UMPQUA HEALTH

# **Your Health, Our Purpose**
# Creating Pathways to Better Lives

Annual Report 2024

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A Message From the CEO

## As the CEO of Umpqua Health, I am pleased to present our annual community report, a reflection of our collective efforts to improve the health and well-being of individuals and families across our community.

This report is not just a summary of our achievements; it is a testament to the partnerships we've cultivated, the investments we've made, and our shared commitment to building a healthier, more resilient healthcare system for all.

At the heart of our work is a clear and unwavering purpose: to improve individual and community health. We recognize that achieving better health outcomes requires a comprehensive approach—one that focuses on both immediate care and long-term prevention, empowering people to live healthier lives and ensuring they have access to the services they need. This year, we've made significant strides in expanding our service capacity and enhancing whole-person care, addressing not just the physical, but also the mental, emotional, and social aspects of health.

Investing in our community has been a cornerstone of our work. We've strengthened partnerships with local organizations, built new pathways for access to care, and reinforced our commitment to providing equitable healthcare for all. By focusing on building a resilient healthcare system, we are not just responding to current needs but preparing for future challenges, ensuring that our healthcare infrastructure can continue to meet the evolving needs of our community.

Together, we have created a foundation for a healthier tomorrow. But the work is far from over. We are excited to continue collaborating with each of you—our dedicated partners, community members, and stakeholders—to foster an environment where health and wellness thrive for everyone.

Thank you for your trust, your partnership, and your belief in a healthier future. We're honored to walk this path with you.

With gratitude,

**Brent Eichman, MBA, CHFP**
**Chief Executive Officer**

**Dr. Bart Bruns, MD**
Chair, UHA Board of Directors

**Jerry O'Sullivan**
Chair, Community Advisory Council

# Creating Pathways to Better Lives

This year, we expanded access, strengthened partnerships, and broke down barriers—not just within clinics, but across entire communities. We launched new programs, invested in provider networks, and advanced health equity initiatives that make care more connected, comprehensive, and compassionate.

At Umpqua Health, healthcare is more than appointments and treatments—it's about creating clear, reliable pathways to better lives. Each person's journey to health looks different, and in 2024, we deepened our commitment to meeting people where they are, walking alongside them, and ensuring they had the right support at every step.

**Looking Ahead:**
The work doesn't stop here. Every program launched, every partnership strengthened, and every life touched represented another step forward. As we continue into 2025, Umpqua Health remains committed to building the future of healthcare—one pathway, one connection, and one healthier community at a time.

### Expanding Access & Equity

We launched the Health-Related Social Needs (HRSN) benefit, connecting members with essential non-medical services like housing, nutrition, and transportation—ensuring that social barriers never stand in the way of care.

### Growing Our Network

We deepened partnerships with local providers, behavioral health specialists, and community organizations, ensuring that members receive coordinated, whole-person care wherever they are.

### Innovating in Care Delivery

Umpqua Health earned NCQA Health Equity Accreditation, reinforcing our commitment to reducing health disparities and improving culturally responsive care.

## From preventive services to innovative community programs, our work in 2024 laid the groundwork for lasting impact.

### Empowering People & Providers

Our investments in workforce development, learning programs, and clinic improvements helped providers deliver even higher-quality, patient-centered care across Douglas County.

Your Health, Our Purpose: Creating Pathways to Better Lives

# Who We Are: The Heart of Our Organization

### Building a Network of Care

At Umpqua Health, we are more than a healthcare provider—we are a coordinated network dedicated to guiding individuals and communities toward better health. Our mission to create a local health system that is responsive to the needs of the community shapes every initiative we undertake.

### Our Purpose in Action

These principles shape the foundation of Umpqua Health's interconnected system, ensuring that we support not just medical needs, but also education, advocacy, and long-term health outcomes.

Through a commitment to **innovation**, **community investment**, **empathy**, and **respect**, we build pathways that connect people to the care they need, when they need it.

### Innovation

We embrace change as an opportunity to improve healthcare delivery.

### Community

We invest in Douglas County, strengthening the well-being of those we serve.

### Empathy

We listen, understand, and respond to individual health needs with compassion.

### Respect

We foster an inclusive, patient-centered environment.

# Programs in Action

Investing in Health and Well-Being

## Umpqua Health is dedicated to fostering meaningful partnerships that strengthen the well-being of Douglas County residents.

Through the Community Health Improvement Plan (CHIP) and Supporting Health for All through Resources and Engagement (SHARE) initiatives, we provided funding to programs that address food insecurity, safety, health access, and more.

These investments create essential pathways for individuals and families to access the care and resources they need.

