

Fallbrook Regional Health District Health & Wellness Center

CATALYST IS YOUR INTEGRATED HEALTH PARTNER

NOVEMBER 11, 2019

Catalyst Team Introductions



Debbie Jacobs
West Region Director
Project Executive



Sharon Conklin
Director of Operations
Operations Lead



Eric Morris
Strategist
Strategy Lead

Experience and
Catalyst Advantage

01

Partner With You to
Achieve Your Vision

03

How the Project Gets
Done – A Case Study

05



02 Health and Wellness
Imperative

04 Collaborative
Approach

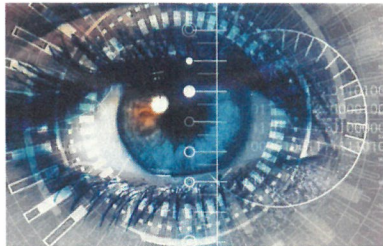
06 Questions and
Discussion

Experience and Catalyst Advantage

Catalyst Brings an **Integrated Solution**



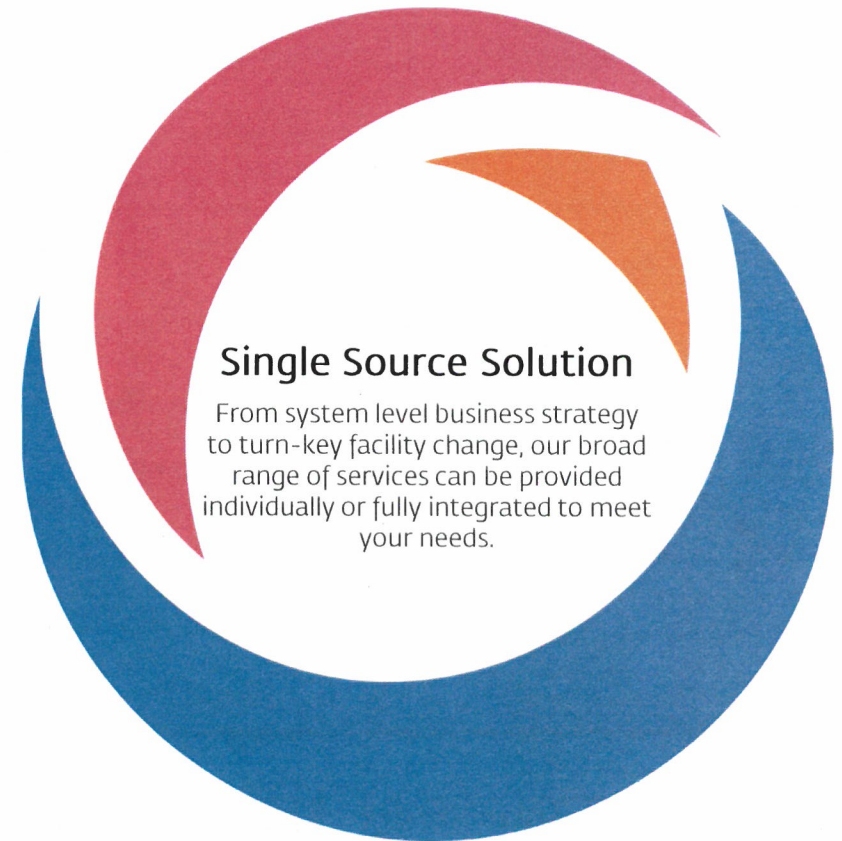
- Program Strategy and Operations
- Community Needs Assessment
- Analytics / R&D
- Financial Feasibility Analysis
- Functional/ Space Programming
- Implementation Planning & Execution



- Architecture / Design
- Master Planning
- Engineering
- Interior Design
- Schedule / Phasing



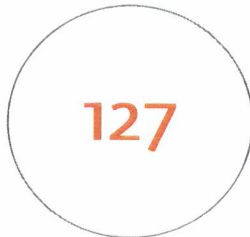
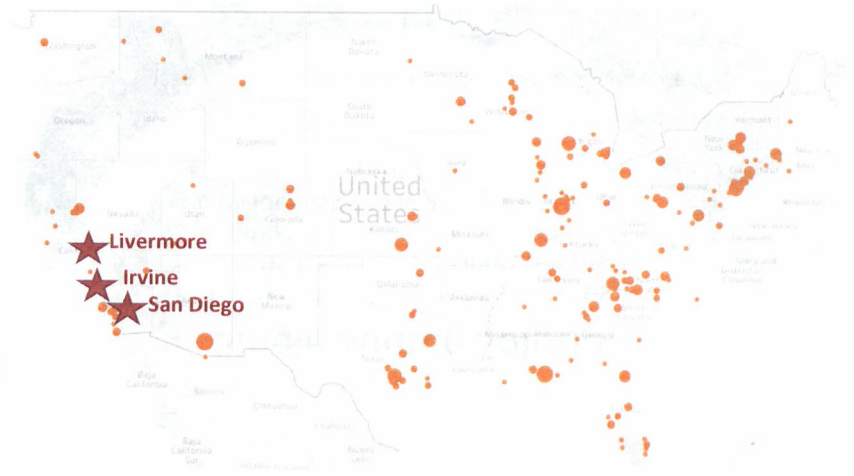
- Pre-Construction Services
- Cost Estimation
- Program Management
- Construction Management
- Design-Build



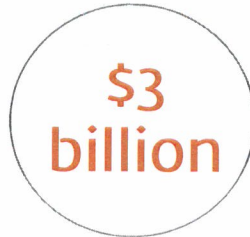
National Healthcare Experience Local Presence



