children Program*

Between 1989 and 1991, there was a substantial surge in the number of measles cases in the United States. More than 55,000 became ill with the disease—and 123 of those actually died. Approximately half of all the deaths were among children under the age of 5.

Sadly, most of the deceased children came from underserved populations—including Latino and African-American populations—who had simply not had access to vaccination against the illness. “Many of these deaths were unnecessary,” says Luis Lopez, M.D., Eisner Pediatric & Family Medical Center’s



Life-saving immunizations

Pediatric staff at Eisner Pediatric & Family Medical Center provide immunizations to approximately 300 children every month throughout the year, for a total of 3,600 children immunized per year.

medical director of pediatrics, “and could have been prevented through a small and relatively inexpensive shot in the arm.”

In the wake of the measles epidemic and the needless deaths that occurred as a result, a new Vaccines for Children pro-

gram was created by an act of Congress. Today, as a result, eligible providers like Eisner Pediatric & Family Medical Center continue to receive free vaccines (through federal funds disseminated at the state and county levels) to immunize children who would otherwise go unprotected against disease.

A program that's good for the whole community

“It’s obvious that immunizations are essential in helping our kids stay healthy and preventing disease,” notes Dr. Lopez. “But the benefits of vaccination also

spill over to our entire society. The more children that we vaccinate,” he explains, “the less likely it is that diseases will spread and affect the population as a whole.”

Through our Immunization Clinic, the Center provides immunization against measles, mumps, hepatitis A and B, diphtheria, polio, rubella, tetanus, chicken pox and a variety of other diseases. Patients who are under the age of 18, eligible for Medicaid, and lacking insur-

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A vaccination success story

Two decades ago, Haemophilus influenzae, a strain of meningitis affecting the spinal cord and brain, was infecting young children at alarming rates. In the early 1980s, the bacteria (which was originally—and mistakenly—thought to be the cause of influenza) resulted in approximately 20,000 cases of early-childhood meningitis, pneumonia and other severe infections annually among children under 5 in the United States. Mortality rates among treated children were approximately 10 percent, and almost one in three of those who survived suffered some kind of neurological damage.

In 1980, a vaccine finally became available in this country—and Eisner Pediatric & Family Medical Center routinely immunizes children against this potentially deadly bacteria. “Since we began offering the vaccine,” notes Luis Lopez, M.D., the Center’s medical director of pediatrics, “there’s been a marked decrease in H. influenzae-related illnesses in our children.”

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.



Ensuring available care

“...our service area remains home to the highest percentage of non-elderly uninsured residents in the state.”

I look out of my office window and watch as a large construction crane pieces together a building with 65 units of affordable housing. Despite the fragile economic climate, brand new buildings like this one continue to rise up across Los Angeles, and the remodeling of others is changing the landscape of our downtown area.

Most of these projects, however, are not targeted to low- or even moderate-income working families. And as I watch their progress, I can't help but worry about the Center's patient population—which isn't benefiting from this economic growth. In fact, our service area remains home to the highest percentage of non-elderly uninsured residents in the state. Among those we serve, 96 percent live below poverty.

Our patients are not moving into new houses or upgrading their office space. In fact, these underserved residents from neighborhoods in downtown, central and South Los Angeles face enormous challenges in their daily lives...overcrowded and substandard housing, under-

employment, educational disadvantage and lack of care among them.

I must confess that—despite all the signs of economic promise around me—optimism is difficult when such economic disparities remain rampant. But there are positive things we all can do to help low-income individuals and families in our community. By supporting Eisner Pediatric & Family Medical Center, for example, we can ensure that care remains available for children

and families in need, bringing them a few steps closer to safe, healthy futures.

For more than 84 years, the Center has served low-income patients with dignity and compassion. In these politically and economically uncertain times, our services are more critical than ever. With your support, we will continue to do what we do best: meeting the multiple needs of our patients through a comprehensive array of health, mental health, education and social services.

I urge you to participate in the creation of a healthier, more hopeful future for children and families, by mailing a contribution today.

