

Keck Medicine of USC

COMMUNITY

BENEFIT REPORT

2024





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WELCOME

Dear Colleagues,

We are excited to share the 2024 Community Benefits Report with you.

2024 was another momentous year for Keck Medicine of USC and the Keck School of Medicine of USC. In addition to progressing forward in our cutting-edge research and infrastructure projects, our organizations continued to be recognized nationally, obtaining honors in a wide array of categories for clinical innovations and our adherence to the highest quality and safety standards.

Across all initiatives, our one constant was our commitment to patient care — a commitment that we believe is essential to ensuring the long-term health and prosperity of our communities. Cultivating a community where physical and emotional wellness is at the heart of our mission. Moving forward, our goal is to strengthen and build upon our community connections so that we may promote and sustain innovation, compassion, and camaraderie.

In the following pages, you will learn about the clinical care, research, and education performed by Keck Medicine and the Keck School that benefitted our communities in 2024.

We thank you for your attention and support, and we look forward to continuing our limitless approach to care together.



Rod Hanners
Chief Executive Officer
Keck Medicine of USC

Keck Medicine
of **USC**



Marty Sargeant
Chief Executive Officer
Keck Medical Center of USC

Keck Medical
Center of **USC**
Keck Medicine of **USC**

ABOUT KECK HOSPITAL OF USC

Keck Medicine of USC

Keck Medicine of USC is the University of Southern California’s medical enterprise, one of only two university-based medical systems in the Los Angeles area. Keck Medicine combines academic excellence, world-class research, and state-of-the-art facilities to provide highly specialized care for some of the most acute patients in the country. Our internationally renowned physicians and scientists provide world-class patient care at Keck Hospital of USC, USC Norris Cancer Hospital, USC Verdugo Hills Hospital, USC Arcadia Hospital and more than 100 unique clinics in Los Angeles, Orange, Kern, Tulare, and Ventura counties.



Keck Hospital of USC

Keck Hospital of USC is a private, nonprofit, 401-bed acute care hospital. The hospital offers some of the most sophisticated technology available. Keck Hospital of USC provides innovative care for complex medical and surgical issues. Among the hospital’s advanced services are neuro-interventional radiology, minimally invasive cardiothoracic surgery, robotic surgery, and interventional cardiology. Surgical specialties include organ transplantation and neurosurgery, as well as cardiothoracic, bariatric, esophageal, orthopedic, and plastic and reconstructive surgeries.

In addition to patient care, Keck Hospital of USC is a site for clinical research, supporting patients participating in cutting edge clinical trials. Keck Hospital of USC is also strongly committed to education. As a member of the USC family, it is a teaching hospital, training residents and fellows in graduate medical education. Keck Hospital of USC is also a highly regarded clinical rotation site for local nursing and allied health programs.

Awards and Recognition

Keck Medical Center of USC, which includes Keck Hospital and USC Norris Cancer Hospital, is among the top 50 hospitals in the country in eight adult specialties (including cancer, cardiology, heart & vascular, ear, nose, & throat, gastroenterology & GI surgery, geriatrics, neurology & neurosurgery, rehabilitation, and urology), as well as the top three hospitals in metro Los Angeles and top 10 hospitals in California, according to U.S. News & World Report’s 2024-2025 Best Hospitals rankings. In addition, Keck Hospital earned a 5-star quality rating (the highest possible) from the Centers for Medicare and Medicaid Services quality star rating report for the second year in a row (2023 and 2024).

Other highlights include:

- In Fall 2024, Keck Hospital of USC earned an “A” Hospital Safety Grade from The Leapfrog Group, an independent national nonprofit watchdog focused on patient safety. This is the ninth “A” grade the hospital has received since 2019, placing the hospital among the safest in the nation.
- U.S. News & World Report rated Keck Medical Center of USC “High Performing” (the highest rating possible) in 18 common procedures and conditions that were evaluated nationally, including heart bypass surgery, colon cancer surgery, back surgery (spinal fusion), and stroke.
- Since 2015, The Human Rights Campaign (HRC) Foundation, the educational arm of the nation’s largest LGBTQ+ civil rights organization, has designated Keck Medical Center of USC as LGBTQ+ Health Care Equity Leaders.
- In 2024, the American Heart Association recognized Keck Hospital of USC with Get With The Guidelines Stroke Silver Plus award for Type 2 Diabetes, Get With The Guidelines Heart Failure Gold Plus award for Heart Failure and Type 2 Diabetes, and Get With The Guidelines Resuscitation Gold-Adult award.



- Keck Medicine of USC earned 14 awards in 2024, from the Los Angeles Chapter of the Public Relation Society of American (PRSA-LA), including awards of excellence for Diversity, Equity, and Inclusion, Corporate/ Business, , Internal Communications/Employee Relations, and Multicultural Communications.
- In 2024, Keck Hospital of USC received the Bernard A. Birnbaum, MD, Quality Leadership award, by Vizient, Inc., which distinguished Keck Hospital as one of the top 14 out of 115 comprehensive academic medical centers nationally and awarded a five- star rating for The Vizient Quality and Accountability Study, which evaluates hospitals for safety, mortality, effectiveness, efficiency, patient centeredness, and equity of care.

MISSION

- We strive to be the trusted leader in quality health care that is personalized, compassionate and innovative.
- We stand for empowerment, integrity, respect, collegiality, and vitality.
- We commit to authenticity.
- We commit to excellence in clinical care, teaching, and research.
- You can count on us to be fully present in the delivery of uncompromising health care.