UC San Diego Health



127
Years in Business



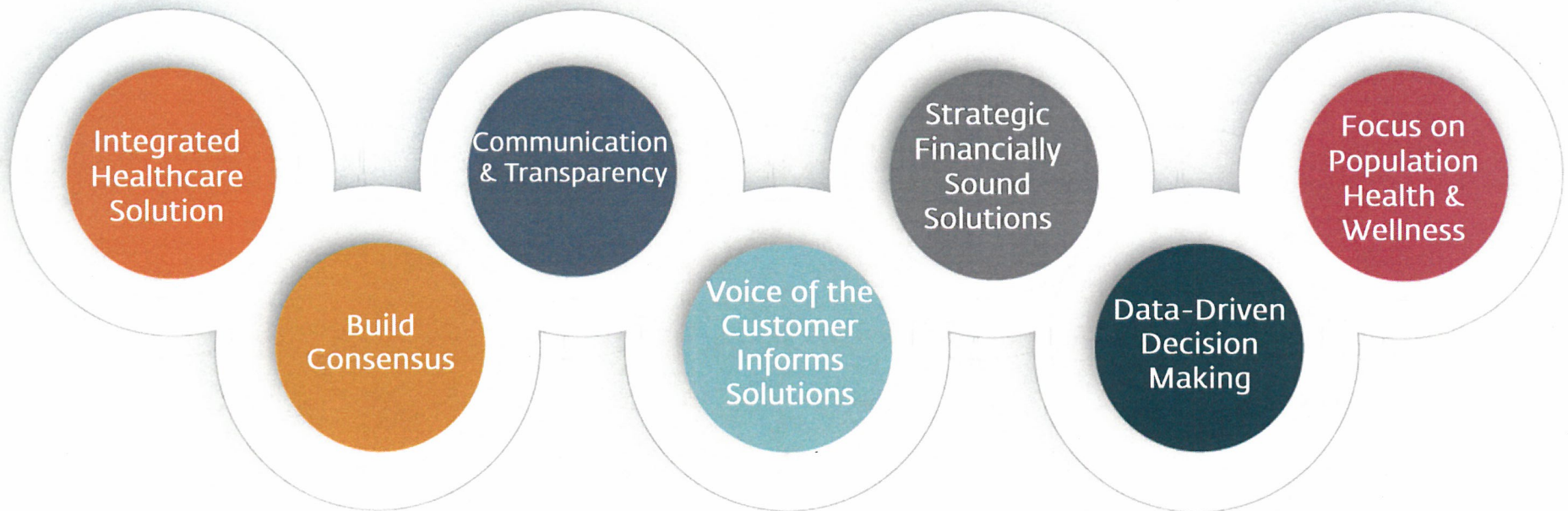
\$3 billion
Completed Planning Projects

200+

200+
Programming Related Projects

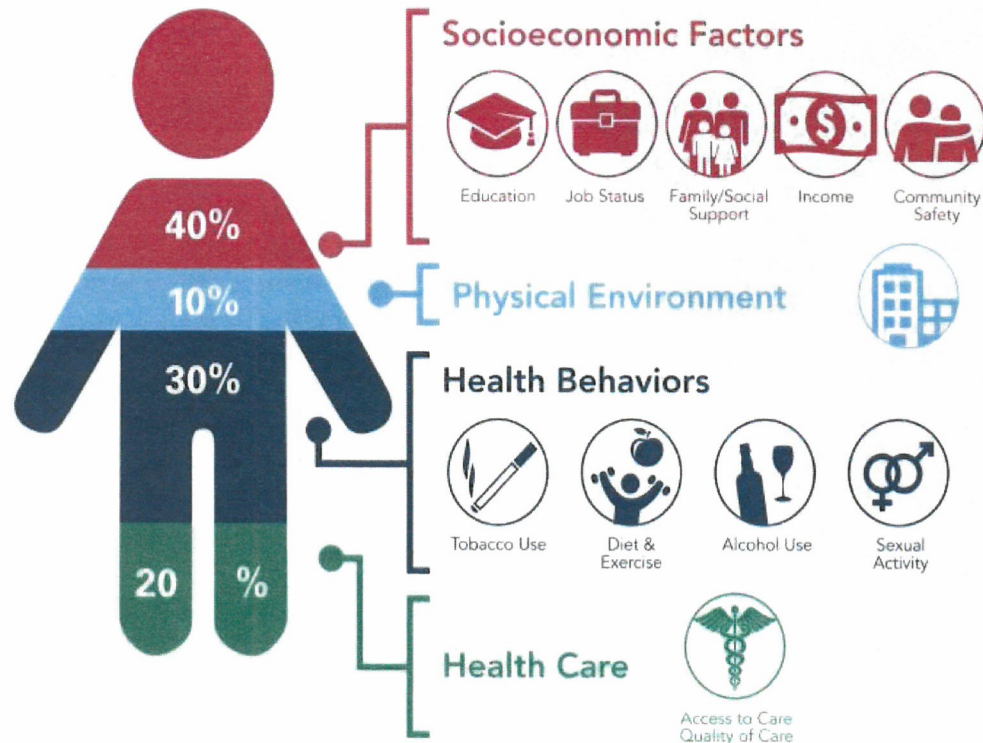


The Catalyst Team **Advantage**



Health and Wellness Imperative

80/20 Rule: Impact of Social Determinants of Health



