Fallbrook Regional Health District
Health & Wellness Center

CATALYST IS YOUR INTEGRATED HEALTH PARTNER

NOVEMBER 11, 2019
Catalyst Team Introductions

Debbie Jacobs
West Region Director
Project Executive

Sharon Conklin
Director of Operations
Operations Lead

Eric Morris
Strategist
Strategy Lead
Experience and Catalyst Advantage

Partner With You to Achieve Your Vision

How the Project Gets Done – A Case Study

Health and Wellness Imperative

Collaborative Approach

Questions and Discussion
Experience and Catalyst Advantage
Catalyst Brings an **Integrated Solution**

- Program Strategy and Operations
- Community Needs Assessment
- Analytics / R&D
- Financial Feasibility Analysis
- Functional/ Space Programming
- Implementation Planning & Execution

FreemanWhite

- Architecture / Design
- Master Planning
- Engineering
- Interior Design
- Schedule / Phasing

HASKELL

- Pre-Construction Services
- Cost Estimation
- Program Management
- Construction Management
- Design-Build

Single Source Solution

From system level business strategy to turn-key facility change, our broad range of services can be provided individually or fully integrated to meet your needs.
National Healthcare Experience Local Presence

EMORY HEALTHCARE
SOUTHWEST HEALTHCARE SYSTEM
Tampa General Hospital
BAPTIST MD Anderson Cancer Center
Grady
UC San Diego Health
SHARP
ESKENAZI HEALTH
CHOC Children's
CORONA REGIONAL MEDICAL CENTER
Scripps MD Anderson Cancer Center
Gene Upshaw Memorial Tahoe Forest Cancer Center
Intermountain Healthcare

127 Years in Business
$3 billion Completed Planning Projects
200+ Programming Related Projects
The Catalyst Team Advantage

- Integrated Healthcare Solution
- Communication & Transparency
- Strategic Financially Sound Solutions
- Voice of the Customer Informs Solutions
- Build Consensus
- Focus on Population Health & Wellness
- Data-Driven Decision Making
Health and Wellness Imperative
80/20 Rule: Impact of Social Determinants of Health

Socioeconomic Factors:
- Education
- Job Status
- Family/Social Support
- Income
- Community Safety

Physical Environment

Health Behaviors:
- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Sexual Activity

Health Care

SDOH Impact:
- 20 percent of a person's health and well-being is related to access to care and quality of services.
- The physical environment, social determinants and behavioral factors drive 80 percent of health outcomes.

Source: Institute for Clinical Systems Improvement: Taking Beyond Clinical Wraths: Solving Complex Problems, 2014; Graphic designed by ProMedica

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Fallbrook Regional HEALTH DISTRICT

CATALYST
Address **Health Drivers to Improve Overall Health**

- **Mortality**
- **Morbidity**
- **Life Expectancy**
- **Health Care Expenditures**
- **Health Status**
- **Functional Limitations**

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1. **Food Insecurity**
2. **Access to Care**
3. **Housing Issues**
4. **Physical Activity**
5. **Health Knowledge**
6. **Cultural Competency**
7. **Transportations**
8. **Insurance Issues**
9. **Stigma**
10. **Poverty**

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1. **Behavioral /Mental Health**
2. **Cardiovascular Disease**
3. **Obesity**
4. **Types 2 Diabetes**

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*2016 Kaiser Foundation CHNA Assessment (CHNA) conducted by the Kaiser Foundation Hospital San Diego, Hospital Association of San Diego and Imperial Counties, and Institute for Public Health. Order of priority*
Continuum of Community Services and Programs

Aging in Place

Mom & Early Childhood Programs

Financial & Physical Access to Healthcare

Adolescent Exercise Nutrition Stress Mgt

Cooking and Nutrition / Weight Management

Behavioral Health & Addiction

Healthy Aging

Chronic Disease Programs & Rehab

Fallbrook Regional Health District

Catalyst
Partner With You to Achieve Your Vision
FRHD Project Vision and Goals

Desire a partner to inform the strategic direction for current and future community needs enabling the Community Health & Wellness Center to encourage a lifetime of healthy living.

- Determine Community Program Needs
- Create Financial & Implementation Roadmap
- Build Enduring Partnerships
- Identify Resource Needs to Move from Current to Future State
- Execute Site and Facilities Planning