VALUES

- We deliver quality health care through uncompromised service excellence.
- We show compassion while building positive relationships with our colleagues, our patients and their families.
- We contribute to innovation through collegial collaboration.
- We are empowered to improve the performance of the organization.
- We have integrity and are accountable to the highest professional standards.
- We demonstrate respect for our environment by our demeanor, actions, and personal appearance.
- We demonstrate vitality by being fully present and engaging others.
- We are responsible for authentic communication with our colleagues, our patients and their families.
- We provide a private, safe and secure environment.
- We commit to personalizing the “KNOWN” Service Standards™
Kind greeting – Notice needs – Own it – Wow them – Next steps

GOVERNANCE

USC Health System Board

The USC Health System Board provides strategic oversight and governance over Keck Medicine of USC and all clinical care activities at USC, allowing for agility in what is often a rapidly changing health care environment. Leonard D. Schaeffer serves as chairman, and Amy A. Ross, PhD, serves as vice chair of the USC Health System Board. Both Schaeffer and Ross also serve as USC Board of Trustee members. Below is a complete list of USC Health System Board members.

Carol L. Folt, PhD
Rod Hanners
Gerald Hickson, MD
John Kusmiersky, JD
Carolyn Meltzer, MD
William (Tres) Petmecky
Amy A. Ross, PhD
Paul B. Rothman, MD
Leonard D. Schaeffer
Steven D. Shapiro, MD
William E.B. Siart

Keck Hospital of USC and USC Norris Cancer Hospital Governing Board

The Keck Hospital of USC and USC Norris Cancer Hospital Governing Board provides organizational leadership for community benefit. The Board functions as an oversight and policy-making body for the hospital’s community benefit commitments, efforts, and strategic attention to community needs. The Board has accountability for the hospital’s community benefit performance. Below is a complete list of Governing Board members.

Rod Hanners	David Peng, MD
Eric Brink	Marty Sargeant
Tammy Capretta	Steven Siegel, MD
Michael Gallagher	Vaughn Starnes, MD
Stephanie Hall, MD	Annette Sy
Caryn Lerman, MD	Mark Todd
Donald Longjohn	Fred Weaver, MD
Holly Muir, MD	

CARING FOR OUR COMMUNITY

Keck Hospital of USC recognizes its obligation to provide community service above and beyond its role as a healing facility.

This report demonstrates tangible ways in which Keck Hospital of USC fulfils its mission to improve the health and wellbeing of our community and provide personalized, compassionate, and innovative health care. Keck Hospital of USC provides financial assistance to those in the community who cannot afford services or whose health insurance does not cover all services rendered. Keck Hospital of USC also invests in the community to increase access to health care services and improve health.

Service Area Description

USC Norris Cancer Hospital is located east of downtown Los Angeles on the USC Health Sciences Campus at 1441 Eastlake Avenue, Los Angeles, California 90033. USC Norris Cancer Hospital is in the Boyle Heights neighborhood of Los Angeles in LA County Service Planning Area (SPA) 4. The hospital draws primarily adult patients regionally from Southern California, with a primary service area of Los Angeles County, California.

The map portrays the community, ZIP Code boundaries, Service Planning Area (SPA 1-8) boundaries, and the location of USC Norris Cancer Hospital.

- 1 Lancaster, Quartz Hill, Palmdale
- 2 Santa Clarita, Burbank, Glendale
- 3 Pasadena, El Monte, West Covina, Pomona
- 4 Los Angeles

- 5 Bel Air, Beverly Hills, Brentwood, Culver City, Ladera, Malibu, Mar Vista, Marina del Rey, Pacific Palisades, Palms, Playa del Rey, Santa Monica, Venice, West LA, Westchester, and Westwood.
- 6 Athens, Compton, Crenshaw, Florence, Hyde Park, Lynwood, Paramount, and Watts.
- 7 East Los Angeles, Downey, Norwalk
- 8 Inglewood, Torrance, Long Beach.



Community Snapshot

This section presents demographic and socioeconomic characteristics of the people living in the hospital’s primary service area.

In 2023, the population of Los Angeles County was 9,663,345. Children and youth (0 to 18 years of age) comprised 21.7% of the population, 16.2% were seniors (65 years of age and older), and 62.1% were adults (19 to 64 years of age).

A higher percentage of the population identified as Hispanic or Latino and Black/African American than in the state. A lower percentage identified as White. Los Angeles County also had a higher percentage of the population with Limited English Proficiency (LEP).

Los Angeles County also had proportionately more people living in poverty and without a high school diploma.

In 2023, more than 9.0% of the county’s population was uninsured, compared to 7.4% in California.

Demographic and Socioeconomic Characteristics, 2023

DEMOGRAPHICS	LOS ANGELES COUNTY	CALIFORNIA
Total Population	9,663,345	38,965,193
GENDER		
PERCENT		
Female	50.1%	50.5%
Male	49.9%	49.5%
AGE		
PERCENT		
Children (<18 years)	21.7%	20.2%
Older Adults (>65 years)	16.2%	15.7%
RACE		
PERCENT		
White alone	69.6%	70.4%
Black alone	9.0%	6.5%
American Indian and Alaska Native alone	1.5%	1.7%
Asian alone	16.0%	16.5%
Native Hawaiian and Other Pacific Islander alone	0.4%	0.5%
Two or More Races	3.4%	4.3%
ETHNICITY		
PERCENT		
Hispanic or Latino	48.6%	40.4%
POPULATION CHARACTERISTICS AND SOCIOECONOMIC INDICATORS		
EDUCATION AND INCOME		
PERCENT		
Adults with a High School Diploma	80.7%	84.6%
Persons in Poverty (Below 100% FPL)	13.7%	12.1%
OTHER SOCIAL AND ECONOMIC FACTORS		
PERCENT		
Population with any Disability	6.9%	7.3%
Population with Limited English Proficiency	22.9%	17.1%
Persons without Health Insurance (under age 65)	9.4%	7.4%

Source: U.S. Census Bureau, American Community Survey, 2023.