**$500K**
invested across
**30 CHIP PROJECTS**

**$1.37M**
invested across
**5 SHARE PROJECTS**

### UCAN: Feeding Umpqua's Mobile Food Pantry

With CHIP funding, Feeding Umpqua's Mobile Food Pantry exceeded expectations, serving 5,394 household members with 1,995 emergency food boxes in underserved communities, including Days Creek, Camas Valley, Elkton, Diamond Lake, and two migrant farmworker sites. By expanding outreach, UCAN also collaborated with WIC to enroll eligible families for additional food assistance, ensuring long-term support.

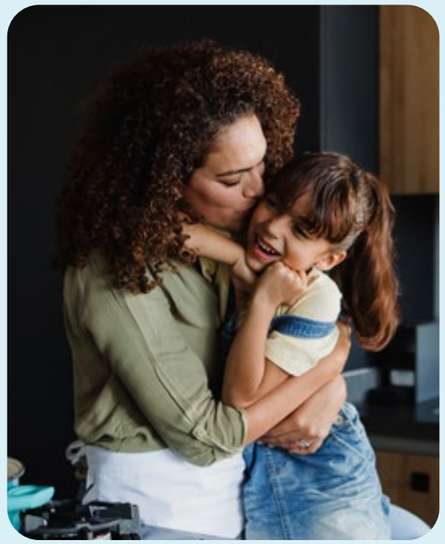
### Umpqua Valley Habitat for Humanity: Repairing Homes for Neighbors in Need

Habitat for Humanity helped low-income homeowners make essential repairs that improved safety, accessibility, and long-term stability, thanks to funding through CHIP.

**Highlights from this past year:**

- 10 critical home repairs completed through site visits and homeowner support
- 15 households supported through the Revolving Loan Pool, with 9 repairs completed, and 6 in progress
- 3 homeowners participated in a matched savings program (IDA), unlocking over $21,000 in funding for repairs

> These programs bridge crucial gaps for vulnerable populations, ensuring they receive holistic care and protection.



Survivor's Journey to Stability

## Voices of Impact: Real Stories, Real Change

As part of a CHIP-funded program, Peace at Home's Latinx Services Advocate helped a local mother navigate an extremely difficult period in her life. Facing isolation, legal uncertainty, and overwhelming stress, she turned to the advocate for help. With consistent support—legal guidance, peer counseling, and community resources—she was able to:

- Secure stability and safety for her family
- Access community aid during the holidays
- Gain confidence and long-term independence

> Her story reflects how culturally responsive advocacy can offer a lifeline to those navigating trauma and complex systems—transforming fear into resilience and rebuilding lives with dignity.

# Breaking Language Barriers in Healthcare

Umpqua Health partners with a network of certified interpreters to support equitable care.

When one member who spoke a less common language needed support, Umpqua Health worked with the Oregon Certified Interpreter's Network (OCIN) to coordinate services. After dedicated effort, a certified interpreter was secured—ensuring clear communication and safe care.

Among those making a difference is Ana Garcia, a Certified Spanish Healthcare Interpreter known for her commitment to the community. From supporting expectant mothers to advocating for children in DHS custody, Ana helps ensure every member receives compassionate, accessible care.

Strengthening Health Access Initiatives

# Healthy Start Incentive Program

Launched in Q4 2024, this initiative incentivized well-child visits and immunizations by providing families with Sherm's Thunderbird Market gift cards. UHA-contracted clinics actively promoted the program, encouraging families to complete essential checkups and vaccinations. Parents shared their gratitude:

Great idea and beneficial to our children.

Great program! It helped me schedule a well check for my other child.

We are so thankful!

By making healthcare **more accessible and rewarding**, UHA-contracted clinics are helping build a healthier future for young members.

Every partnership, every service, and every story reflects our commitment to ensuring all individuals, regardless of background, have access to the care they deserve.

### Community Outreach

## Dr. Capannolo's Commitment

At Umpqua Health Newton Creek, healthcare extends beyond appointments. Programs like **Julie's Closet** provide food, clothing, and hygiene products for patients in need, supplied primarily through clinic staff donations.

- Bimonthly outreach to individuals without stable housing, meeting them where they are to provide on-site health assessments.
- Home visits by providers, ensuring patients with mobility challenges receive care.
- Specialized services include opioid use disorder treatment, hepatitis C care, HIV prevention, and gender-responsive, inclusive approaches to prevention.

### Final Impact: Expanding Access, Building Trust

## Through strategic funding, community-driven programs, and personalized care, Umpqua Health continues to create pathways to better lives.

