



Community Health Care Needs Assessment- Implementation Plan 2019-2022

Motion Picture and Television Fund's Implementation Strategy 2019-2021

- ❑ MPTF's Community Benefit priorities and strategies are based on a Community Health Needs Assessment (CHNA) that is conducted every three years, as required by state and federal regulations guiding not-for-profit hospitals. The 2019 CHNA is available on www.mptf.com/financials.
- ❑ The identified needs for the entertainment industry community were: Seniors/Frail Elderly health challenges (e.g., falls, diabetes; hypertension; depression; anxiety; dementia, health maintenance). Additional needs continue to be access to social workers and professionals for insurance matters, rise in health care premiums, copays and deductibles under the ACA and general assistance navigating the "complex" health care system; medical management of out-of-network coverage (particularly behavioral health) access to long-term care/skilled nursing (large demand and most facilities are full); access to geriatric mental health care; social isolation for seniors; caregiving; safety issues around aging in community; and senior housing availability.
- ❑ MPTF is focused on improving the well-being of the entertainment industry worker population through a continued focus on social determinants of health. Programs centered on addressing social and economic factors, health behaviors, and the physical environment are key to MPTF's current and future plans. Initial areas of focus were included in the 2019 CHNA.
- ❑ The CHNA included input from individuals who represent the broad interests of the community served by MPTF, including those with expertise in community and public health. Once health needs were identified, they were prioritized using a structured process based on defined criteria. The criteria include existing relationships with community partner organizations and organizational capacity. This Implementation Strategy addresses the health needs identified through the CHNA, integrating these criteria to maximize effectiveness in meeting the community's health needs.

Health Need-Concerns about Access to Services and Supportive Community

Programs, Partnerships and Strategies	Description
<p>The Samuel Goldwyn, Jr. Center for Behavioral Health</p>	<p>Our renowned retirement community and unique programs meet the evolving needs of today's generation of seniors. As part of our next phase of care delivery, we offer The Samuel Goldwyn, Jr. Center for Behavioral Health, a specialized center for adults over 55 years of age who have acute mental health needs. The Center provides acute psychiatric care of:</p> <ul style="list-style-type: none"> •Depression •Anxiety • Bipolar disorder •Substance abuse •Schizophrenia •Dementia <p>MPTF will explore the expansion of Behavioral Health to encompass group therapy, post acute outpatient and transitional services and explore telehealth options to support expanded services</p> <p>MPTF will evaluate offering caregiver education, support group opportunities and long-term care consultations to evaluate the need for nursing home or transitional care.</p>
<p>MPTF Village</p>	<p>MPTF will continue to dedicate resources to exploring opportunities to provide greater access to senior living, assisted living and memory care through a new housing development on the vacant portion of its campus with a goal of accommodating approximately 400 residents.</p>
<p>Crisis Support & Confidential Referrals</p>	<p>MPTF offers a variety of services that can provide emotional and financial relief to people and their families during hardship -- whether the hardship is personal or is the result of an entertainment industry-wide event.</p> <p>MPTF will continue to dedicate resources to embed social workers into the UCLA Health-MPTF health centers to support members in crisis- these services will continue to be subsidized by MPTF.</p>

Health Need- Supporting Access to Care and Impacting the Social Determinants of Health

Programs, Partnerships and Strategies	Description
<p>Maintaining and pursuing affiliations and partnerships</p>	<p>To improve access to services, lower costs, improve outcomes, and move toward a more viable and measurable population health model, MPTF will continue to work closely with the UCLA Health-MPTF co-branded health centers and industry health plans that serve entertainment industry members.</p> <p>MPTF will dedicate resources to support access to Senior Day Care on Campus in collaboration with Wise and Healthy Aging. MPTF will also continue collaborations with Alzheimer’s Greater Los Angeles, AARP and others</p>
<p>Personalized Counseling, Insurance Enrollment and Education</p>	<p>Entertainment Health Insurance Services is joint program of MPTF and the Actors Fund. Supporting industry members obtain and maintain health care coverage –a growing challenge of project-based work and increased qualifying hours to qualify for industry sponsored plan coverage.</p>
<p>Act as an advocate, overseer and convener</p>	<p>MPTF will continue its alignment with UCLA Health and other health systems to link industry workers, dependents, and retirees with appropriate health care services.</p> <p>MPTF will also convene its annual Women’s Conference bringing experts and stakeholders together with entertainment industry members to impact the social determinants of health and well-being.</p> <p>MPTF will develop a social isolation summit bringing together experts to explore and share best practices to address social isolation and loneliness and other social determinants of health.</p>