COMMUNITY HEALTH NEEDS ASSESSMENT

Keck Hospital of USC completed a Community Health Needs Assessment (CHNA) in 2022, as required by state and federal law. The CHNA is used by the hospital to inform its community benefit plan, which outlines how it will address significant community health needs. The CHNA incorporated community input and analysis of secondary data focused on the health and social needs of the service area.



COMMUNITY HEALTH NEEDS ASSESSMENT

The CHNA examined up-to-date data sources for the service area to assess community demographics, social determinants of health, access to health care, maternal and infant health, leading causes of death, disease and disability, COVID-19, health behaviors, mental health, substance use and misuse, and preventive practices. When possible, community health indicators were compared to Healthy People 2030 objectives.

Interviews gathered information and opinions from people who represent the broad interests of the community served by the hospital. Thirteen (13) interviews were completed during January and February 2022. Interviewees included individuals who are leaders and/or representatives of medically underserved, low-income, and minority populations. Staff from the Los Angeles County Department of Public Health and from other local organizations with information about community health needs participated in the process.

Significant Health Needs

Significant health needs were identified based on secondary data that helped establish the size of the problem (relative portion of population experiencing the problem) and the seriousness of the problem (impacts at individual, family, and community levels). That analysis yielded a preliminary list of significant health needs, which then informed the analysis of learnings from community input. That primary data collection process was designed to validate secondary data findings, identify additional community issues, solicit information regarding health disparities experienced by subpopulations, inventory community assets to address needs, and discover resource gaps. The identified significant needs were (in alphabetical order):

- Access to health care
- Cancer (screening, early detection, and treatment)
- Chronic diseases
- COVID-19
- Economic insecurity
- Food insecurity
- Housing and homelessness
- Mental health
- Overweight and obesity
- Preventive practices
- Sexually transmitted infections and HIV/AIDS
- Substance use
- Violence and injury

These needs then were prioritized with input from the community. Community stakeholders were asked to rank order the health needs according to highest level of importance in the community.

On that basis, access to care, mental health, cancer, overweight and obesity, and COVID-19 were ranked as the top five priority needs in the service area.

The complete CHNA report can be accessed at **Community Benefit and Outreach - Keck Medicine of USC**. Keck Medicine welcomes feedback on the Community Health Needs Assessment and Implementation Strategy. Feedback can be sent to: BenefitandOutreach@med.usc.edu.



ACCESS TO CARE, MENTAL HEALTH, CANCER, OVERWEIGHT AND OBESITY, AND COVID-19 WERE RANKED AS THE TOP FIVE PRIORITY NEEDS IN THE SERVICE AREA.



2nd Annual Community Health Fair hosted by the La Voz employee resource group (ERG), in celebration of Latinx Heritage Month – Fall 2024



ADDRESSING PRIORITY HEALTH NEEDS

In FY24, Keck Hospital of USC engaged in activities and programs that addressed the priority health needs identified in the 2022 CHNA and the FY23-FY25 Implementation Strategy. Keck Hospital of USC has committed to community benefit efforts that address **chronic diseases, food insecurity, mental health, and preventive practices**. Selected activities and programs designed to help address these priority health needs are summarized below.

ADDRESSING PRIORITY HEALTH NEEDS

CHRONIC DISEASES

Goal: Reduce the impact of chronic diseases and increase the focus on chronic disease prevention and treatment education.

Offer Community Health Education

Sponsored and actively participated in the Proyecto Pastoral Annual Women’s Conference, which welcomed an audience of 300 attendees. Played a key role in organizing and delivering a series of lectures, presentations, and interactive workshops aimed at promoting women’s empowerment, health, and wellness. Addressed critical topics such as combating mental health stigma and shame, exploring spirituality as a tool for personal growth, and providing guidance on financial assistance programs.

Additionally, offered direct support and guidance to individuals navigating the Medi-Cal coverage renewal process, ensuring continued access to essential healthcare services. Through these efforts, contributed to fostering a supportive and informed community where women feel empowered to take charge of their well-being and financial stability.

Los Angeles Heart & Stroke Walk

In collaboration with the American Heart Association, actively supported and participated in the Los Angeles Heart & Stroke Walk on October 27, 2024. This impactful community event aimed to raise awareness about cardiovascular health, stroke prevention, and the importance of leading a heart-healthy lifestyle. Contributed to the event by providing essential services, including free blood pressure screenings and educational resources, helping participants understand risk factors and preventive measures.

Engaged with the community by walking alongside participants, fostering a spirit of unity and encouragement in the fight against heart disease and stroke. Additionally, played a key role in fundraising efforts to support critical research and medical advancements. The event saw an impressive turnout, with a total of 3,638 participants, including 311 dedicated walkers from Keck Medicine of USC. Through

these collective efforts, Keck Medicine of USC made a meaningful impact, raising over \$24,500 to further research, advocacy, and healthcare initiatives aimed at improving heart health and preventing strokes.

Provide Education to Community Members and Primary Care Providers on Cardiac Disease and Stroke Prevention

In partnership with the American Heart Association, played a key role in providing community health education classes focused on heart disease and stroke prevention, as well as chronic disease management. These educational initiatives aimed to empower individuals with the knowledge and tools needed to improve their cardiovascular health and overall well-being.

As part of these efforts, worked closely with Federally Qualified Health Centers (FQHCs) to expand access to life-saving skills and resources. Through community outreach, a total of 184,000 people across Greater Los Angeles received Hands-Only CPR training, equipping them with the ability to respond effectively in emergency situations.