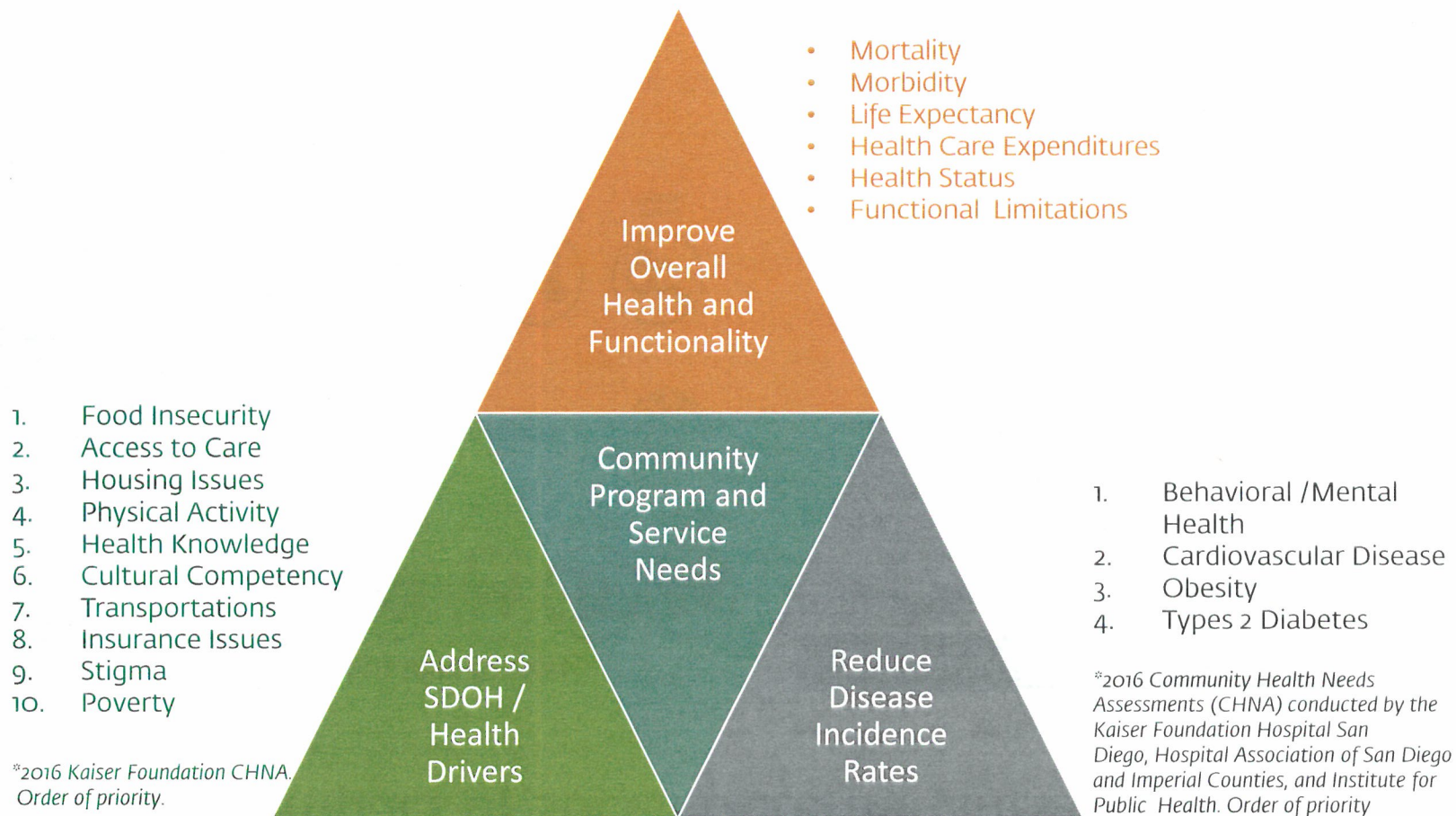
SDOH Impact

- ➔ **20 percent** of a person's health and well-being is related to **access to care** and **quality of services**
- ➔ The **physical environment, social determinants** and **behavioral factors** drive **80 percent** of health outcomes