Health Need-Medical management and out-of-network coverage issues for behavioral health services; Combating social isolation and depression

Programs, Partnerships and Strategies	Description
Dementia Care	MPTF will dedicate resources to expand its high quality in-patient services to those industry members suffering memory impairment or related issues. Its dementia/Alzheimer’s unit (Harry’s Haven) provides for nearly 23,000 total patient days. MPTF redesigned Harry’s Haven using evidence-based design to improve quality of life and adding capacity.
Inpatient Geriatric Psychiatry	MPTF will grow its behavioral health program based on its 12 single patient rooms, common areas, and outdoor spaces. Program components include treatment of mental health issues such as depression, bipolar disorder, schizophrenia, severe anxiety disorder, and other psychiatric conditions are provided in this unit. MPTF will also participate in Los Angeles County’s mental health program through its designation as an authorized LPS facility serving seniors with acute mental health needs. MPTF is exploring options to support outpatient mental health counseling to enhance the continuum of care.
The Daily Call Sheet	With the initial support of the AARP Foundation, MPTF launched “The Daily Call Sheet” to match isolated senior members of the entertainment community with industry volunteers who will conduct phone calls to ensure social engagement and engage vulnerable individuals with available services. The goal of the program is to reduce social isolation, depression, boredom, helplessness and loneliness – factors research demonstrates contribute to adverse health impacts. MPTF will expand the impact of the program by sharing its expertise and operational toolkit with other nonprofits.

Health Need-A growing need and undersupply of senior services

Programs, Partnerships and Strategies	Description
Long Term Care	MPTF will continue to provide distinct part, hospital-based skilled nursing services through its 40 bed inpatient unit, the Mary Pickford House, on the Woodland Hills campus addressing a key, continuing community need.
Assisted and Independent Living	Creativity is ageless and MPTF’s retirement community has, for generations, been at the center of an MPTF’s legacy to countless people in the entertainment industry who seek a warm, inviting, supportive place to spend their retirement years. The MPTF residential community boasts a long list of amenities and living options to make industry members feel right at home. Designed exclusively for entertainment industry retirees and spouses, MPTF provides a unique environment geared to this special group. There are many recreational and social activities, in addition to opportunities to interact with the working entertainment community. MPTF offers independent and assisted living accommodations in three distinct settings on a beautiful campus with bountiful gardens, walking paths, a theater, and much more.
Elder Connection	MPTF’s Elder Connection is a trusted resource for entertainment industry members and their parents who face challenges living on their own, or may have had a sudden life event that requires an urgent intervention. Elder Connection provides assessments of needs, financial assistance, supportive counseling, and referrals to top quality community based-agency services.



Health Need-A growing need and undersupply of senior services (cont'd)

Programs, Partnerships and Strategies	Description
Palliative Care	Offered since 2005, the MPTF Palliative Care Program continues to innovate and expand the reach of its services. The palliative care team provides specialized medical care and interdisciplinary social support team for people with serious illnesses. MPTF Palliative Care focuses on providing patients with relief from the symptoms and stress from a serious illness in a way that takes the whole person into account. Care is provided by a team of doctors, nurses, social workers, chaplain, pharmacist, nutritionist, and other specialists who work with patient's other doctors to offer an extra layer of support. A significant portion of the services are subsidized by MPTF.
Age Well Health Center	Age Well, in partnership with UCLA Health, provides early assessment and intervention regarding age-related medical and emotional concerns, and makes informed recommendations to primary care physicians and family members. In addition, the program offers comprehensive cognitive and functional assessments, care coordination for caregivers and adult children, personalized medical assessments, and ongoing support for seniors in their own homes.
Community Care Team	A coordinated team of physicians, nurse practitioners, registered nurses, social workers, pastoral care team members, and volunteers visit outside skilled nursing, rehabilitation, assisted living, and board and care facilities in MPTF's Community Care program. Additionally, there is limited care for industry members in their private homes.