Additionally, 37 FQHCs participated in an initiative to provide patients with blood pressure monitoring equipment, ensuring better management of hypertension and reducing the risk of heart disease and stroke within underserved communities.

Provide Chronic Disease Support Group

Keck Medicine of USC is a proud supporter of the highly regarded USC Street Medicine program, which is dedicated to advancing healthcare and social justice for the unhoused community in Los Angeles. Through an interdisciplinary approach, USC Street Medicine integrates medical care, social services, and research to address the unique challenges faced by individuals experiencing homelessness.

A team of medical and healthcare professionals meets patients where they are, providing essential care directly in their lived environments. In collaboration with the Keck School of Medicine of USC and the California Street Medicine Collaborative, the program has achieved significant impact, including a 75% reduction in hospital admissions, a decrease in the average hospital stay from 12 days to 7.9 days, and the successful housing of 42% of patients within a year of their first “office visit” on the street.

Foster EnvironmentS for LGBTQ Community Members Facing Chronic Diseases

In collaboration with the Latino Equality Alliance and the Los Angeles LGBT Center, Keck Medicine proudly took part in the Calavera LGBTQ Festival at Mi Centro, an important LGBTQ community center in Los Angeles. This event served as a vibrant gathering for the LGBTQ community, providing a platform for celebration, support, and education. Keck Medicine played a significant role by offering comprehensive health education on a range of essential topics, including tobacco cessation, substance use prevention, harm reduction strategies, and gender-affirming care.

Through interactive workshops, presentations, and one-on-one conversations, Keck Medicine worked to raise awareness about these critical health issues, aiming to improve the well-being of individuals in the LGBTQ community. The festival drew over 500 community members, all of whom had the opportunity to access valuable resources, receive expert guidance, and gain a deeper understanding of health topics that directly impact their lives. This event highlighted the importance of community engagement, education, and the commitment to providing inclusive healthcare services to underserved populations.

The SoCal LGBTQIA+ Health Conference

The SoCal LGBTQIA+ Health Conference provided a dynamic platform featuring a variety of speakers, workshops, and panel discussions all aimed at promoting inclusivity, equity, and understanding within the healthcare environment. Held at the Kaiser Permanente Bernard J. Tyson School of Medicine, the conference focused on addressing the unique healthcare challenges faced by the LGBTQIA+ community while exploring strategies for creating a more welcoming and supportive healthcare system.

Throughout the event, attendees were engaged in thoughtful discussions, interactive sessions, and presentations led by experts in LGBTQIA+ health, all designed to expand knowledge, raise awareness, and foster a deeper understanding of how healthcare professionals can best serve this diverse community. The conference successfully brought together 300 community members, including healthcare providers, advocates, and individuals from the LGBTQIA+ community, all committed to making meaningful progress toward greater inclusivity and equitable care for everyone.

LifeCycle SoCal Expo

Hosted a health education table at the LifeCycle SoCal Expo, where we had the opportunity to share vital information and resources about gender-affirming care services. This initiative, in collaboration with the Los Angeles LGBT Center, aimed to provide the LGBTQ community with access to inclusive and supportive healthcare resources. At the table, attendees were able to learn about the importance of gender-affirming care and how it contributes to overall health and well-being.

The event attracted 250 community members, offering them the chance to ask questions, receive personalized guidance, and engage with healthcare professionals dedicated to fostering an understanding of gender-affirming practices. This collaboration underscored our commitment to improving healthcare access and providing essential support for the LGBTQ community in a welcoming and informative environment.

FOOD INSECURITY

Goal: Reduce the impact of food insecurity in the local community in collaboration with nonprofits.

Address Food Access and Affordability

In partnership with the American Heart Association, eligible community members, USC students, and employees were given the opportunity to receive \$10 tokens to redeem for fresh fruits and vegetables at the weekly A Tu Salud produce stand. This initiative aimed to support healthy eating and provide access to nutritious food in the local community. The stand was held at the Hazard Park Recreation Center, serving as a vital resource for those seeking to improve their diet and overall health.

A total of 132 participants took advantage of this program, with 1,685 tokens distributed over the course of the initiative. This enabled individuals and families to choose from a variety of fresh produce, further supporting their efforts to make healthier food choices. Throughout the program, an impressive 4,753 pounds of fruits and vegetables were distributed, highlighting the significant impact of this partnership in promoting better health and wellness within the community. This ongoing effort underscores our commitment to providing resources that improve access to healthy food and encourage positive lifestyle changes.

ADDRESSING PRIORITY HEALTH NEEDS

Provide fresh fruits and vegetables for the local community and donate fruits and vegetables to families in need

In collaboration with the American Heart Association and Lincoln High School, students from the Boyle Heights neighborhood had the opportunity to gain hands-on experience in farming practices, nutrition, business, and management skills. Through the Teaching Gardens Farmers Market, they learned how to increase access to healthy food in communities known as food deserts. The initiative served 500 families, providing them with fresh produce and valuable knowledge on sustainable farming and nutrition. In total, 16,756 pounds of produce were distributed, significantly contributing to improving food accessibility in the area.

Support food security measures in East LA neighborhoods

Each week, fresh produce and hot meals were provided to individuals and families in need through the Weingart YMCA food distribution. In addition to offering nutritious food, community members received health education tailored to their language preferences, covering important topics like hypertension management and proper storage of fresh produce at home. To further assist, older adults were given grocery carts to help transport their groceries, as many residents walk to the distribution site. Held at the Weingart East Los Angeles YMCA, the program served approximately 1,200 families each month.

As part of this initiative, 100 grocery carts were distributed to help ease transportation challenges, and more than 1.7 million pounds of produce were infused into the community, greatly improving access to healthy food for local families.

