



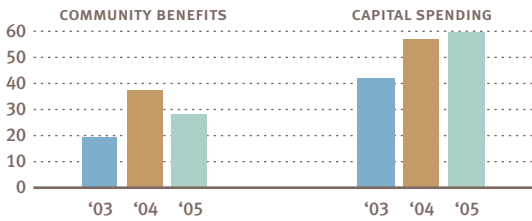
# *earning the trust* OF OUR NEIGHBORS

**OUR NEIGHBORS HAVE TRUSTED US WITH THEIR HEALTHCARE FOR NEARLY 100 YEARS.**

We take this trust very seriously. We know that our neighbors look to our hospital for more than just healthcare; they look to us to make investments that strengthen the community as a whole.

## community investment

[MILLION \$]



ACCESS TO HEALTH CARE SERVICES		
2003	2004	2005
<b>CANCER SCREENINGS</b>		
828	995	953
<b>DIABETES (GLUCOSE) SCREENINGS</b>		
140	1,248	995
<b>NUMBER OF VISITS TO OUR PARISH NURSE PROGRAM (IE. DEPRESSION SCREENINGS, COUNSELING, AND SUPPORT GROUPS)</b>		
9,233	8,760	10,967
<b>NUMBER OF VISITS TO OUR SENIOR HEALTH PROGRAMS (IE. HEART, VASCULAR AND OTHER HEALTH SCREENINGS, AND WELLNESS PROGRAMS)</b>		
30,491	38,033	42,489
<b>NUMBER OF VISITS TO OUR SCHOOL-BASED CLINICS</b>		
3,280	986	1,065
<b>NUMBER OF VISITS TO OUR COLLEGE-BASED CLINICS</b>		
9,170	9,299	8,255
<b>NUMBER OF RIDERS TRANSPORTED<sup>1</sup></b>		
42,385	29,010	23,720
<b>NUMBER OF VISITS TO OUR INFORMATION CENTER (IE. FREE ASSISTANCE WITH INSURANCE ENROLLMENT)</b>		
20,554	20,430	28,140

<sup>1</sup>The decline in riders is due to an increase in costs, including fuel, and a decrease in funding needed to sustain the program. We continue to seek funding for this program.

## INVESTING IN OUR COMMUNITY

Beyond standard hospital operations, WMMC provides free health education, screenings and transportation, charity care, low-cost wellness programs and other community services that help meet the needs and improve the quality of life in our neighborhood. These services are known as community benefits.

*In 2005, we invested a total of \$28.2 million in community benefits, \$20.8 million for low-income families (almost 50 percent of which was used to provide charity care) and \$7.4 million for free or low-cost services to the broader community.*

## ASSESSING THE NEEDS OF OUR COMMUNITY

Every three years, we conduct a community needs assessment that helps us understand how we can best serve our neighbors. In 2005 we held a community engagement session with some of our local partners and asked for their input on the most critical needs facing nearby residents. Using these and other sources of input, we developed a Community Investment Strategic Plan, establishing our priorities for 2006 and underscoring our commitment to social responsibility.

## IMPROVING ACCESS TO HEALTHCARE

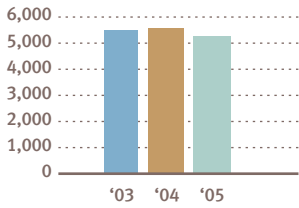
We want our neighbors to have easier access to preventive care and physicians so they can live healthier lives. Our local community includes many Medically Underserved Areas as designated by the federal government. So, one of our priorities is to attract and retain primary and specialty care physicians to better respond to the specific health needs of our community. In 2005 WMMC recruited 19 new primary care and 48 specialty care physicians to serve in our neighborhood.

In addition, we offer a number of free or low-cost programs and services that meet community needs, including:

- Medical screenings for cancer, diabetes, depression and heart and vascular disease;
- Health and lifestyle management education programs, classes and fairs. Some activities are held at WMMC and others at various locations in the community;
- School health centers that provide non-emergency health care and education to youth and children;
- Counseling and support groups offered at WMMC and in the community, such as the ones offered in partnership with QueensCare through our Parish Nurse Program at local churches;
- Free transportation to and from the hospital for people living in our neighborhood.

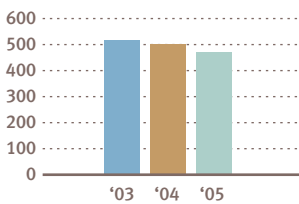
## employee volunteerism & giving

### [VOLUNTEER HOURS<sup>1</sup>]

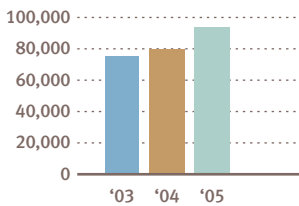


<sup>1</sup>The total hours volunteered is self-reported data, and includes personal volunteer hours and hospital-sponsored volunteer hours.

### [NUMBER OF EMPLOYEES GIVING]



### TOTAL EMPLOYEE GIVING [DOLLARS]



## EMPLOYEE VOLUNTEERISM AND GIVING

We are stepping up our efforts to encourage our employees to support the community through volunteerism and employee giving. For example in September 2005, a team of WMMC employees and physicians volunteered to help educate our neighbors about the health risks associated with childhood obesity, an important community need. On their own, they decided to set up a nutrition and wellness booth at the Mexican Independence Day Celebration to discuss obesity prevention and community resources with local families. The hospital is pleased to sponsor events like these and others by donating employee time or providing in-kind contributions.