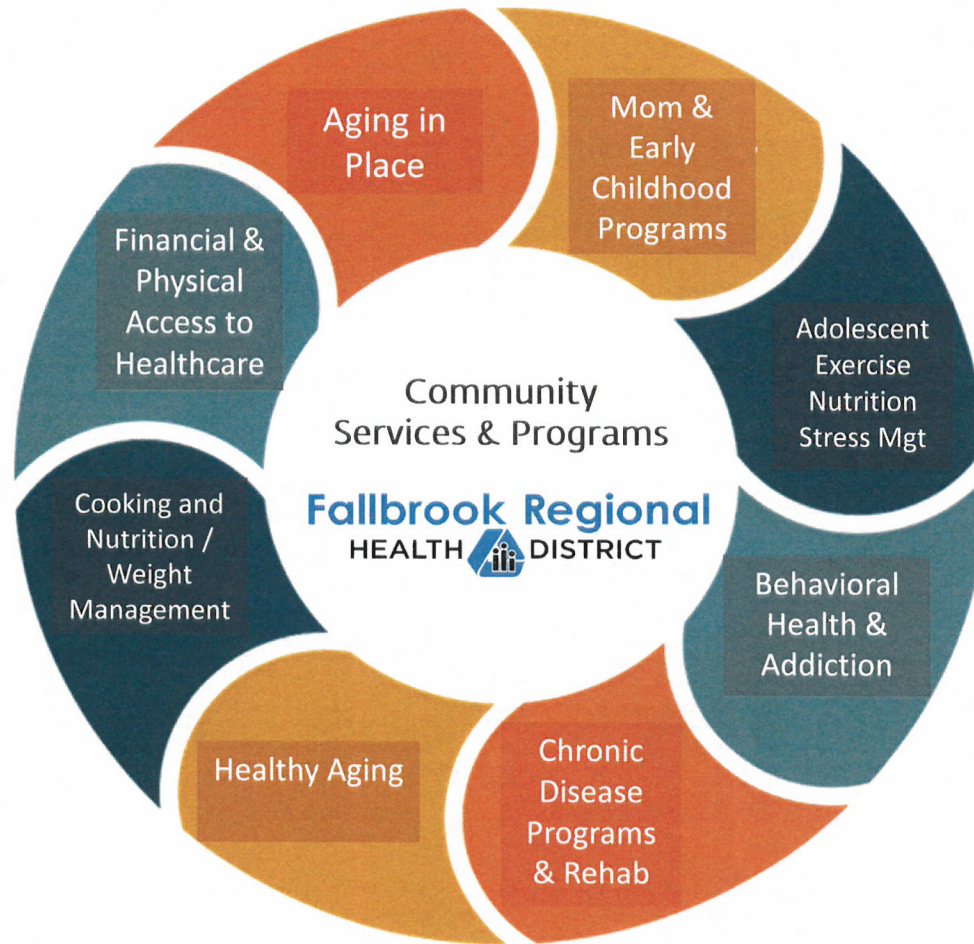
Source: Institute for Clinical Systems Improvement: Going Beyond Clinical Walls: Solving Complex Problems, 2014. Graphic designed by ProMedica