MENTAL HEALTH

Goal: Increase access to mental health care resources, services, and education. Decrease the stigma associated with seeking mental health care.

Keck USC’s Commitment to Advancing Care for the Unhoused with USC Street Medicine

Homelessness remains one of Los Angeles’ most pressing crises, with thousands of individuals facing daily challenges that impact their physical, mental, and emotional well-being. Addressing these hardships requires more than just medical intervention—it demands a holistic, community-based approach. Keck Hospital of USC proudly supports the highly regarded USC Street Medicine program, an initiative dedicated to delivering compassionate, on-the-ground healthcare to the city’s unhoused population.

A Comprehensive Approach to Street Medicine

USC Street Medicine operates with the belief that healthcare should meet people where they are—both physically and emotionally. The program brings together an interdisciplinary team of medical professionals, social service providers, and researchers to deliver tailored care in the streets, encampments, and shelters where their patients reside. This model not only ensures that medical needs are met but also fosters trust and stability in a community often overlooked by traditional healthcare systems.

The impact of USC Street Medicine is both measurable and profound:

A 75% reduction in hospital admissions among the program’s patients, easing the strain on emergency services.

A decrease in the average hospital stay from 12 days to 7.9 days, demonstrating improved patient outcomes and more effective treatment strategies.

42% of program participants secured housing within a year of their first “office visit”—which takes place on the street, rather than in a traditional clinic setting.

Beyond Medical Care: Addressing the Root Causes of Homelessness

USC Street Medicine doesn’t just treat symptoms; it seeks to address the underlying social determinants of health, including access to stable housing, mental health support, and substance use treatment. By combining medical care with advocacy and research, the program plays a crucial role in shaping policies that promote equity and justice for Los Angeles’ unhoused population.

Keck USC’s continued support of this initiative underscores a broader commitment to healthcare innovation and social responsibility. Through USC Street Medicine, the university is not only changing individual lives but also reimagining how healthcare can be delivered to those who need it most.

Supporting Proyecto Pastoral and Community Wellness

As part of its commitment to community health, we partnered with Proyecto Pastoral, a nonprofit organization dedicated to social change and empowerment. Through this partnership, Keck Medicine of USC has supported key initiatives, like their Annual Proyecto Pastoral Women’s Conference, which promotes health, wellness, and women’s empowerment. The event covers critical topics such as educational lectures and workshops addressing stigma around mental health, pathways to wellness, and financial literacy. An estimated 300 community members attended the event.

Ensure that the (LGBTQ) community members facing mental health challenges receive equitable and inclusive care.

The TransLatin@ Coalition (TTLC) and Keck School of Medicine of USC collaborated to create a cutting-edge Gender Affirming Care Program for transgender, transsexual, gender-diverse, and intersex (TGI) individuals. This program aims to enhance access to culturally competent and sensitive healthcare, daily food distribution, transitional housing, and comprehensive case management services. Through this initiative, approximately 5,000 community members in Los Angeles are served annually, improving their access to essential resources and support.

PREVENTATIVE CARE

Goal: Improve community health through preventive practices.

Bringing Healthcare Directly to the Community

In 2024, Keck Medicine actively engaged with the community through various health events, providing essential education and services to improve overall well-being. Notable highlights include:

The Healthy Neighborhood Resource Fair

The Annual La Voz Community Health Fair

Through these initiatives, over 500 community members received free health screenings, educational resources, and personalized health information, helping to promote early detection and prevention of chronic conditions.

Keck Medicine of USC remains committed to expanding access to quality healthcare and empowering individuals with the knowledge and tools to lead healthier lives. By continuing to collaborate with local organizations and host impactful events, Keck Medicine strengthens its mission of improving community health and wellness.

Keck USC proudly sponsored and played an active role in the AIDS Walk Los Angeles,

an annual event benefiting APLA Health, with a focus on improving healthcare access for LGBTQ community members. This significant event, organized by AIDS Walk LA in partnership with APLA Health, brought together an impressive 10,000 participants, including the Keck Pride Team, to raise awareness, foster community engagement, and support vital HIV/AIDS services.

As a key sponsor, Keck USC not only contributed financial support but also participated in the walk, demonstrating a strong commitment to addressing health disparities and supporting the LGBTQ community. Through our involvement, we helped raise crucial funds that directly benefit individuals living with HIV/AIDS, ensuring they receive the necessary medical care, resources, and services. The event also served as an opportunity to raise awareness about ongoing challenges and promote a sense of unity and advocacy for those affected by the disease.



COLLABORATION AND COMMUNITY ENGAGEMENT

Keck Hospital of USC collaborates with community non-profit organizations and affiliated USC organizations whose programs align with the strategic priorities identified in the hospital's Community Health Needs Assessment and Implementation Strategy.



COLLABORATION AND COMMUNITY ENGAGEMENT

In FY24, Keck Hospital of USC collaborated with the following organizations to offer programming and services and/or provide financial and in-kind support:

- AIDS/Lifecycle (ALC)
- American Heart Association
- APLA Health
- Clinica Romero
- Crenshaw Family YMCA
- LA Urban League
- La Voz Community Health Fair
- Latino Equality Alliance
- Partners in Care Foundation
- Proyecto Pastoral
- TransLatin@Coalition
- Weingart East LA YMCA
- National Association of Hispanic Nurses

Keck Hospital of USC also hosts, sponsors, and participates in a variety of initiatives to promote health and wellbeing and community engagement. Several of these initiatives are described below.

Annual Adopt a Family Program

Keck Medicine of USC departments adopted 21 families from Santa Teresita Elementary School and Hazard Park Recreation Center, both in the Boyle Heights neighborhood, to provide material support and to foster a sense of community, unity, and shared responsibility during the holiday season.

