Dr. Hemal Kanzaria addresses the Social Medicine team in the Emergency Department.

Social Medicine Team Transforms Care and Culture in San Francisco

Many people in the Bay Area live near public transit. Jane, frail and elderly, lived on public transit.

San Francisco General (ZSFG). In 2017 alone, Jane logged more than 100 visits to emergency departments (EDs) across the Bay Area. Within hours of being discharged, she would be back on the street, perpetuating an endless cycle.

Thanks to multidisciplinary efforts at ZSFG, that cycle is being broken for Jane and many others. The solution, a new Social Medicine team, is shifting toward a hospital culture focused on healing the whole person, and is reshaping attitudes about what it means to help the vulnerable among us.

Addressing Trends with Research and Action

Life on the streets takes an enormous toll on the health of individuals, the spirit of the community, and on the hospital, where homeless patients frequently come to the ED because they have no place else to go for care. But medical treatment only addresses a portion of their needs. Once discharged, unsheltered patients can be back in the ED within a week, straining healthcare resources.

Reviewing data from 2016, Jack Chase, MD, Hemal Kanzaria, MD, and Jenna Bilinski, RN found that complex social determinants—hunger, isolation, substance abuse, mental illness, homelessness—dramatically affected the health of one third of all patients admitted to the hospital from the ED. In fact, social needs typically account for more than 70% of a patient’s overall health.

(Continued on Page 2)
Social Medicine
(Continued from Page 1)
and are largely ignored in traditional medical care. Moreover, hospitalizing patients whose medical problems are exacerbated by social complexities does not make a lasting difference in their overall health.

“Many of our patients are experiencing complex medical-psychological-social emergencies—for example, severe heart failure, a psychotic disorder, and ongoing cocaine use while living on the street,” says Dr. Chase. “To treat these patients successfully, we have to focus with equal intensity on social, psychological, and medical issues. We must meet patients where they are, address what they identify as their most pressing needs, and engage them progressively over time.”

Because no individual provider or discipline could do this work alone, a multidisciplinary team was formed to create an actionable program. “We saw this as an opportunity to help vulnerable patients, as individuals and as a group, while fostering teamwork at the hospital and across our health network. But it would require a change of culture at ZSF,” says Dr. Kanzaria. The program team engaged more than 50 stakeholders, from frontline staff to executive leadership to community partners. The goal: decrease hospitalizations related to social needs by 50% and increase multidisciplinary teamwork to coordinate care for individual vulnerable patients.

The effort culminated in the creation of the Emergency Department Social Medicine team. Using the ED as a key entry point, this innovative care model addresses the social drivers of health for some of the most fragile patients. Social workers, nurses, patient coordinators, physicians, pharmacists, and other experts collaborate with community social services—for example, food banks, transitional housing, financial and legal resources, case managers, domestic violence resources, and treatment for mental health and substance use—to provide safe alternatives to hospitalization. By engaging patients in identifying their own needs and addressing medical and social needs in parallel, the team opens pathways to more effective care that can improve health while reducing dependence on acute care services.

Since August 2017, the team has developed and implemented ten initiatives, including hiring an ED patient navigator to coordinate medical and social care, creating an ED-based pharmacy, leading multidisciplinary rounds, and offering opportunities for transitional housing directly from the ED.

Transformative Results for Patients and Providers
The Social Medicine team represents a profound change in how ZSF cares for vulnerable patients. Since January 2018, the team has served more than 1,000 patients and prevented more than 200 admissions and 30 readmissions, making more resources available for patients with acute challenges. More than 300 ED patients have been discharged with safe medications in hand. The overall length of stay for ED patients has decreased, and re-visits have been reduced by 10%.

Challenges remain, including the challenge of success: With more than 100 referrals (Continued on Page 3)

ZSFG Facts: Did You Know?