©2018 American Hospital Association

Address **Health Drivers** to Improve Overall **Health**



Continuum of Community Services and Programs

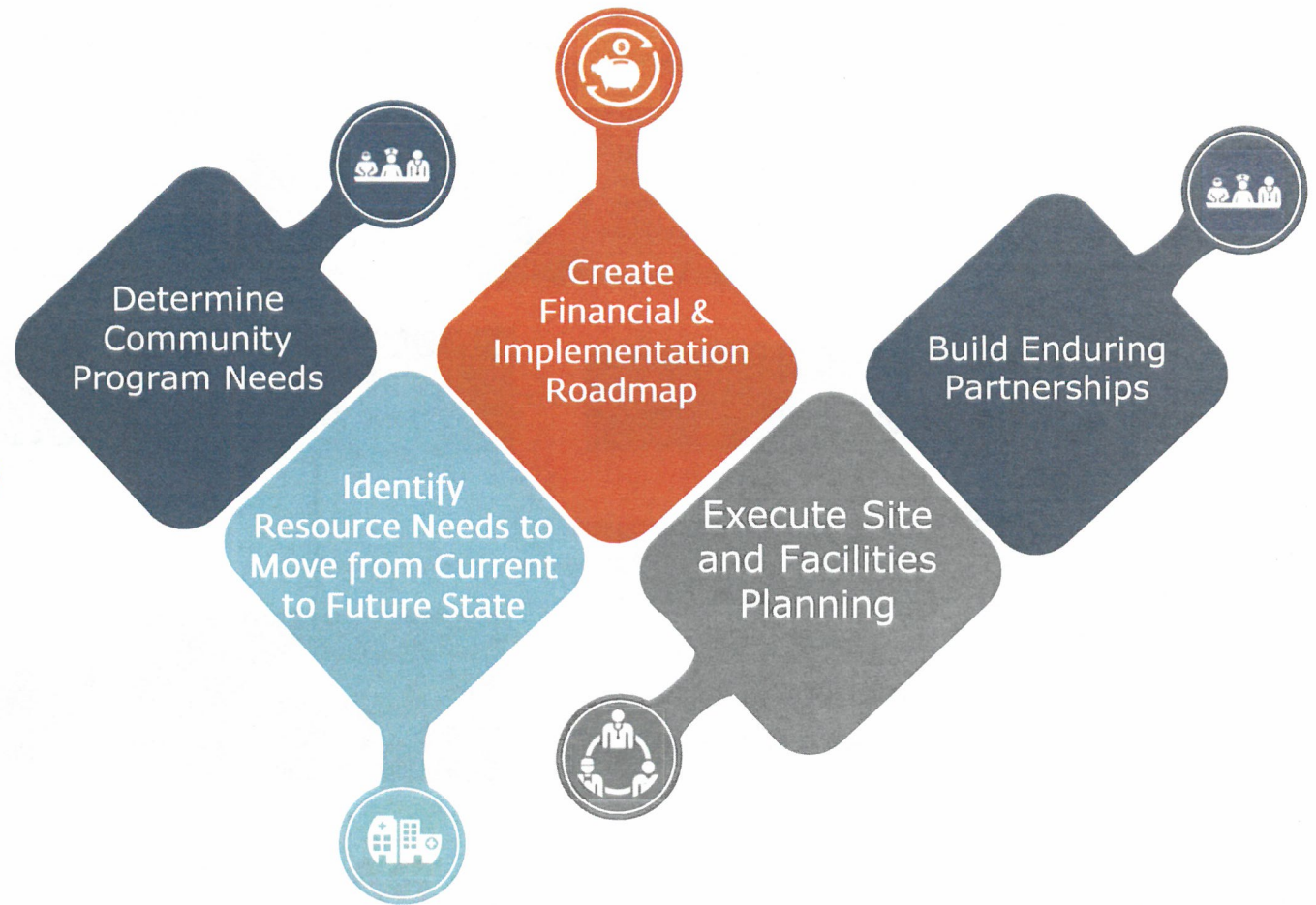


Partner With You to Achieve Your Vision

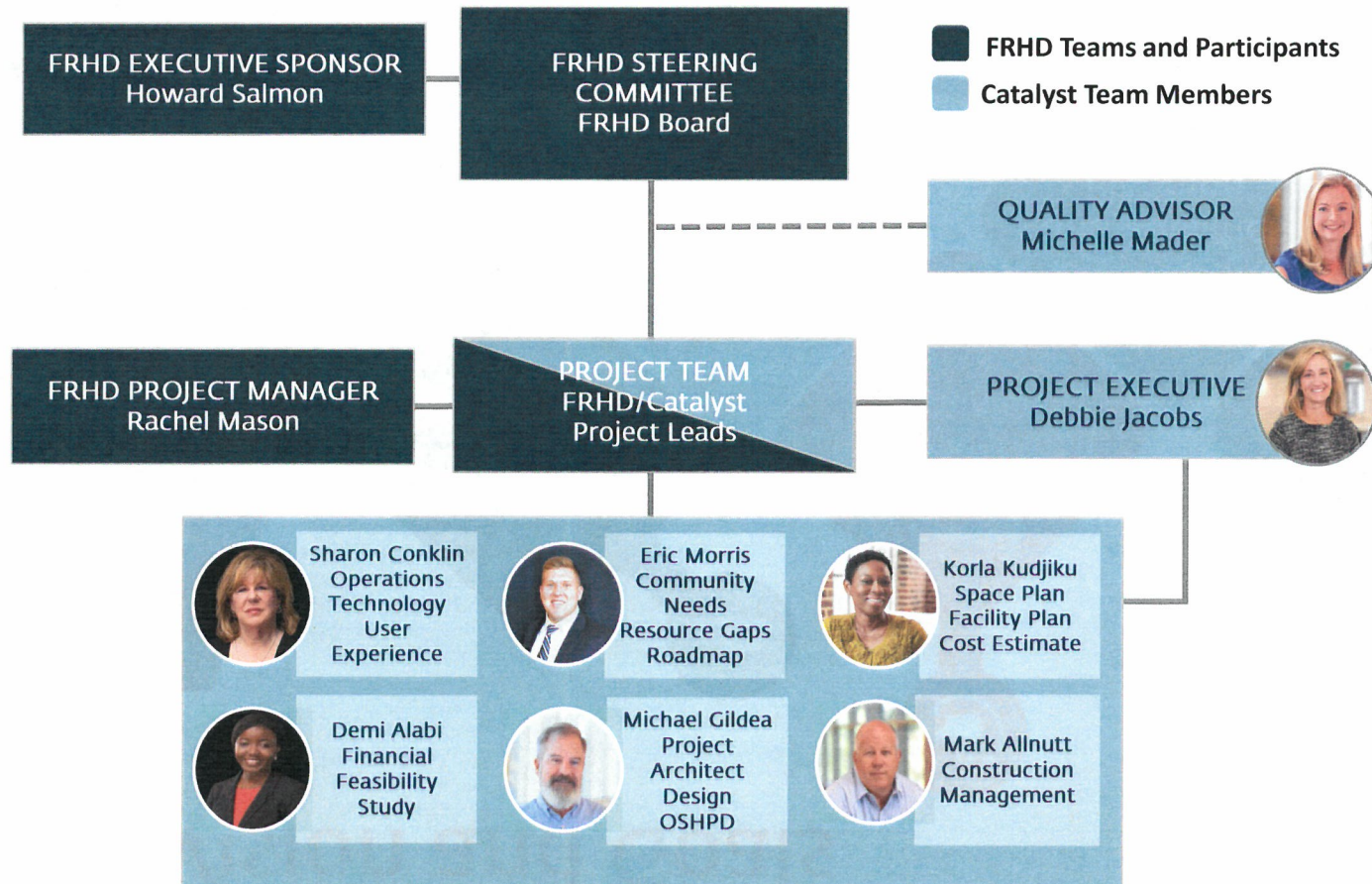
FRHD Project **Vision and Goals**

Desire a partner to inform the strategic direction for current and future community needs enabling the Community Health & Wellness Center to encourage a lifetime of healthy living.

and well-being



Collaborating to Achieve Your Goals



Collaborative Approach

How to Accomplish Your Goals

Keys to a Successful Project

- ✓ Communication
- ✓ Transparency
- ✓ Consensus

Key Work Steps / Milestones	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6 Forward	
Determine Community Program Needs	→					Design and Construction	
Assess FRHD Organizational Capacity	→						
Identify Resource Needs to Move from Current to Future State			→				
Evaluate Financial Sustainability				→			
Create a Roadmap to the Future				→			
Facilities Planning				→			
Build Enduring Partnerships				→			

Determine Community Programming Needs

Voice of the Community

- Facilitate community focus groups
- In person interviews with stakeholders
- On-line survey feedback



Local Market Service Profile

- Social service providers
- Current partners
- Input from community
- Review of existing directories

Population Analytics

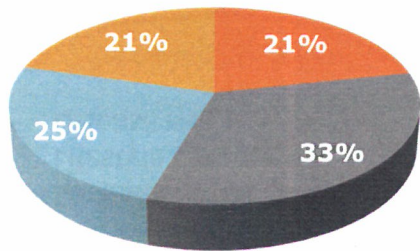
- Demographics
- Socioeconomic factors
- Lifestyle categories
- Disease risk