Keck Medicine of USC’s Toy Drive

Keck Medicine of USC demonstrated its commitment to community well-being by hosting a health system-wide toy drive. The initiative garnered overwhelming support from employees, resulting in the collection of approximately 700 toys. These generous donations aimed to bring joy and comfort to various recipients, including those affiliated with the Hazard Park Recreation Center, Oscar Clinica Romero Marengo and Alvarado Clinics, and the Evergreen Early Education Center.

USC Good Neighbors Campaign

USC Good Neighbors grants provide financial support to university-community partnerships involving collaboration between USC faculty and staff and local nonprofit organizations that have an impact on the surrounding neighborhoods.

USC FACULTY AND STAFF DONATED OVER \$76,000 TO SUPPORT 54 COMMUNITY ORGANIZATIONS AIDING OVER 52,000 FAMILIES (2024-2025).

Some of the funded partner programs include:

- 24th Street Theatre
- Neighborhood Music School
- 32nd Street/LAUSD USC Visual & Performing Arts
- F.B. Alliance
- Vermont Avenue Elementary School
- LA Commons
- Redeemer Community Partnership
- Building Skills Partnership
- PUENTE Learning Center
- The Jester & Pharley Phund
- Boys & Girls Club of West San Gabriel Valley and Eastside

Please visit 2024-2025-grantees for a full list of grantees.

Sustainability Program

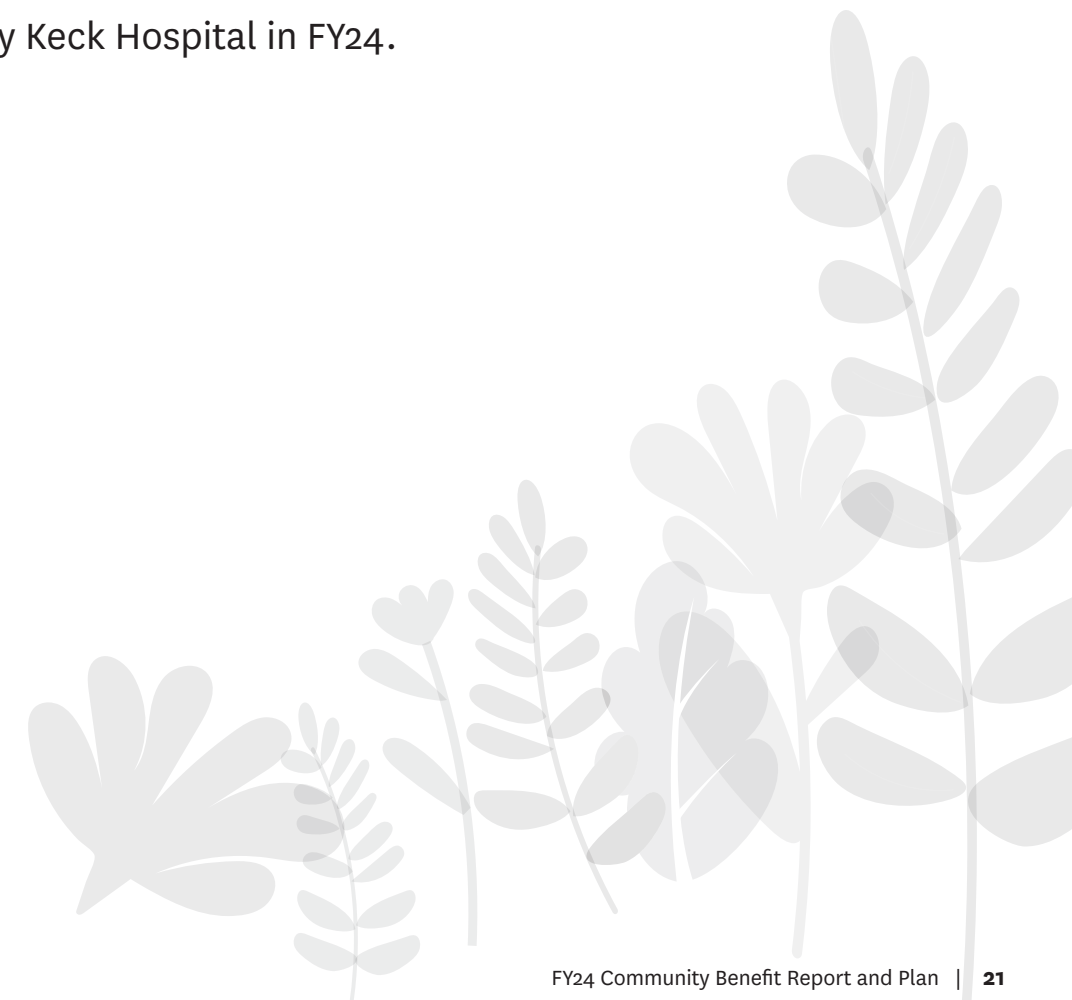
Keck Medical Center of USC is committed to sustainability efforts and has been recognized in recent years for water, food, and energy conservation and waste reduction. These efforts include a variety of projects across the system including retrofitting all lighting to utilize LEDs, installing electronic vehicle (EV) chargers in parking lots and structures, utilizing sustainable food products (organic, locally grown produce), eliminating single-use plastic bottles and utensils, and collecting and reprocessing single-use medical devices used in patient care.





OTHER COMMUNITY BENEFITS

As described on the following pages, Keck Hospital of USC provides a variety of other community benefits. See “Economic Value of Community Benefits” on page 29 for net community benefit expenses incurred by Keck Hospital in FY24.