## ENVIRONMENTAL STEWARDSHIP

A clean and healthy environment benefits everyone. White Memorial recognizes that environmental stewardship is a shared responsibility between the public, private, and not-for-profit sectors and individual citizens. We not only follow government regulations for environmental protection, but also strive to go beyond what is expected.

When designing our new specialty care tower, we incorporated many “green building” elements, including:

- Sustainable site planning, such as a water-efficient landscaping and irrigation system; preferred parking for carpools to encourage commuting; and a Healing Garden for relaxation;
- Energy-efficient medical equipment, lighting, HVAC system and high-performance insulation;
- Environmentally preferred paints, carpet and wood materials;
- Efficient utilization of space for staff and patients.

## Volunteering His Way to Success

Angel Pulido experienced many hardships during his childhood, from the death of his father when he was 8 to spending three weeks as a patient at WMMC for a rare lung fungus. The care he received at the hospital left a great impression on him.

Shortly after he recovered, Pulido found an opportunity to participate in a government-sponsored volunteer program at WMMC. He was just 14 at the time. During his volunteer time, he learned new skills and discovered his passion for helping others.

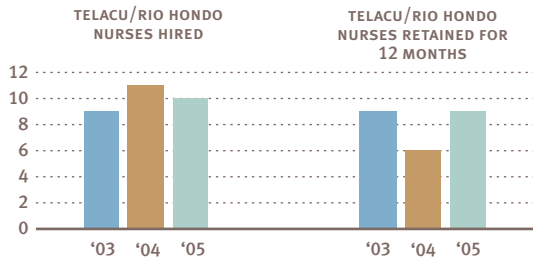
Two years later, Pulido was hired as a part-time file clerk at our hospital—a job he needed to help support his family.

During the past four years, Pulido has used the knowledge and skills he learned at WMMC to achieve many of his professional goals. And now, at age 20, he is the admitting coordinator for the Emergency Department, a position that includes supervising a team of 20 staff members.

“Angel is a mature and outstanding young man,” said Blanca Rojas, Admitting Manager and Pulido’s supervisor. “His desire to grow and his passion for excellence inspire us all.”

Angel loves the work he does, and values being part of an organization that cares about the community. “I try to represent the values of the hospital when I’m at work,” said Pulido. “I just want to give back to the community.”

## helping to build capacity



## Fulfilling Her Dream to Heal

Jazmin Martinez, RN, Cardiovascular Definitive Observation Unit, picked WMMC as her first-choice employer while she was still attending Rio Hondo College on a TELACU scholarship. This scholarship, sponsored by a UniHealth Foundation grant and supported by WMMC, provides assistance to community students interested in nursing careers.

“I was really impressed by the staff when I was here as a nursing student,” she said. “Everybody was willing to help, and the learning environment was great. I also did rotations at other hospitals, but I really liked White Memorial the best.” Martinez’s initial impressions of the staff have not changed. “My fellow employees are just as helpful today as they were when I was a student nurse,” she said.

Martinez often dreamed of a fulfilling career that would be focused on helping people. Becoming a nurse was the answer for Martinez, especially because she spends her day caring for patients. “I’m here for my patients,” she said.

And since Martinez is fluent in both English and Spanish, she is of particular help to White Memorial’s large number of Spanish-speaking patients and their families. “I reach out to family members so they know that I’m here to answer their questions and provide guidance on how to care for the patient when they’re ready to go home,” she explained.

“Nursing is what I want to do,” Martinez said. “After a day of work, I feel good because I know I have helped someone and made a difference in someone’s life.”

## HELPING TO BUILD CAPACITY IN OUR NEIGHBORHOOD

As the area’s largest private employer, one of our goals is to increase the number of local residents we hire for a variety of jobs. To achieve this, we are investing more in building the educational and professional capacity of our community through targeted programs. Some of our efforts include:

- WMMC teamed with an economic development agency, TELACU, to establish a nursing scholarship program, funded by the UniHealth Foundation through Rio Hondo Community College, for students from our community. To evaluate the impact of this investment, we look at how many nurses we hire from this program, and how many we are retaining as employees;
- Volunteers from our community are exposed to a diverse set of experiences and people at our hospital. We have witnessed many situations in which, through a volunteer experience, someone became inspired to pursue their own professional goals. Last year, our volunteers invested 18,500 hours at WMMC learning new skills, networking with hospital employees and giving back to their community;
- In 2006 we will embark on a community development project funded in part by a \$1 million grant from Bank of America. The project is designed to help local residents attain greater economic self-sufficiency;
- Local community leaders play a vital role in our community. We believe our engagement in the local chambers of commerce and other organizations is one way we can exchange knowledge and help to develop more leaders;
- The Rainbow Children’s Center at WMMC is a joint venture between the hospital and the Mexican-American Opportunity Foundation (MAOF). This quality child care center serves children from the community along with the sons and daughters of physicians, nurses and other hospital employees. The Rainbow Children’s Center has sliding fee scales to reduce the financial burden low-income families often face when paying for quality child care.

### Bank of America Grant

#### RECRUITMENT, OUTREACH AND ADVANCEMENT PROGRAM

WMMC has received a \$1 million grant from Bank of America, which will enable us to reach out to more youth in our neighborhood and provide them with the type of training they need to pursue careers at the hospital.

“We are pleased to partner with WMMC, an organization that shares our vision of fostering the economic strength, stability and excellence of local neighborhoods,” said Leticia Aguilar, President, Bank of America’s Los Angeles market.

In addition, we will mentor employees from the community, and provide them with both classroom training and on-the-job experience. Another component of the program will focus on developing entry-level employees from the community for supervisory and leadership positions at the hospital.