Health Need- The growing understanding of the social determinants of health are woven through MPTF's programs and services

Programs, Partnerships and Strategies	Description
Health, Fitness and Wellness programs	MPTF's Saban Center for Health and Wellness provides fitness machines, a warm water therapy pool and fitness classes on a daily basis. Volunteers support frail industry members access to water programs (pool buddies) and exercise programs (exercise buddies).
Supportive Services and Community Resources	MPTF regularly works with a large variety of community agencies and other relief organizations and our social workers and support staff have developed specialized knowledge on information and resources tailored to the needs of people in the entertainment industry. This is a key component of MPTF's safety net work for entertainment industry members.
Children's Center	MPTF's Samuel Goldwyn Children's Center, operated by Bright Horizons, provides progressive day care for children ages eight weeks to six years of age. Early education professionals guide specialized programs for infants, toddlers, preschoolers, and kindergarten-age children.
Innovation Efforts	MPTF will continue to dedicate resources to innovation. MPTF's Chief Innovation Officer, a practicing geriatrician, is leading MPTF's efforts to improve population health and the quality of life for industry members. These efforts include collaborations with AARP, Alzheimer's Greater Los Angeles, the American Cancer Society, and the Patient Quality of Life Coalition, among others.

Health Need- The growing understanding of the social determinants of health are woven through MPTF's programs and services (cont'd)

Programs, Partnerships and Strategies	Description
Financial Assistance	Temporary emergency financial assistance is available to eligible industry members for financial hardship due to illness, disability, unemployment, or other reasons. This assistance may cover things such as mortgage or rent payments, utility bills, health insurance premiums, car insurance premiums, car payments, and food.
Community Based Social Services	MPTF's community based social services department relocated from its Hollywood location to Burbank – at the center of several studios and entertainment businesses. The Social Services offices support a hub of intergenerational engagement for members of the entertainment community.
Media Center/Channel 22	MPTF's Wasserman Campus-based television station is a hallmark of creative expression where industry retirees come together with current industry talent and college age and high school students to create original programming for residents of the retirement community at MPTF to enjoy. This is a model program with national coverage. https://www.wsj.com/articles/at-this-retirement-home-aging-actors-craft-shows-like-law-and-disorder-1404786603 https://www.latimes.com/entertainment-arts/story/2020-04-10/motion-picture-television-fund-residents-coronavirus
MPTF Retiree Club	Responding to surveys around neighborhood community councils where clusters of entertainment industry retirees live, MPTF formed the MPTF Retiree Club. The membership and activities of the Club continue to grow, touching on both social engagement and wellbeing – creating an environment where industry retirees to come together and identify and establish needed resources for themselves and each another in their neighborhoods.

Other Health Needs

- The priority health needs identified in the CHNA and above were determined through a data collection, analysis and prioritization process. Due to the sheer quantity and scope of all of the community's health needs identified, it is crucial for MPTF that there be prioritization to ensure that the community benefit initiatives undertaken are effective in improving the health and welfare of the community it serves. The prioritization criteria include existing relationships with community partner organizations and organizational capacity. In line with MPTF's mission, it continues to assess MPTF's available resources, technology, and expertise vis-à-vis the deployment of services. The numerous and diverse programs, partnerships and strategies listed above will be given varying degrees of support to maximize effectiveness in addressing the needs. This is not intended to minimize the importance of those needs; it is a reality of having a strategic focus on effectiveness to improve the community as a whole and determining the degree to which each investment is successful in achieving our desired positive impact on the health and well-being of those we serve.