Thank you for your thoughtful involvement.

Carl E. Coan
President & CEO

EPFMC Welcomes New Director



Leslie Villavicencio

Eisner Pediatric & Family Medical Center has named Leslie Villavicencio to the newly created position of director of development. Villavicencio will oversee all aspects of fundraising and associated activities at the Center, including but not limited to capital, annual giving and major gifts programs, as well as

foundation and corporate relations, special events and public relations.

“My goal is to help make more people aware of the high-quality services the Center provides to families of downtown, central and South Los Angeles,” says Villavicencio. “We have become known over more than 80 years as a provider of superlative

medical care. I want to make sure that people are also aware of our dental, child development, mental health and social services.”

Even after such a short time in her office, Villavicencio notes that she is impressed by the dedication of her colleagues. “They are all so committed to the population we serve,” she says.



Parent-Child Home Program

Helps Create Lifelong Learners



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At Eisner Pediatric & Family Medical Center, we know that parents are a child's first—and most important—teachers. Our innovative Parent-Child Home Program recognizes that important bond, working cooperatively with parents and teaching them skills and techniques to help their children become lifelong learners.

Now serving more than 150 children and their families each year, the nationally recognized Parent-Child Home Program promotes improved parenting and literacy techniques through intensive home visitation. Twice weekly, our trained home visitors travel to participating families' homes, where they model activities that stimulate parent-child interaction and language development. They also help parents set age-appropriate developmental expectations for their children.

The home visitors use books and toys to encourage collaborative reading and educational play among parents and children. These materials remain with the family, so that parents can use them on an ongoing basis to practice and perfect new skills they have learned. And all participating families have the opportunity to enhance their skills further by attending parenting education classes at the Center.

Our Parent-Child Home Program targets low-income families with children aged 2 and 3. Reflecting the population of the Center's service area, the majority of participating families are Latino or African-American. Most participate in the program for two years—following which, parents are better able to support their children as they enter school.

“For most of the parents we work with, the biggest concern is putting food on the table,” explains Gaynelle Winston, program manager of the Parent-Child Home Program. “Education is an afterthought . . . but what these parents do now will have an impact

Continued on page 7

of Development

“I look forward to working with them to secure the resources we need to continue helping local children and families.”

Villavicencio brings 10 years of nonprofit and corporate experience to her position at the Center. Most recently, she served as managing director for East L.A. Classic Theatre, a nonprofit organization dedicated to providing

literacy education to disadvantaged youth and communities through theatre training. Prior to that, she held the position of executive director for El Centro de Acción Social, a nonprofit organization in Pasadena. She has also worked with Big Brother of Greater Los Angeles, the National Association of Latino Elected and Appointed Officials, and

Southern California Edison, where she managed corporate communications and marketing functions.

Villavicencio, who holds an MBA in marketing from California State University, Los Angeles, is a Southern California native and a resident of Pasadena.

The Vaccines for Children Program

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ance coverage to pay for vaccinations are eligible for free vaccines provided to the Center through the Vaccines for Children program.

Patient education is an important program component

Of course, children themselves are not generally happy about getting their shots. And their parents, too, frequently have concerns about the safety and possible side-effects of vaccinations. “In fact, the risks of *not* getting immunized far outweigh the minor risk of side-effects, which are very rare,” says Margarita de Kelly, the medical assistant who heads our Immunization Clinic. “We always take time to provide parents with information, and to reassure them of the safety of the vaccinations.”

Parents also receive detailed written materials, indicating what to do in the unlikely case of a negative reaction to a vaccine.

Follow-up care

Infants who come to our Immunization Clinic receive their first set of shots when they are between six weeks and two months of age. They return for follow-up immunizations two months later, and subsequent vaccinations are received at regular intervals throughout infancy and childhood. However, because of family poverty and lack of primary care, many older children who come to the Center for the first time have never received the immunizations they need. In these cases, we not only provide initial shots, but also work closely with parents to ensure that follow-up visits are scheduled and that the child is fully immunized as promptly as possible.