Emerging Trends & Innovations

- San Diego Health Connect
- Smart Campus
- Artificial Intelligence
- Bioelectronic Medicine

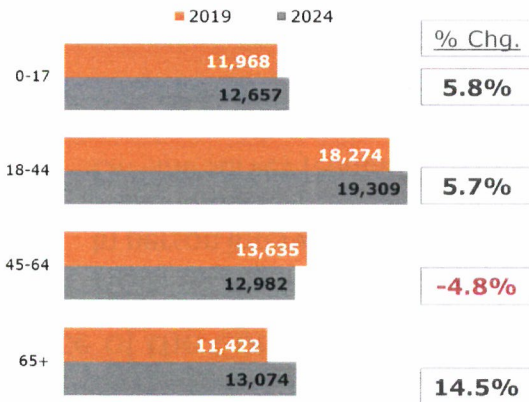
Fallbrook Market **Changing Demographics**

2019 Population Total SA

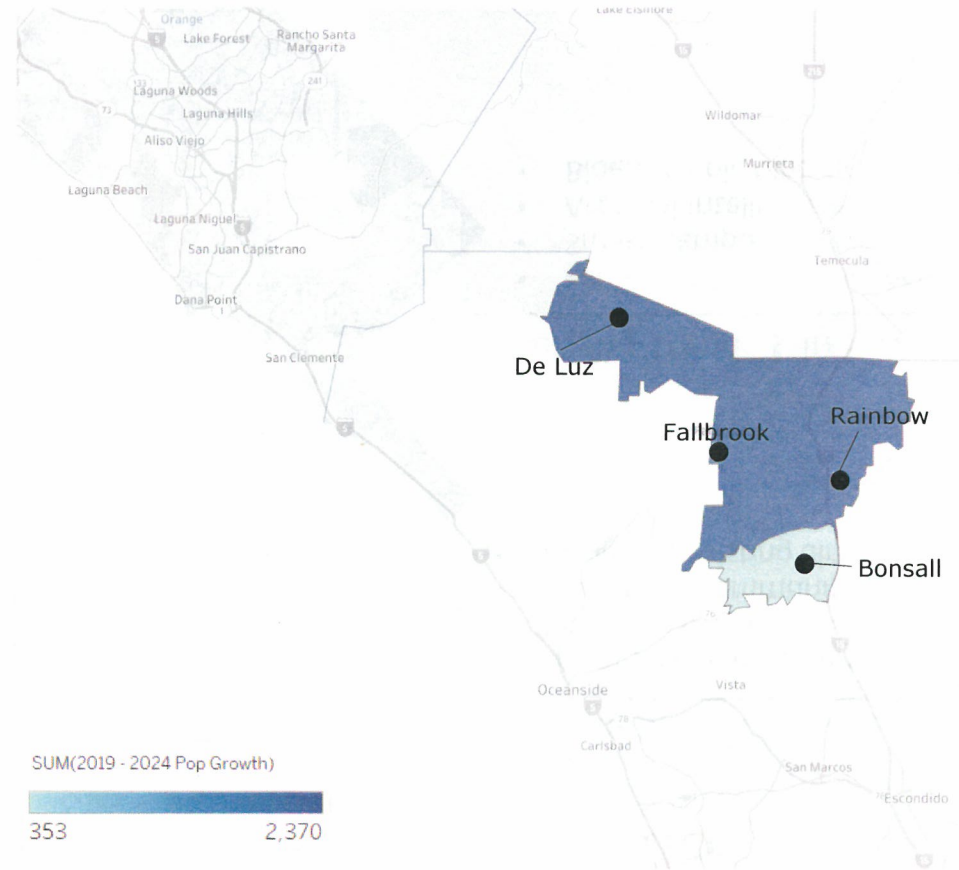


■ Age <18 ■ Age 18-44 ■ Age 45-64 ■ Age 65+

- The service area is projected to grow by 4.9% over the next 5 years (1.0% CAGR)
- 2019 Population – 55k
- 5 Year Population Growth – 3K

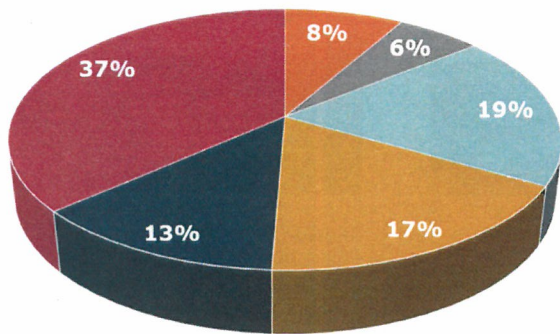


Source: Truven



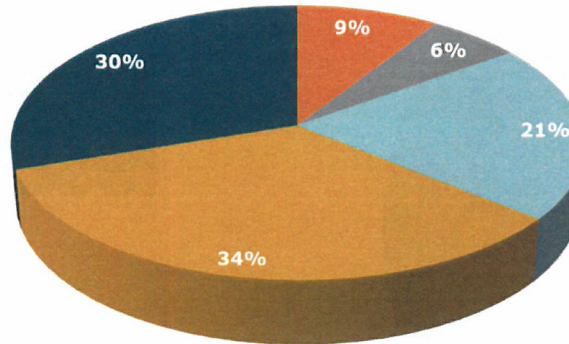
Understanding Your Market Profile

2019 Household Income Distribution



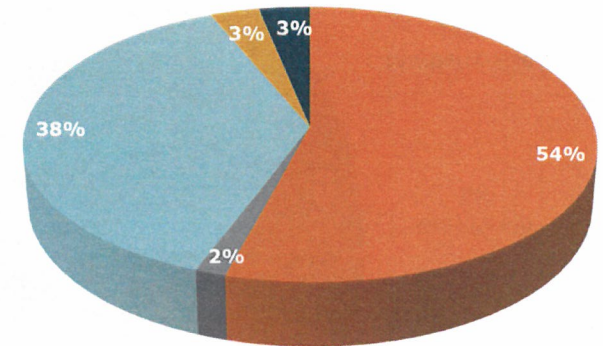
■ <\$15K
 ■ \$15-25K
 ■ \$25-50K
 ■ \$50-75K
 ■ \$75-100K
 ■ Over \$100K

