

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

395



FROM: Executive Office

SUBMITTAL DATE:
March 12, 2015

SUBJECT: County Health System Rebranding Efforts

RECOMMENDED MOTION: That the Board of Supervisors:

1. Authorize the Chief Executive Officer to take the appropriate steps to rebrand Riverside County Regional Medical Center and its hospital-based clinics, the Community Health Centers and related health and mental health services provided by other county departments as Riverside University Health System; and, approve the logo presented in Attachment 1.

BACKGROUND:

Summary

At the June 16, 2014 Board of Supervisors Workshop, Huron Consulting presented a proposed organizational structure for the Riverside County Health System that provides for a more integrated approach to the delivery of health and mental health services within the county.

Departmental Concurrence

Debra Cournoyer
Debra Cournoyer

Deputy County Executive Officer

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$	\$	\$	\$	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$	\$	\$	\$	

SOURCE OF FUNDS:	Budget Adjustment:	none
	For Fiscal Year:	14/15

C.E.O. RECOMMENDATION: APPROVE

BY: *Jay E. Orr*
Jay E. Orr
County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

Positions Added
 Change Order

A-30
 4/5 Vote

Prev. Agn. Ref.: 6/16/14 4-0 workshop

District: All

Agenda Number:

3-6

SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

FORM 11: County Health System Rebranding Efforts

DATE: March 12, 2015

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BACKGROUND:

Summary (continued)

On May 21, 1991, the Board of Supervisors created the Health Services Agency consolidating Riverside General Hospital and the Public Health Department, which at the time included public health, animal control, and environmental health services. Since that time, the departments have separated for various reasons and each now has its own administration whose department director reports to the County Executive Officer. Historically, the Department of Mental Health has been a separate department overseeing mental health and substance abuse programs. With the current and future direction of health care moving to encompass all aspects of population and personal health, a more integrated approach will help to ensure that all of the needs of patients as well as the health of communities be addressed in a more collaborative manner.

Integration of the departments will better position the County to provide comprehensive services particularly for the population that is in need of both behavioral and physical health programs. In addition, there may be opportunities to leverage financial resources maximizing funding. Mental health services and primary care services are currently co-located at two county operated clinics in the Riverside area, the Rubidoux Community Health Center and the Blaine Street clinic; plans are in the works for a third site at the Lake Elsinore Community Health Center. With the exception of these clinics, patients needing services from more than one County department must find their way through an often-confusing network of county services.

As we move forward in the new environment of health care the focus becomes more about caring for the whole person and the implementation of best practices to address all of an individual's health and mental health needs. Better health results, typically at a lower cost, may be achieved by coordinating care within a single system of care. Although there is some coordination among the departments today, the focus for the future will be on reducing silos and provide a seamless system of care for county residents and visitors.

MediCal and Medicare health plans as well as private insurance, prefer delivery systems that can provide a full array of services including physical, mental health and substance abuse treatment. The infrastructure already exists within the county in many locations and as an integrated system, we will be better able to improve upon and seamlessly address all of a patients needs in a timely, efficient and coordinated manner.

In recognition of the county's long-standing relationship with its multiple university partners as a teaching hospital, the County Executive Officer along with the Hospital CEO are recommending a single brand name and logo for the county health system, Riverside University Health System. Program areas would be further distinguished with the hospital for example, identified as Riverside University Health System – Medical Center. Leadership from the Hospital, Public Health and Mental Health will work with Johnson Gray Advertising, agreement approved Jan. 27, 2015 item 3-14, to develop consistent marketing for an integrated approach.



Riverside University
Health System