OTHER COMMUNITY BENEFITS

Financial Assistance

Keck Medicine of USC provides compassionate, quality care to everyone regardless of their ability to pay. The Financial Assistance Program makes medically necessary services available to community members, including people who don't have health insurance and can't pay their hospital bill and patients who have insurance but are unable to pay the portion of costs not covered by insurance.

Unpaid Cost of Medi-Cal and other Government-Sponsored Means-Tested Health Care

Keck Medicine of USC incurs losses in providing access to health care for Medi-Cal patients and low-income individuals participating in other government sponsored programs. These shortfalls are counted as community benefit because they improve access to care for individuals who are underinsured and cannot afford to pay for services.

Patient Assistance Drug Program

Keck Medicine of USC assists patients in finding financial assistance for hospital administered drugs that are not covered by their insurer or otherwise provided free of charge. Manufacturers offer free drugs to patients whose insurer does not offer coverage to certain high-cost treatments if the patient meets manufacturer specific strict criteria related to a patient's clinicals and financials.

EFFORTS IN FY24 ALLOWED THE HOSPITAL TO OBTAIN OVER \$4,000,000 IN FREE DRUG ASSISTANCE FOR PATIENTS WHO MEET THESE CRITERIA.

340B Drug Pricing Program

Keck Hospital of USC and USC Norris Cancer Hospital are eligible to participate in the 340B program because the hospitals provide care to a disproportionate share of low-income Medicare and Medi-Cal (Medicaid) patients. The savings gained through our participation in the 340B program help fund vital medical services and care for low-income, underinsured, or uninsured patients in the community; health education; community benefit operations; and other programs. The cost of prescription medications — in particular oncology medications for patients diagnosed with cancer — can be a source of financial strain for many patients, especially for those from low-income households. The savings also help Keck Medicine of USC extend access to specialized oncology services throughout Southern California.

Cash and In-Kind Donations

Keck Hospital of USC supports non-profit community groups and local organizations with funds and in-kind donations that enable them to provide community benefits. Some of the community partners that received donations included:

- AIDS/LifeCycle
- Community Partners for Latino Equality Alliance
- APLA Health
- Proyecto Pastoral
- TransLatin@Coalition
- Weingart East LA YMCA



AIDS/LifeCycle 2024 (@corneliusjonesjr)

Community Building Activities

Community Building Activities improve health and wellbeing by enhancing social and economic conditions. These activities help address root causes of health problems or the determinants of health, such as education, homelessness, poverty, neighborhood conditions, and the environment.

Workforce development is an important community building objective. Keck Hospital of USC participated in and supported community programs that encouraged careers in the health professions, including:

- **National Medical Fellowship** – provides financial assistance to Black, Indigenous, and People of Color (BIPOC) students.
- **National Association of Hispanic Nurses** – ensures high quality health care delivery to Hispanic communities and promotes professional excellence among bilingual and bicultural nurses.
- **LA Urban League's Annual Gala** – promotes economic empowerment through education, job training, housing and community development, workforce development, entrepreneurship, health, and quality of life.
- **LGBTQ Youth Scholarship** – provides opportunities to LGBTQ students who are pursuing health care careers. This scholarship is provided in partnership with the Latino Equality Alliance and Keck Medicine of USC.
- **Health Care Horizons Day** – provides health care career exposure and workforce development for students in medically underserved areas. Students received a first-hand account of what Human Resources professionals look for when recruiting for health care positions with specific tips for how to show up for interviews. Students also participated in a blood pressure check clinical case encounter and practiced bandaging and splinting different types of injuries. Over 1,000 students were served with opportunities for college readiness, workforce preparation, clinic visits and mentoring.

Health Professions Education

These are educational and training programs for physicians, nurses, nursing students, and other health professionals needed to obtain or maintain licensure or certification to practice in California.

Graduate Medical Education (GME)

Keck Medicine of USC Hospitals provide clinical settings for interns, residents, and fellows from the Keck School of Medicine of USC. Clinical faculty at the Keck School of Medicine supervise and direct a broad range of accredited residency and fellowship training programs.

Nursing Education

In FY 2024, 735 undergraduate and graduate level nursing students participated in precepted clinical rotations at Keck Medical Center of USC. Students participated from American University of Health Sciences, Azusa Pacific University, California State University - Los Angeles, Glendale Community College, Mount St. Mary's University, Pasadena City College, The Marsha Fuerst School of Nursing – Glendale, University of California – Los Angeles, and West Coast University.

Other Health Professions Education

In addition to educating physicians and nurses, Keck Hospital serves as a clinical training site for a wide array of students in other health professions. For example, 50 occupational therapy students were educated and performed their clinical hours and/or internship rotations at the hospital in 2024. In addition, the Occupational Therapy (OT) Department hosts fifty students each year for a summer OT Immersion Program, fifty students twice a year for OT Labs, thirty-five master's students annually, and five students from Taiwan annually. Physical Therapy (PT), Respiratory Therapy, Pharmacy, Physician Assistant, Radiology Technology, Operating Room Scrub Technician, and other health professions students also train at the hospital.



COMMUNITY BENEFIT PLAN FY25

Keck Hospital of USC continues to implement activities and programs to address the priority needs in our service area. We intend to take actions to address the following health needs that were identified in the FY22 CHNA and detailed in the FY23-FY25 Implementation Strategy:

- Chronic diseases
- Food insecurity
- Mental health
- Preventive practices

Health Need:
Chronic Diseases

Goal:
Reduce the impact of chronic diseases and increase the focus on chronic disease prevention and treatment education.