While vaccination plays an obviously essential role in disease prevention, Dr. Lopez notes that there is still economic and racial disparity in the provision of such services nationwide. “It’s imperative,” he notes, “that we continue to provide free immunizations here at the Center, so that children in our service community have access to this potentially life-saving service.”

Local Foundations

Help Give Children

Eisner Pediatric & Family Medical

Center’s capital and expansion project is entering its final phase. While some work remains to be done, patients are already receiving a host of vital services in the Center’s reconfigured Medical and Dental Services Pavilion and new Children and Family Services Pavilion.

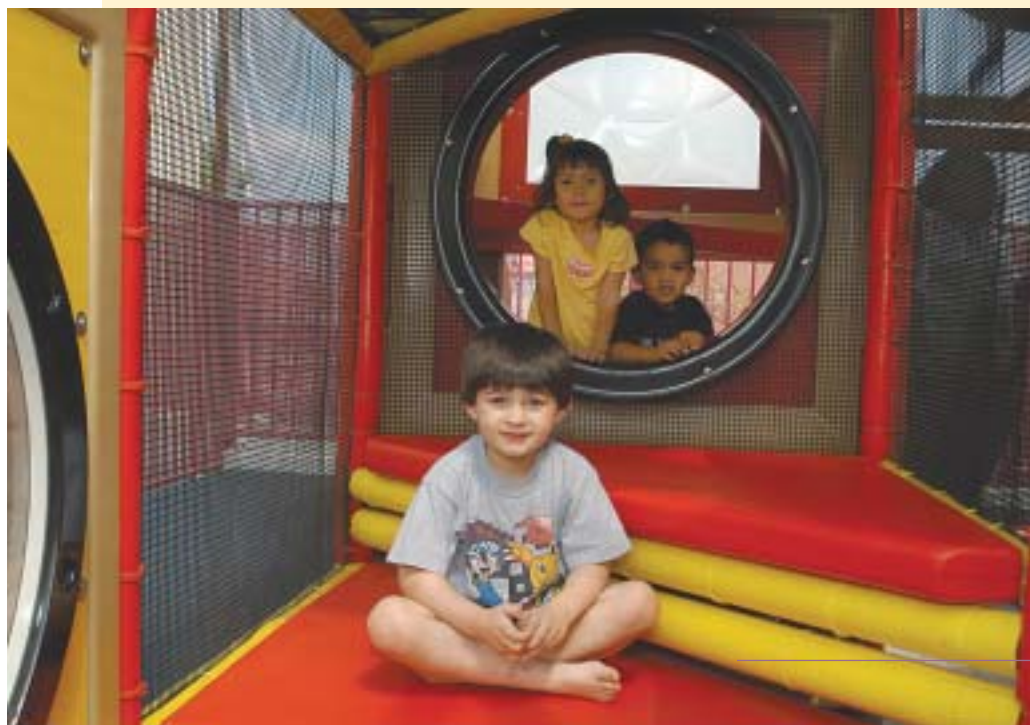
Of course, we simply could not have achieved so much without the generous involvement of our donors. Friends like the W.M. Keck Foundation, the Henry L. Guenther Foundation and the California Community Foundation have played a crucial role in expanding and enhancing our facilities. As a result, we will be able to safeguard high-quality health care to local families—regardless of their income level—long into the future.

W.M. Keck Foundation

Founded by William Myron Keck in 1954, the W.M. Keck Foundation’s giving programs include a special Southern California Program, which supports local civic, community, healthcare, education and arts organizations. Through this program, the foundation has made a generous \$500,000 grant toward the Center’s capital project—support that will have an enduring impact on our community’s health and well-being.

In recognition of the foundation’s involvement, the second floor of our new Children and Family Services Pavilion has been named The W.M. Keck Foundation Child Development Center. This 4,500-square-foot space accommodates high-quality child development services for up to 49 low-income infants and children each weekday. Three large, bright rooms—for infants, toddlers and

“...we simply could not have achieved so much without the generous involvement of our donors.”





a Healthy Start

preschoolers—provide a welcoming environment for young participants. An adjacent outdoor play yard with age-appropriate equipment offers opportunities for inner-city children to enjoy themselves in a safe space.