- 76,006 medical psychiatry emergency visits
- 20+ languages spoken
- 1 in 8 San Franciscans treated annually (over 100,000/year)
- 590,861 outpatient visits
- 15 primary care clinics in the San Francisco Health network served by ZSF
- 1,200 babies delivered annually

(Continued on Page 2)
Letter from the Board President and CEO

Dear Friends,

We are very pleased to announce that in Fiscal Year 2018, the San Francisco General Hospital Foundation generated over $11 million to support the work at Zuckerberg San Francisco General (ZSFG). In addition to providing general funding, each year the Foundation has the pleasure of collaborating with thought leaders at ZSFG to help fund innovative projects and initiatives at the hospital. Since 2004, the Foundation’s Hearts Grants Program has helped fund new equipment, launch dozens of critical new programs, and improve patient care. This year the Hearts Grants Program awarded over $500,000 in support of two funding priorities: Equity and Inclusion and Innovation and Leadership. These priorities are in alignment with the Foundation and ZSFG’s commitment to continuously improve the health of our community and provide care for all.

As we strive to meet the needs of our community within a complex and rapidly changing healthcare environment, we are ever-grateful for our supporters who allow us to make vital improvements to patient care. In this newsletter, our feature story about ZSFG’s new Social Medicine program shines a light on the power of collaboration: a multidisciplinary team has been assembled to try to influence how the medical system addresses social determinants and their impact on patient health. This new team and its innovative approach is just one example of the many unique care models at our hospital.

We’re also very pleased to announce the launch of Hearts in SF, this year’s primary fundraising event, which will be held on February 13, 2019 at Pier 48. We hope you can join us for a festive evening that will honor the role that ZSFG plays in addressing community mental health needs while raising critical funds for the hospital. As always, many thanks for your continuous support, which allows us to provide compassionate care for all.

With gratitude,

John H. Bell
President, Board of Directors

Amanda Heier
Chief Executive Officer
The Foundation Welcomes New Board Members

James D. Marks, MD, PhD is Professor and Vice-Chairman of the Department of Anesthesia and Perioperative Care at the University of California, San Francisco (UCSF) and Chief of the Medical Staff and Chief of Performance Excellence at Zuckerberg San Francisco General (ZSFG). Dr. Marks received his medical degree from UCSF, where he also completed residencies in Internal Medicine and Anesthesia and a fellowship in Critical Care Medicine. He received his Ph.D. in molecular biology from the Medical Research Council Laboratory of Molecular Biology in Cambridge, England.

As Chief of the Medical Staff and Chief of Performance Excellence at ZSFG, Dr. Marks is an integral part of the executive hospital leadership team using Lean Management to transform health care delivery at ZSFG.

As an entrepreneur, he has co-founded four biotechnology companies and currently serves on four biotechnology corporate boards.

Julia Damasco is a tax attorney and partner in the certified public accounting firm of Miller Kaplan Arase LLP. She is admitted to practice in all the courts in California and Washington, the United States Tax Court and the 9th Circuit Court of Appeals. An established expert on the taxation of settlements and judgments, she holds an LL.M in taxation. Julia is a member of the National Association of Federal Equity Receivers and serves as the chair of its IRS Liaison Committee.

The author of continuing legal education programs on the taxation of funds of money established to resolve claims, information return reporting, legal ethics and the elimination of bias, Julia also has extensive experience in systems for large and complex case management.

Julia has provided tax advice, compliance, and controversy services to more than 1,500 settlement funds, fiduciaries, public agencies and to the U.S. Securities and Exchange Commission Fair Funds.


Hearts Grants Cultivate Innovation Across ZSFG

Culturally sensitive wellness and grief support programs, breast cancer survivorship groups, trauma recovery care, enhanced training for nurses and physicians—these are just a few innovative initiatives that will advance the mission of Zuckerberg San Francisco General in years to come, thanks to Hearts Grants from the San Francisco General Hospital Foundation.

Every year since 2004, Hearts Grants have provided critical support for transformative programs that might otherwise go unfunded. To date, the Foundation has awarded nearly 500 Hearts Grants totaling $12 million, all made possible by generous donors to the Foundation’s annual fund and its signature fundraising event, Heroes & Hearts.

This year, 30 initiatives shared more than $500,000 in Hearts Grants awarded in two priority areas: Care for All, emphasizing equity and inclusion; and Transforming Health Care, focused on innovation and leadership.