Elevating Care & Strengthening Networks

At Umpqua Health, service excellence is more than a goal—it's a **commitment to continuous improvement in care**, equity, and community health. In 2024, we made significant strides in advancing **health equity, strengthening quality measures, and expanding access** to essential healthcare services.

# Commitment to Health Equity

Umpqua Health Alliance (UHA) is proud to have received Health Equity Accreditation from the National Committee for Quality Assurance (NCQA), aligning with the Oregon Health Authority's (OHA) strategic goal of eliminating health inequities by 2030.

This accreditation demonstrates UHA's commitment to continuous quality improvement, fostering a skilled and diverse workforce, integrating health equity into all programs and policies, and collaborating with diverse partners to achieve public health goals. Through these efforts, UHA supports OHA's core values and strategic objectives in promoting health equity.

To expand equity-focused care, we launched:

**Health Care Interpreter Scholarship Program**

We embrace change as an opportunity to improve healthcare delivery.

**Language Proficiency Certification**

We invest in Douglas County, strengthening the well-being of those we serve.

**REALD & SOGI Data Integration**

We build inclusive systems by improving how we collect and use demographic data.

# Strengthening Healthcare Outcomes in 2024

This year, Umpqua Health strategically enhanced care delivery and performance outcomes, ensuring measurable progress in health access, equity, and system-wide collaboration.

Our commitment to quality-driven care led to advancements across key performance areas:

### Transformation & Quality Strategy (TQS)

→ **92.6% score**—reflecting sustained improvement in key health metrics.

### Quality Assessment & Performance Improvement (QAPI)

→ **97% completion**—engaging teams across UHA in ongoing quality initiatives.

### Emergency Department & Inpatient Reductions

→ Emergency Department revisits **decreased by 7.4%**

→ Inpatient readmissions **declined by 6.5%**, enhancing care transitions.

### CCO Quality Metric Achievements (2023)

→ **Met 12 of 15 improvement targets**—including all four challenge pool measures.

→ **Earned 115% of quality pool funds**, reinvested in local care and provider support.

| | Incentive Measure | Improvement Target | Final Performance |
|---|---|---|---|
| 1 | Health Assessment for children in DHS custody | ≥90.0% | 92.7% |
| 2 | Immunizations for Adolescents * | ≥22.2% | 26.0% |
| 3 | Childhood Immunization Status | ≥60.1% | 55.4% |
| 4 | Oral Evaluation for Adults with Diabetes | ≥26.2% | 31.3% |
| 5 | Preventative Dental Services (ages 1-5) * | ≥45.3% | 51.0% |
| | Preventative Dental Services (ages 6-14) * | ≥54.8% | 61.5% |
| 6 | Initiation of SUD Treatment | ≥40.2% | 39.3% |
| | Engagement of SUD Treatment | ≥16.3% | 14.7% |
| 7 | Well-Care Visits (ages 3-6) * | ≥68.6% | 70.7% |
| 8 | Diabetes: HbA1c Poor Control | ≤37.3% | 31.0% |
| 9 | Cigarette Smoking Prevalence | ≤26.7% | 13.7% |
| 10 | Depression Screening and Follow-Up | ≥48.5% | 58.7% |
| 11 | SBIRT Rate 1 | ≥49.1% | 58.7% |
| | SBIRT Rate 2 | ≥28.7% | 61.9% |
| 12 | Timeliness of Postpartum Care | ≥82.1% | 82.9% |
| 13 | Meaningful Language Access to Health Care Services | ≥7.9% | 4.1% |
| 14 | System-Level Social-Emotional Health | Attestation | Attested |
| 15 | Social Needs Screening and Referrals | Attestation | Attested |

Strategic Partnerships

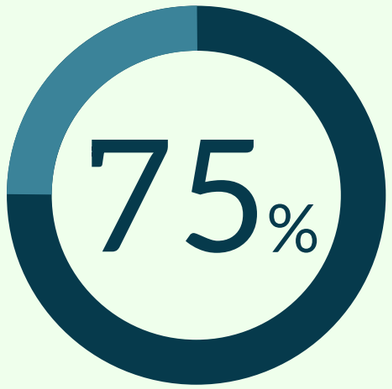
# Expanding Access & Collaboration

By deepening collaborations with providers and investing in language access, Umpqua Health strengthened the healthcare network to better serve members.

Collaboration with healthcare partners remains central to expanding access and improving care quality. In 2024, Umpqua Health:

- Transitioned to structured provider engagement, moving from ad hoc meetings to weekly and monthly collaborations—ensuring faster issue resolution and best-practice sharing.
- Expanded language access services, increasing bilingual provider certifications by 38.9% and funding training for eight new Oregon Certified or Qualified Healthcare Interpreters (HCIs) in Douglas County.
- Strengthened immunization outreach, partnering with Douglas County Public Health Network to improve childhood vaccination rates and reduce vaccine hesitancy through targeted education campaigns.