Henry L. Guenther Foundation

The Henry L. Guenther Foundation's purpose is to support nonprofit organizations that improve social conditions, promote human welfare, or alleviate pain and suffering. With such a broad mission, the foundation's board of directors has a great deal of latitude in deciding which projects to support. We are thus particularly grateful for their decision to provide a \$200,000 grant toward the Center's capital project. Their grant recognizes the importance of access to care in our region—and represents a vote of confidence in the Center's ability to meet local needs.

As a result of its generosity, the Henry L. Guenther Foundation is being honored through the naming of the Henry L. Guenther Foundation Pharmacy. At this on-site facility, the Center's patients are able to access the low-cost, high-quality medications they need to maintain health and manage chronic conditions. The pharmacy will play a crucial role in ensuring the well-being of our community for many years to come, thanks to the generosity of friends like the foundation.

California Community Foundation

Since its creation in 1915, the California Community Foundation has grown to become one of the largest community foundations in the nation. In partnership with its donors, the foundation today funds a wide variety of charitable organizations throughout Los Angeles—and has been a generous supporter of the Center's expansion project. Through a \$150,000 capital grant, the foundation is helping to ensure our community's well-being long into the future.

The second floor of the Center's reconfigured Medical and Dental Services Pavilion now houses The California Community Foundation Prenatal Center—named in honor of the foundation's gift. Here, expectant mothers access the care they need to give their babies a healthy start in life. Services include high-quality primary care, patient education, referrals for delivery and more. Following birth, mothers return for postpartum care for themselves—and well-baby care for their newborns.

The Center is extremely grateful to these foundations—and to our many other friends and partners—for their significant investments in the health and well-being of our region. Such extraordinary generosity will continue to make a positive difference for many years to come.

Thanks to the generous support of our donors, hundreds of children—and their families—will receive care in our newly expanded facilities over the years to come.

Leadership Profile

Kevin J. Rossi, MD.

Board Member

Kevin J. Rossi, M.D., regional chief of family medicine for Southern California Permanente Medical Group, has served on Eisner Pediatric & Family Medical Center's board of directors since 2001. Since that time, he has given his time generously—not only through board service, but also as a volunteer in our pediatric clinic.



His volunteerism, says Dr. Rossi, has given him a special insight into the Center's strengths, including highly personalized care. "Patients here don't just get treatment and leave," he explains. "Staff physicians and I take time to learn about each patient's life and needs." In the process, he points out, "I've learned that patients here share dreams and aspirations that are common to all Americans. They want a decent job and a safe place to live. They want to help their children get a good education." Care provided at the Center, Dr. Rossi explains, makes it possible for patients to remain healthy—so they can work to achieve such goals.

Introduced to the Center by Kaiser colleague Arthur Southam, M.D., Dr. Rossi is impressed by how the organization is run: "Great care," he notes, "is only possible in the context of a sound business model."

In fact, Dr. Rossi confesses, it was the administrative side of medicine that first interested him in the field: As a college student, he interned on Capital Hill under former Senator Alan Cranston, where he was assigned to work on health issues.

Through his board service, and his participation in our Corporate Responsibility & Compliance Committee, Dr. Rossi draws on his substantial expertise in direct care *and* medical administration. "I think it's useful to include the viewpoints of clinicians on the board," he says, "and—in providing that input—I've also found that, for me, it's been helpful to volunteer. It helps me understand the pulse of the place."

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

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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

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Capstone Council

As part of the final phase of its capital campaign, Eisner Pediatric & Family Medical Center has created a new fundraising group, known as the Capstone Council. Members of this prestigious volunteer group are already working hard to introduce additional community members and corporations to the Center, and to invite their participation in securing the future of care here.