Strengthening the city’s public safety net, Care for All includes projects such as the establishment of a “warm hands” program to assist with homeless outreach, the expansion of mental health services, and support for transformative programs that might otherwise go unfunded.

Selected grants include:

- The Spiritual Care team has been awarded $25,000 for the Latino Grief Support Equity Initiative to provide grief support services for ZSFG’s Spanish-speaking community.
- The Spiritual Care team has been awarded $54,000 for Care Coordination, engaging them through vocational training, coping skills, and transitional skills groups.
- The Mental Health Rehabilitation Center received $11,910 for their Transitional Enrichment Program.
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(Continued on Page 8)
Hearts Grants

(Continued from Page 7)

which coordinates with the Social Medicine program mentioned above. The Quality Care Coordination project will create a high-quality service model for ZSFG’s Department of Care Coordination. The project will utilize expert consultation and assessment that results in a comprehensive plan with quality, financial, and productivity outcome measures, saving years of costly trial-by-error program development.

2018 Hearts Grants

Total: $511,287

- Culturally Sensitive Neuropsychology Service Care, Psychiatry Department — $1,160
- Patient Comfort Food, Food & Nutrition Services — $2,000
- Pediatric Immobilization Solution, Radiology — $3,500
- Enhancing Nursing and Physician Addiction Medicine Skills, Medicine — $6,340
- Train-the-Trainer Navigation and Health Coaching, Community Wellness Center — $6,350
- African American Equity Group, Community Wellness Center — $6,800
- Early Education for All, Children’s Health Center — $8,000
- Transforming Trauma Care for Victims of Violent Crime, Psychiatry — $8,000
- Community Youth Advisory Council New Generation Health Center, Family & Community Medicine — $9,000
- Opioid Treatment through Yoga Therapy, Psychiatry — $9,310
- Multicultural Breastfeeding Education Video, Pediatrics — $9,900
- Relationship Centered Communication, Internal Medicine — $10,400
- Integrative Strategies for Nursing Student Success, Nursing Administration — $10,600
- Transitional Enrichment Program, Mental Health Rehabilitation Center — $11,910
- Early Education for All, Children’s Health Center — $8,000
- Transforming Trauma Care for Victims of Violent Crime, Psychiatry — $8,000
- Community Youth Advisory Council New Generation Health Center, Family & Community Medicine — $9,000
- Opioid Treatment through Yoga Therapy, Psychiatry — $9,310
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- Integrative Strategies for Nursing Student Success, Nursing Administration — $10,600
- Transitional Enrichment Program, Mental Health Rehabilitation Center — $11,910

(Continued on next page)
THANK YOU
FOR YOUR GENEROUS SUPPORT
THIS YEAR...

Genentech
A Member of the Roche Group
$50,000
...to the Orthopaedic Trauma Institute (OTI) Junior Academy, a community outreach program that introduces high school students from diverse socioeconomic backgrounds to the healthcare profession.

macy's
$20,000
...to HIV PRO Men, an innovative initiative that provides in-person counseling, referrals, and educational group sessions addressing reproductive health intentions for men living with HIV and their partners.

First Republic Bank
$15,000
...to the Vocational Rehabilitation Program (VRP), established in 1996, VRP provides job readiness and training for individuals recovering from chronic mental illness often complicated by persistent homelessness, substance abuse, chronic medical problems and criminal justice involvement.

McKesson
$10,000
...to Cancer Awareness, Resources, and Education (CARE), a community-driven education and support program that empowers underserved patients, families, and communities to manage the experience of cancer.

Join our Heartbeat Club!

Become a monthly donor for an easy and effective way to support the Foundation year-round.

Donor Spotlight: Why I Give

“I worked at ZSFG for 36 years and was as a Nurse Manager in the NICU for 15 years. The SFGH Foundation was always so generous to our department and furnished our beautiful new NICU with state-of-the-art equipment. When I retired in 2015, I wanted to give back by becoming a monthly donor. I’m proud to be a member of the Heartbeat Club!”

Fe Hortinela
Thank You
San Francisco General Hospital Foundation gratefully acknowledges the generous support of our donors for their gifts and pledges made from July 1, 2017 – June 30, 2018.

