



## FALLBROOK REVITALIZATION ADVISORY COUNCIL



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### **MARCH'S FEATURED PROGRAM:**

#### *Update on Fallbrook Hospital and Fallbrook Healthcare District*

Presented by Alex Villa, CEO of Fallbrook Health District and Gordon Tinker, director

Alex Villa grew up in the San Fernando Valley but didn't know Fallbrook even existed until he was appointed chief executive of Fallbrook Hospital some 16 months ago. While his sense of geography may be suspect, his vision for healthcare in the community has never wavered. In less than two years, Villa has helped change not only how Fallbrook Hospital looks but also how it operates. The parking lot was repaved. Buildings were painted. Flat screen TVs were provided for each patient. New programs were created. New nurses and doctors with new specialties were added. Key measurements of care improved. Patient satisfaction grew. "We tried to make a difference little by little," said Villa. Ultimately, the corporate culture of the hospital changed. "And it's not because I am just saying it," Villa explained. Agency or part-time workers were replaced with full-time employees. Villa's vision was simple: "We want people to come to this hospital not because we are the only hospital within 25 miles. We want them to come because of the great ER (emergency room) great staff and great doctors." Fallbrook Hospital with its 140 beds – 47 acute care and 93 skilled nursing facility – is about more than just great health care. Each year the hospital pumps an estimated \$24 million into the local economy. Over the last five years \$20 million has been invested in the hospital, including a \$15 million operating room renovation. The hospital is the second largest employer in Fallbrook behind the school district with its 425 employees and 130 physicians, 93 percent who are board certified. Villa also has made it a point to keep hospital dollars in the community. The landscaping contract was awarded to a local vendor. The annual party, which had been held in Temecula, was brought back to Fallbrook. Improvements are largely the result of the commitment of the hospital's operator, Community Health Systems, which operates more than 120 hospitals nationwide, and specializes in managing community hospitals. In a very close vote, the district board in 1998 selected Community Health Systems of Tennessee to run the

hospital under a 30-year lease. So far the Healthcare District is pleased with CHS's track record, said Gordon Tinker, president. Last year the hospital handled more than 11,000 ER patients, including some from Temecula who are realizing the improved standards of care in Fallbrook, Villa said. The hospital launched an advanced center for sinus care and orthopedic surgery in 2010. And for the first time in more than a decade Fallbrook Hospital will provide vascular surgery. Hospital-sponsored affinity programs, such as Senior Circle and Healthy Woman, are promoting healthy lifestyles. Patient satisfaction scores are up: 91 percent of the patients were satisfied with their visit and 93 percent would recommend Fallbrook Hospital to others. Vila said the hospital still face challenges, including figuring out the impact of the healthcare reform legislation recently approved in Washington. Villa said there are a lot of uncertainties concerning \$150 billion in cutbacks proposed over the next 10 years and how hospitals will deal with bad debt from providing care to uninsured patients. But he assured the audience that those who run and manage Fallbrook Hospital will come up with the best solution. In the meantime, Fallbrook Healthcare District, which covers a 110-square-mile region that includes Fallbrook, De Luz, Rainbow and Bonsall, has about \$8 million in the bank. Approximately 25 to 30 percent of its \$1.6 million-plus property tax budget is given out in grants each year, but its main function is to ensure the services are made available. Fallbrook Hospital and the Fallbrook Healthcare District have served the needs of residents since 1950. Separate entities since 1998, board members from the local community that govern each organization work together to ensure the medical needs of the Greater Fallbrook area continue to be met.

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## **OTHER REPORTS:**

### **Supervisor's Corner: *Dealing with, Preparing for All Kinds of Emergencies***

San Diego County Supervisor Bill Horn said the 7.2-magnitude earthquake in Mexico should be a wakeup call for county residents. Just like wildfires, he said it's not a case of "if," but "when" major earthquakes will occur. The North County supervisor made emergency preparedness one of the focal points of his term as Board Chairman in 2006. Through the Office of Emergency Services Horn helped develop a comprehensive guide for families to follow and prepare themselves in the event disaster strikes. The information was printed in a guide that was mailed to every home and business in the county. "I urge all residents to keep that plan handy," he said. "For new residents or people who have misplaced the guide, go to: [http://www.sdcounty.ca.gov/oes\\_j1\\_familyplan.html](http://www.sdcounty.ca.gov/oes_j1_familyplan.html)." Additional information for emergency planning is available at [www.ReadySanDiego.org](http://www.ReadySanDiego.org) and clicking on the "Family" tab. To receive emergency information or instructions during a local emergency, residents are encouraged to register their cell phones on the ReadySanDiego site for AlertSan Diego, the County's emergency notification system. Horn also reported that a Light Brown Apple Moth (LBAM) has been discovered in Bonsall. If a