Shown here (from left to right) are Carl E. Coan, the Center's president and chief executive officer, and Leslie Villavicencio, director of development, along with Capstone Council members Cynthia Patton, co-chair; Lisa Serwin; and Christina Siegel, co-chair. Not shown are Council members Jim Greene and Michael Horner.

To date, the Center has raised more than \$8.2 million in gifts and pledges toward its \$9-million campaign goal. "The work of the Capstone Council is particularly important at this time," notes Coan, "since gifts they secure in the months ahead will also help us qualify for \$300,000 in matching funds from the Weingart Foundation."

Please contact Leslie Villavicencio at (213) 746-1037, x3474, for more information.

UCLA Team

Assists in Developing Marketing Strategy

Faculty Advisor Bill Yust (far left)

with the UCLA graduate team

(from left to right): Karen Tong,

Allen Gerten, Lucy Ingle

and Rick Shuart



In January 2004, a team of graduate students from the UCLA Anderson School of Management began work on a plan to help Eisner Pediatric & Family Medical Center enhance its marketing and outreach efforts to local patients. To determine best strategies, the team conducted extensive research and interviewed numerous patients, staff and area community leaders.

In June, the team presented its findings and recommendations to the Center's senior management. The study ultimately covered not only outreach strategies, but customer service, customer relations, collaboration and more.

Senior managers at the Center are now reviewing information gathered through the study, with the goal of acting on recommendations in the coming months. We are very grateful to the UCLA team for its work, which will help us reach out to additional community members in need—and to further improve the patient experience here at the Center.

Parent-Child Home Program

Continued from page 3

on their children for the rest of their lives," she adds. "This program empowers parents to help their children succeed."

Seeds of change

Just 22 years old, Mark* is the single father of twin boys. The twins' mother, a substance abuser, is unable to care for them, and Mark—now the primary caregiver for his family—turned to the Center's Parent-Child Home Program for help.

"In the beginning, it was incredibly frustrating for him," recalls Winston. "The boys wouldn't listen to him, wouldn't sit down, wouldn't pay attention when he read them stories. Mark wanted to quit. I think he just didn't have faith in himself," she adds.

* Name and some details changed to protect client privacy.

However, program staff explained to Mark that, while it might be challenging to change his children's lives—and while it might take time—he *could* succeed. As a result of our staff's encouragement, Mark remains in the program a year later. He also attends weekly parenting education classes at the Center. And his sons' behavior and attention span have improved dramatically. "Now," says Winston, "he has hope."

With the help of the Parent-Child Home Program, parents like Mark are learning the skills they need to help their children be successful in school—and in life. "These parents have the desire and, ultimately, the ability to teach their children to love learning," says Winston. "The seeds are already there. We just have to water them and watch them grow."



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Operating Grants Awarded

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

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

Anonymous Foundation \$20,000

The California Endowment \$287,912

California Pizza Kitchen Foundation \$2,500

The California Wellness Foundation \$150,000

For All Kids Foundation \$15,000

Ella Fitzgerald Charitable Foundation \$7,500

K & R Foundation \$30,000

Kaiser Permanente \$25,000

L.A. Care Health Plan \$55,000

Northrop Grumman Charitable Giving Program \$10,000

The Rite Aid Foundation \$5,000

Tides Foundation \$50,000

L.A. Care Health Plan RENEWS Periodontal Funding

Thanks to a generous grant of \$100,000 from L.A. Care Health Plan, Eisner Pediatric & Family Medical Center was able to implement an important periodontal program last year.

Since then, the program has provided comprehensive services to more than 700 adults who lack other access to needed care.

To help ensure uninterrupted continuation of periodontal services in the months ahead, L.A. Care Health Plan has now announced renewed support in the amount of \$55,000 toward our program.

These funds will help provide periodontal screening, treatment and oral health education for hundreds of additional patients from our underserved community, during the year ahead. Oral health is a vital component of overall well-being, and untreated periodontal disease has been linked to diabetes, heart problems and premature birth. We are thus most grateful to L.A. Care Health Plan for their support—and for their ongoing dedication to our region's health.



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inner city healthy—
one child at a time.*



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