Strategies:

- Collaborate with Proyecto Pastoral to offer community health education, community lectures, presentations, and workshops, including the Annual Proyecto Pastoral Women’s Conference.
- Through its ongoing partnership with the American Heart & Stroke Association, Keck Hospital will provide education to community members and primary care providers on cardiac disease and stroke prevention.
- Host health/wellness fairs, including screenings at the Mariachi Festival and Taste of Soul.
- In collaboration with the USC Street Medicine Programs at Keck School of Medicine of USC, Keck Hospital will address the circumstances that undermine the physical health of the community’s homeless population.
- Provide support groups to assist those with chronic diseases and their families.
- Design and implement strategies to foster a welcoming environment for LGBTQ community members facing chronic diseases.
- Provide grant funding and in-kind support to encourage chronic disease prevention and treatment.

Health Need:
Food Insecurity

Goal:
Reduce the impact of food insecurity in the local community in collaboration with nonprofits.

Strategies

- In conjunction with the American Heart & Stroke Association and Hazard Park Recreation Center, Keck Hospital will provide a reoccurring free produce market, A Tu Salud, to help address food access and affordability for the surrounding community.
- The hospital will host a weekly Farmers Market to provide fresh fruits and vegetables for the local community and donate fresh fruits and vegetables to families in need.
- In collaboration with the American Heart & Stroke Association, Keck Hospital of USC will continue the innovative school-based Teaching Garden program education students on healthy lifestyle habits and eating habits.
- Support food security measures in East LA neighborhoods and increasing SNAP incentives for fruit and vegetable purchase.
- Prepare and serve healthy meals to vulnerable men and women receiving shelter at the Dolores Mission.

Health Need:
Mental Health

Goal:
Increase access to mental health care resources, services and education. Decrease the stigma associated with seeking mental health care.

Strategies

- In collaboration with the USC Street Medicine Programs at Keck School of Medicine of USC, Keck Hospital will address the circumstances that undermine the mental, and emotional well- being of the community’s homeless population.
- Offer community health education, community lectures, presentations and workshops.
- Ensure equitable and inclusive care of lesbian, bisexual, transgender and queer (LGBTQ) community members facing mental health issues and concerns.
- Support collaborative efforts that support access to mental health including partnering with the Department of Psychiatry for continuous care.
- Increase community awareness of prevention efforts and availability of resources to address mental health concerns.
- Provide grant funding and in-kind support to increase mental health awareness and access to care.

Health Need:
Preventive Practices

Goal:
Improve community health through preventive practices.

Strategies

- Host health/wellness fairs, including screenings at the Mariachi Festival and Taste of Soul.
- Provide COVID-19 vaccines.
- The hospital will seek out a community group or organization to collaborate with on the design and implementation of new activities such as “Walk with a Doc” to promote a healthier community.
- Through its ongoing partnership with the American Heart & Stroke Association, Keck Hospital will provide education to community members and primary care providers on cardiac disease and stroke prevention.
- Provide education and resources focused on healthy living and disease prevention.
- Increase access to primary and specialty care through telehealth services. Collaborate with local and regional clinics and hospitals in the Los Angeles Region on innovative expansion of telemedicine services to underserved patients.
- Ensure staff members are equipped with the skills and knowledge to provide nondiscriminatory patient-centered preventive care.
- Provide grant funding and in-kind support to increase preventive health services.

Evaluation of Impact

Keck Hospital of USC is committed to monitoring and evaluating key initiatives to assess the impact of programs and activities outlined in this Implementation Strategy. The hospital has implemented a system for the collection and documentation of tracking measures, such as the number of people reached/served, and collaborative efforts to address health needs. An evaluation of the impact of Keck Hospital of USC’s actions to address these significant health needs will be reported in the hospital’s 2025 CHNA.

Needs the Hospital Will Not Address

Keck Hospital of USC cannot directly address all the significant health needs present in the community. Accordingly, the hospital is concentrating on addressing those health needs that can most effectively be addressed given our areas of focus and expertise.

Taking existing hospital and community resources into consideration, Keck Hospital of USC will not directly address the remaining health needs identified in the CHNA, including economic insecurity, cancer, COVID-19, economic insecurity, housing and homelessness, overweight and obesity, STIs/HIV/AIDS, substance use, and violence and injury.



ECONOMIC VALUE OF
COMMUNITY BENEFITS

The Keck Hospital of USC economic value of community benefits for FY24 (July 1, 2023 to June 30, 2024) is summarized in the table below. The Hospital’s community benefit costs were determined based on instructions for IRS Form 990 Schedule H and also include certain data from the hospital’s Medicare Cost Report.

COMMUNITY BENEFIT CATEGORIES	NET BENEFIT
Financial Assistance ¹	\$1,022,110
Medi-Cal Shortfall ²	\$26,863,893
Other Means-tested Government Programs ³	—
Community Health Improvement Services ⁴	\$123,516
Health Professions Education ⁵	\$36,008,121
Subsidized Health Services	\$4,288,047
Research	\$714,559
Contributions for Community Benefit ⁶	\$440,450
Community Building	\$63,032
Subtotal: Community Benefits before Medicare	\$69,523,728
Medicare Shortfall ²	\$185,684,996
Total Community Benefits including Medicare	\$255,208,724

¹ Financial Assistance includes traditional charity care write-offs to eligible patients at reduced or no cost based on the individual patient’s financial situation.

² Unpaid costs of public programs include the difference between costs to provide health care services and the rate at which the hospital is reimbursed.

³ Includes other government payors for which the hospital receives little or no reimbursement (e.g., County indigent program).

⁴ Includes non-billed programs such as community health education, support groups, and support services.

⁵ Costs related to the health professions education programs that the hospital sponsors.

⁶ Includes cash and in-kind donations.



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Keck Medicine of **USC**