second moth is found, a quarantine will be declared. The LBAM feeds on more than 2,000 different types of native and ornamental plants and trees, and can attack more than 250 agricultural crops including food systems. To assist growers in preparing for quarantine, the County Agriculture, Weights and Measures Department offers a pre-quarantine inspection. This helps growers avoid the 2-week delays that would occur if the quarantine trigger was reached. While this is not mandated; the inspection is a type of insurance policy and a way our County team is helping the ag community. Growers can call to request the pre-quarantine inspection service. Growers who want to get on the list should call the San Marcos County Ag office at 760-752-4700 M-F, 8 a.m. to 4 p.m. and say you want to be added to the LBAM pre-quarantine inspection list. For email contact: phpp.awm@sdcounty.ca.gov and put LBAM Pre-Quarantine in the subject line.

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### ***Real Estate Recovery Gathers Steam***

Chris Hasvold of **Coldwell Banker Landmark Group** said he sees “encouraging signs” about the ongoing real estate recovery. He told the FRAC attendees there are indications the local real estate market has bottomed out and is headed back up. The number of home sales was up for 2009 and is up for the first part of 2010, “a good sign” in Hasvold’s view. Home prices rose slightly in the first quarter of 2010 after declining 28 percent and 15 percent respectively in 2008 and 2009. Land sales in the first quarter of the year were up more than 70 percent, with average price increasing nearly 38 percent, according to charts Hasvold provided.

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**Here and there** – Don McDougal with the **Fallbrook Beautification Alliance** is looking for four-person rubber raft teams to compete in the 4<sup>th</sup> of July regatta that is part of the fireworks extravaganza at the Grand Tradition. Rafts and paddles are provided but there’s a \$200 entry fee for a chance to win a \$2,000 prize. The event is the sole fundraiser for the FBA, which was responsible for planting live plants in the median of Mission Boulevard, the downtown flowerpots and is in the process of turning Beech Street Park into a children’s art park. .. Keith Lewinger, general manager of the **Fallbrook Public Utilities District**, is going ahead with plans for a 1 megawatt solar panel station at a waste water treatment plant. Through a combination of low-interest loans and tax credits there is no cost to the community. After 15 years the project will result in a \$1 million annual savings to the community.... Brian Jacobs, superintendent of the **Fallbrook Union Elementary School District**, said his schools are adjusting to a recent reorganization and new boundaries designed to save money. Even though these are tough economic times he is proud to report the district has improved education for its students... Christi Knight with **San Diego County Supervisor Bill Horn’s** office thanked all who came out to support the supervisor in his opposition to efforts to cut neighborhood grant program funds in half for the coming fiscal year. She said funds are still available from this year’s program but they will be cut to \$1 million next year... Vince Ross with the **Fallbrook Village Association** echoed Christi’s comment and was pleased to see about a dozen non-profits from Fallbrook that spoke out against the county cutbacks... Anne Burdick

with the **Fallbrook Community Planning Group and Keep Fallbrook Clean and Green** said the annual community cleanup will take place on Sept. 25 in an empty lot adjacent to Stater Bros. Paper shredding, battery and e-waste recycling will be offered... Jerri Patchett with **Friends of Fallbrook Library** said construction of the new Fallbrook Library is running ahead of schedule. But she said her group still needs to raise another \$100,000 for the library, which will be a “signature building” and cultural center of Fallbrook when it opens early next year... Wallace Tucker with the **Fallbrook Land Conservancy** said about 100 non-native trees will be given away on May 15 at the historic Palomares House, 1815 Stage Coach Lane, for a small donation... Dolly Rodrigues with the **Fallbrook FireSafe Council** is waiting to hear back about a grant proposal submitted by the volunteer group. She also said the group is updating the community’s emergency preparedness plan... Vi Dupre said the **Fallbrook Healthcare District** gave out more than \$400,000 to non-profits last year. So far this year her group has received grant requests exceeding \$750,000... Judy Gillespie said the **Fallbrook Historical Society** at its annual meeting will honor Betty Jackson and Janice Bricker. She also mentioned that the museum, at 260 Rocky Crest Road, is open every Thursday and Sunday....

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**THIS MONTH’S FEATURED PROGRAM:**

Bill Horn, 5<sup>th</sup> district supervisor of San Diego County, will provide a general county update on May 20 at 10:30 a.m.

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*The Fallbrook Revitalization Advisory Council was formed by San Diego County 20 years ago to serve as a forum for community organizations where information about important Fallbrook issues could be exchanged. The networking group, which is made up of key members of municipal, private, non-profit and for-profit organizations, serves as an advisory body to the San Diego County Board of Supervisors.*

*The Fallbrook Revitalization Advisory Council meets on the third Thursday of every month at the Fallbrook Public Utilities District office at 990 E. Mission Road. Meetings are open to the public.*

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