Fallbrook Regional Health District

Catalyst
Collaborating to Achieve Your Goals

FRHD EXECUTIVE SPONSOR
Howard Salmon

FRHD STEERING COMMITTEE
FRHD Board

FRHD PROJECT MANAGER
Rachel Mason

PROJECT TEAM
FRHD/Catalyst Project Leads

QUALITY ADVISOR
Michelle Mader

PROJECT EXECUTIVE
Debbie Jacobs

Sharon Conklin
Operations Technology User Experience

Eric Morris
Community Needs Resource Gaps Roadmap

Demi Alabi
Financial Feasibility Study

Michael Giddea
Project Architect Design OSHPD

Korla Kudjiku
Space Plan Facility Plan Cost Estimate

Mark Allnut
Construction Management

Fallbrook Regional Health District

CATALYST
Collaborative Approach
**How to Accomplish Your Goals**

**Keys to a Successful Project**

- Communication
- Transparency
- Consensus

<table>
<thead>
<tr>
<th>Key Work Steps / Milestones</th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
<th>Month 4</th>
<th>Month 5</th>
<th>Month 6 Forward</th>
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<td>Determine Community Program Needs</td>
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<td>Assess FRHD Organizational Capacity</td>
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<td>Identify Resource Needs to Move from Current to Future State</td>
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<td>Evaluate Financial Sustainability</td>
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<td>Create a Roadmap to the Future</td>
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<td>Facilities Planning</td>
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<td>Build Enduring Partnerships</td>
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Design and Construction
Determine Community Programming Needs

**Voice of the Community**
- Facilitate community focus groups
- In person interviews with stakeholders
- Online survey feedback

**Local Market Service Profile**
- Social service providers
- Current partners
- Input from community
- Review of existing directories

**Population Analytics**
- Demographics
- Socioeconomic factors
- Lifestyle categories
- Disease risk

**Emerging Trends & Innovations**
- San Diego Health Connect
- Smart Campus
- Artificial Intelligence
- Bioelectronic Medicine
Fallbrook Market Changing Demographics

- The service area is projected to grow by 4.9% over the next 5 years (1.0% CAGR)
- 2019 Population - 55k
- 5 Year Population Growth - 3K

Source: Truven
Understanding Your Market Profile

- 37% of households have income over $100k; 19% between $75K-$100k
- Service area residents are well educated >64% have some college education
- Ethnic distribution is primarily White (54%) and Hispanic (38%)
Population Lifestyles will Inform What, How and Where Residents Desire to Engage in Wellness Programs

**Traditional Times**
Small town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically 50’s+, these mid-scale Americans pursue an active lifestyle. Belong to country clubs and civic clubs.

![Traditional Times Image](image)

**New Melting Pot**
Populated by a blend of ethnically diverse, young families and singles. Big Music fans, indexing high as radio listeners and readers of music magazines.

![New Melting Pot Image](image)

**Toolbelt Traditionalists**
Have empty nests. If something needs to be fixed, they are likely to do the work themselves. Also frequent QVC and HSN shoppers.

![Toolbelt Traditionalists Image](image)

**Mayberry-ville**
Old fashioned way of life. In these small towns, upscale couples prefer outdoor activities like fishing and hunting during the day, and stay home and watch TV at night.

![Mayberry-ville Image](image)

**Pie Chart**
- Big Fish, Small Pond: 4%
- Country Squires: 6%
- Empty Nests: 3%
- Fast-Track Families: 7%
- Generation Web: 4%
- Gray Power: 5%
- Mayberry-ville: 12%
- Toolbelt Traditionalists: 11%
- Second City Generations: 3%
- New Melting Pot: 17%
- Traditional Times: 28%
Resource Gap to Move from Current to Future State

- People
- Physical Assets
- Leadership, Governance, Structure & Culture
- Alignment of Goals
- Knowledge/Capabilities
Facilities Planning Brings the Program to Life

Step One
Conceptual Design

Step Two
Phasing and Probable Cost

Step Three
Design & Construction Drawings

Construction
Financial Feasibility of the Program

- Proprietary Model
- Dashboard of Key Financial Metrics
- Inputs Include Revenue, Cost, Initial Investment and Timing Assumptions
- Test and Modify Programming Scenarios
- Evaluate Near- and Long-Term Financial Viability
Building **Sustainable Community Partnerships**

1. Establish Current State
2. Determine Program Opportunities
3. Evaluate New and Existing Partners
4. Establish Partnerships and Resources Required
5. Implement Programs and Interventions

Logos of various organizations involved in sustainability partnerships:
- Jeremiah's Ranch
- Boys & Girls Clubs of North County
- Fallbrook Citizens Crime Prevention Committee
- Community Health Systems Inc.
- Fallbrook Food Pantry
- MHS Mental Health Systems
- Fallbrook Senior Center
- Michelle's Place Cancer Resource Center
- Fallbrook Regional Health District
- PFCS
- Catalyst
Roadmap to Future State Vision

**Year 1**
- Strategic prioritization of capital investments
- Complete priority facilities projects
- Implement priority programs and services
- Enhance and build new community based partnerships

**Year 2**
- Completion of prioritized programs and services
- Solidify new community based organization partnerships
- Complete Year 2 facilities projects

**Year 3**
- FRHD positioned to achieve market strategies and needs of the community
- Complete Year 3 facilities projects
- Culture of operational performance excellence
Questions and Answers