**Enhanced access to preventive care:**
UHA's partnership with Douglas County Public Health Network led to a measurable increase in childhood immunization rates, reducing gaps in preventive healthcare.




of UHA members are now covered under structured, frequent provider engagement

8

Oregon Certified or Qualified Healthcare Interpreters (HCIs) trained through UHA's scholarship program

38.9 △%

increase in certified, bilingual providers

1

Additional HCI supported through the registry application process

**Strengthened dental and oral health partnerships:**
UHA's collaboration with Advantage Dental helped exceed incentive metrics, improving oral health outcomes for members.

Expanding Health Equity & Environmental Resilience

# This year, Umpqua Health advanced key initiatives that addressed social and environmental health challenges, ensuring that every member has access to the care and resources needed to thrive.

Beyond clinical care, Umpqua Health addressed key social determinants of health (SDoH) and climate-related health risks.

### HRSN Climate Program

Distributed 464 climate devices (air conditioners, filtration systems, heaters, and power supplies) to vulnerable members.

### Wildfire Crisis Response

Rapidly deployed air filtration devices to 50+ high-risk members affected by wildfires.

### HRSN Housing Program

Launched in November 2024, approving 43 housing requests in two months—covering tenancy support, eviction prevention, and utility assistance.

### Flex Applications Approved

462 approvals, preventing homelessness and addressing wellness-related social needs.

Patient-Centered Growth

# Expanding Member Access & Engagement

Umpqua Health Newton Creek Clinic (UHNC) enhanced care access and operational efficiency—supporting more members and strengthening community programs.

→ **Recognized as a Tier 4 Patient-Centered Primary Care Home**
A high-value designation reflecting UHNC's commitment to whole-person, coordinated care.

→ **Expanded urgent care hours**
Now open six days a week, improving access to timely services for local families.

→ **Integrated care across services**
Primary care, behavioral health, and urgent care—working together to support holistic health.

Active Lives, Healthier Futures

# Supporting Wellness Through YMCA Partnerships

Umpqua Health's partnership with the YMCA of Douglas County empowers members to stay active, connected, and on track toward healthier lives.

In 2024, UHA provided 3,410 members with gym memberships—creating inclusive access to fitness opportunities that support both physical and mental well-being. From swim programs and strength training to low-impact classes and family-friendly activities, the YMCA plays a vital role in helping members take charge of their health.

This initiative builds on a long-standing **commitment to community wellness**, ensuring members of all ages and abilities have the tools and support to thrive.

**After losing my son, the YMCA became a lifeline. The pool, the bike — just being around others helped both my body and my grief.**

**This program has improved our family's health— thank you!**

**Thanks to this program, I've been able to do water therapy, which has helped my back tremendously.**

**Swimming with my four boys has brought us closer. We're making memories, staying active, and healing — together.**

Community Outreach

# Expanding Social-Emotional Health Resources

As part of its workforce development and early childhood health efforts, Umpqua Health expanded provider training to better serve children ages 0–5.

Key highlights from 2024:

- **64 trainings** delivered through the Young Children's Workforce Development Scholarship
- **23 providers** across **11 organizations** participated in evidence-based programs
- **Social-Emotional Champion** awards recognized leaders advancing early childhood health

These investments were shaped by community feedback, calling for more culturally specific resources, improved referral navigation, and increased access to medical interpreters.

By prioritizing sustainable, community-driven initiatives, we will continue creating meaningful pathways to better health for all.

Building a Resilient Future

## Strategic Priorities for 2025

As we look ahead, Umpqua Health remains dedicated to expanding pathways to care, improving health equity, and strengthening partnerships.

# Sustainability & Growth

### Aligning Community Investment Strategies

Prioritizing healthcare workforce development, education, built environments, and disease prevention.

### Reducing Health Inequities

Implementing targeted interventions for at-risk and marginalized populations.

### Enhancing Social Service Benefits

Refining housing, nutrition, and climate-related benefits for maximum community impact.

# Looking Ahead

**A Commitment to Sustainable Impact**

As the healthcare landscape evolves, Umpqua Health remains focused on **innovation**, **collaboration**, and **continuous improvement**.