2019 Education Level



■ Less than High School
 ■ High School Degree
 ■ Bachelor's Degree or Greater
 ■ Some High School
 ■ Some College/Assoc. Degree

2019 Ethnicity Distribution



■ White Non-Hispanic
 ■ Hispanic
 ■ Black Non-Hispanic
 ■ Asian & Pacific Is. Non-Hispanic
 ■ All Others

- 37% of households have income over \$100k; 19% between \$75K-\$100k
- Service area residents are well educated >64% have some college education
- Ethnic distribution is primarily White (54%) and Hispanic (38%)

Population Lifestyles will Inform What, How and Where Residents Desire to Engage in Wellness Programs



Traditional Times

Small town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically 50's+, these midscale Americans pursue and active lifestyle. Belong to country clubs and civic clubs.



New Melting Pot

Populated by a blend of ethnically diverse, young families and singles. Big Music fans, indexing high as radio listeners and readers of music magazines.



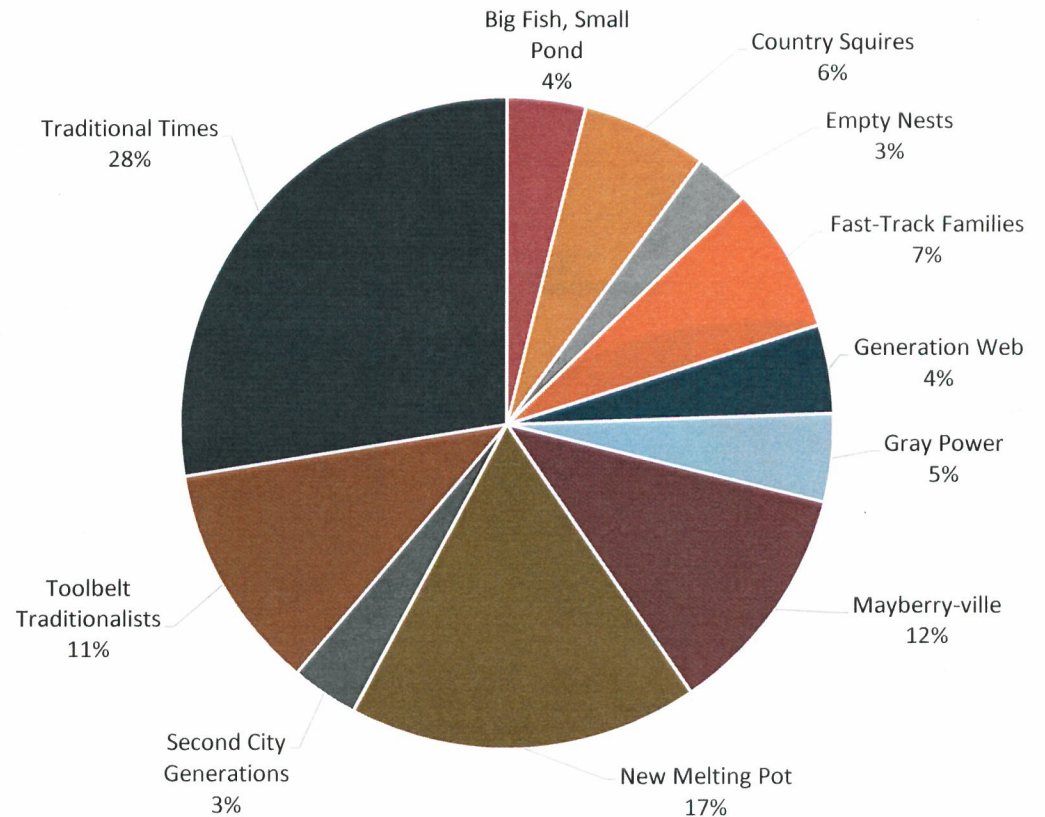
Mayberry-ville

Old fashioned way of life. In these small towns, upscale couples prefer outdoor activities like fishing and hunting during the day, and stay home and watch TV at night.