$1,000,000 and up
San Francisco Health Plan

Kaiser Permanente Northern California
Community Benefit Program
Lisa and John Pritzker Family Fund
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Violet World Foundation
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$25,000 - $49,999

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$10,000 - $24,999

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Elena Fuentes-Afflick, MD, MPH and Peter Fuentes-Afflick
Janet Gallin

$100,000 - $999,999

Dignity Health
Blue Shield of California
Center for Orthopaedic Trauma Advancement
Dignity Health
Mrs. Donald G. Fisher
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Alaska Airlines
Genentech
Katherine August-deWilde and AARP Foundation
Tides Center
National Institutes of Health
The California Endowment
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Gilead Sciences, Inc.

$500,000 - $999,999

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Foundation News
Fall 2018

$50,000 - $99,999

Flight Attendant Medical Research Institute
Gilead Sciences, Inc.
Thomas and Shelagh Rohlen
Wyss Medical Foundation

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Bernard L. Schwartz
University of California, San Francisco Wells Fargo

$50,000 - $99,999

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Center for Orthopaedic Trauma Advancement
Dignity Health
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Intel Corporation

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(Continued on Next Page)
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Financials
July 1, 2017 - June 30, 2018*

The San Francisco General Hospital Foundation is grateful for the generous support of our donors. Your contributions enable the Foundation to provide resources for high-impact, sustainable initiatives that support the excellence of Zuckerberg San Francisco General.

## Revenue Sources

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## Expenditures

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<tr>
<td>Other</td>
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## Hospital Program Support

- **65%**

## Fundraising Events

- **6.3%**

## Volunteers

- **2%**

## Major Initiatives and Capital Projects

- **8%**

## In-Kind Donations

- **3%**

## Other

- **8%**

*Reflects information contained in pre-audited financial statements.

---

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- **Jonathan and Mahsati Trar**
- **Leon T. Tuon and Susan S. Magsay**
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- **Daniel Wohmeier and Marlen Beard Fund**
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- **Amy E. Wender-Hoch**
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- **Michel and Sandra Znic**
- **Charles Zukow and John A. Ferrara**

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*Reflects information contained in pre-audited financial statements.*
What’s Your Plan?

Only 4 in 10 Americans today have a will or trust. Have no fear, San Francisco General Hospital Foundation can help you plan for the unexpected. If you have not yet created your estate plan, we can provide you with materials to do so.

**Wills and Living Trusts:** Including the Foundation in your will or living trust ensures that Zuckerberg San Francisco General can continue to provide compassionate care to everyone in need long into the future. Make the Foundation part of your legacy.

Sample language for wills and trusts:

“I give and bequeath the remainder, or ____% of my estate, or $_____, to the San Francisco General Hospital Foundation, a California nonprofit corporation (Tax ID# 94-3189424) located in San Francisco, California.

**IRA Giving:** You can use your retirement savings to make a gift to the Foundation and enjoy significant tax benefits. It’s a powerful way to make a big impact this year. You can also designate the unused remainder of your retirement fund to the Foundation.

To designate an unused retirement fund remainder: Ask your financial institution for a “Designation of Beneficiary” form. Each company has its own.

**Stock, Real Estate and other property:** Get a double tax benefit by eliminating or reducing capital gains tax and claim an income tax deduction, all while helping one of San Francisco’s most vital institutions.

To get started on your plan, please contact Jeremy Benjamin at 628-206-3132 or jbenjamin@sfghf.org.

A Special Invitation

As a special benefit available to our Heart Circle donors (those who make an annual gift of $1,000 or more), the hospital’s Trauma Program has offered to share their expertise and provide a special emergency preparedness training to our donors. This training will teach you how to be ready and take action during a trauma situation.

To sign up for this special benefit, please contact Jeremy Benjamin at 628-206-3132 or jbenjamin@sfghf.org.

Stay Connected!

Please contact us with any questions, comments, or to share your story.

We ❤️ to hear from you!
628.206.4478 or info@SFGHF.org

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Our mission is to promote excellence in research, education, and care for all at Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center.