### Investing in Tomorrow's Workforce

Expanding workforce development to support future healthcare needs

### Evolving Care for Better Outcomes

Strengthening value-based care models to improve health outcomes

### Championing Community Wellness

Advancing community-based health initiatives to promote long-term well-being

# A Culture of Support and Innovation

By strengthening partnerships with providers, social service organizations, and community leaders, we expanded access to essential care, addressed social determinants of health, and launched the Health-Related Social Network (HRSN) benefit. Through shared resources and aligned goals, we tackled health disparities, improved care coordination, and ensured more individuals received the right support at the right time.

Internally, our culture of support empowered teams to innovate and adapt to evolving challenges. From cross-functional teamwork to staff development initiatives, we created an environment where everyone could contribute their best. This collaboration drove advancements in care delivery, population health programs, and community-based initiatives.

**Acknowledgments**

In 2024, Umpqua Health made a meaningful difference by staying true to our purpose: improving individual and community health. This success was made possible through strong collaboration and support—both within our team and among our partners across the community.

"Through collaboration with Umpqua Health, we've expanded essential services and created lasting change for our community. Their commitment to health equity and well-being has been a game-changer."

**– Community Partner Testimonial**

Partner Recognition

# Our mission is strengthened by the dedication of our community partners. Their work expands care access, supports families, and builds healthier futures.

## Healthcare & Social Services Partners

**UCAN** – CCBF Partner; SHARE Partner: Transitional Housing
**NeighborWorks Umpqua** – CCBF Partner
**Peace at Home** – CCBF Partner; Culturally Specific Services for Latinx Survivors (CHIP Project)
**Mercy Foundation** – CCBF Partner
**211 Info** – CCBF Partner
**Adapt** – Art of Prevention (CHIP Project)
**Oregon Department of Human Services** – First Thursday Expansion (CHIP Project)

## Education & Workforce Development Partners

**Umpqua Community College** – SHARE Partner: Healthcare Workforce Development; GED Access (CHIP Project)
**Douglas ESD** – Youth Ready Education Combines (CHIP Project); Childcare Professional Recognition & Safety Initiatives
**Phoenix School of Roseburg** – Youth Community Health Corps (CHIP Project)
**Creating Community Resilience** – Adverse Childhood Experiences Training Team (CHIP Project)

## Food Security & Community Well-Being Partners

**FISH Food Pantry** – Battling Food Insecurities (CHIP Project)
**UCAN Feeding Umpqua** – Mobile Food Pantry (CHIP Project)
**Meals on Wheels** – Friendly Kitchen (CHIP Project)
**YMCA of Douglas County**– Camp Connections (CHIP Project)
**Umpqua Valley Farm to School** –– Fueling Family Wellness with Umpqua Growth (CHIP Project)
**UC Veg** – Lifestyle and Nutrition Course (CHIP Project)
**Thrive Umpqua** – Annual Community Wellbeing Challenge

## Community & Youth Engagement Partners

**Fremont Middle School** – Student Clothes Closet (CHIP Project)
**Roseburg Lacrosse Club** – Youth Involvement (CHIP Project)
**Friends of the Roseburg Library** – Dolly Parton's Imagination Library (CHIP Project)
**Family Development Center** – Cooking with Chef Charlie (CHIP Project)
**Tasha's House** – Youth Transportation Van (CHIP Project)
**Umpqua Valley Habitat for Humanity** – Repairing Homes for Neighbors in Need (CHIP Project)t)
**Umpqua Movement Arts Collaborative** – Diva Dancers Community Dance Program (CHIP Project)

Each of you plays a vital role in the success of Umpqua Health, and we are honored to work alongside you in building a healthier, stronger community.

Gratitude Notes

## We extend our gratitude to the many individuals and organizations whose dedication has shaped the health and well-being of our community.

**To our Board of Directors,** thank you for your vision, leadership, and commitment to guiding Umpqua Health toward a healthier future. Your strategic direction ensures that we continue to meet the evolving needs of those we serve.

**To our Community Advisory Council,** we are grateful for your advocacy and insight. Your voices keep us connected to the lived experiences of our members, helping to shape programs and projects that truly reflect community needs.

**To our provider network,** we appreciate your dedication to delivering high-quality, compassionate care. Your expertise and commitment to quality drive positive outcomes for our members every day.

**To our community partners,** your collaboration and shared commitment to addressing social determinants of health make a lasting difference. Together, we create pathways to better lives through innovative programs, expanded access to care, and meaningful support services.

**To our staff,** thank you for your passion, hard work, and dedication to our mission. Your efforts behind the scenes and on the front lines ensure that our members and patients receive the care and support they deserve.

UMPQUA HEALTH

ANNUAL REPORT 2024

# Your Health, Our Purpose

## Creating Pathways to Better Lives

**Thank you to our partners, providers, and community members,** for making this work possible.

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