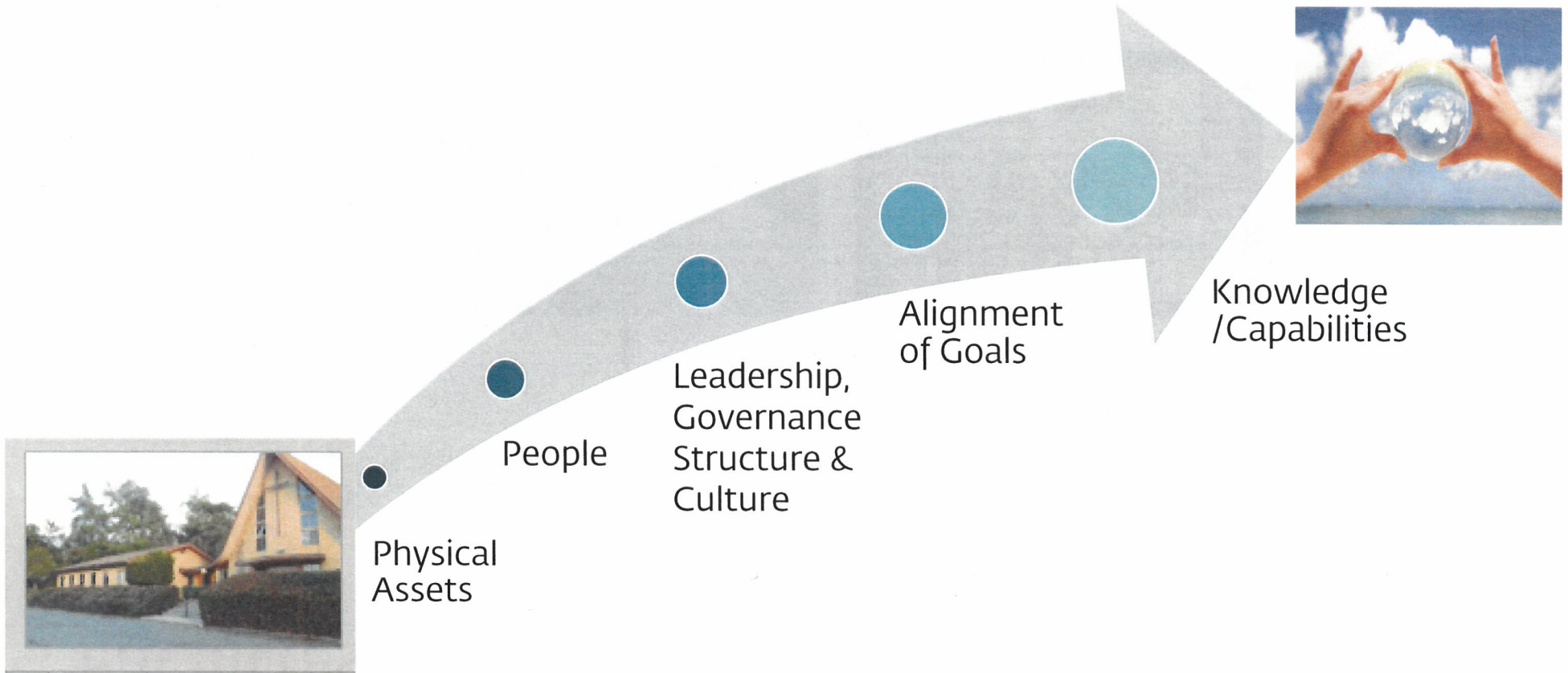


Toolbelt Traditionalists

Have empty nests. If something needs to be fixed, they are likely to do the work themselves. Also frequent QVC and HSN shoppers.



Resource Gap to Move from Current to Future State



Facilities Planning Brings the Program to Life

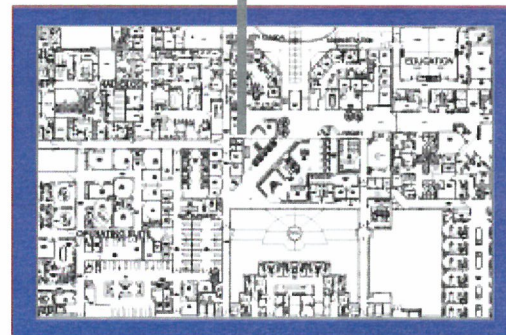
Step One
Conceptual Design



Step Two
Phasing and Probable Cost



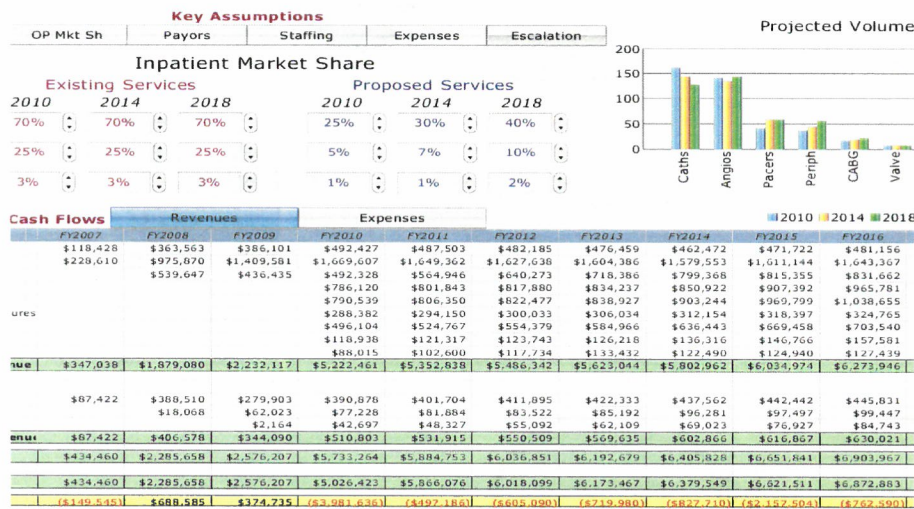
Step Three
Design & Construction
Drawings



Construction



Financial Feasibility of the Program



- Proprietary Model
- Dashboard of Key Financial Metrics
- Inputs Include Revenue, Cost, Initial Investment and Timing Assumptions
- Test and Modify Programming Scenarios
- Evaluate Near- and Long-Term Financial Viability

Building Sustainable Community Partnerships



Jeremiah's
Ranch



"...a future and a hope"



BOYS & GIRLS CLUBS
OF NORTH COUNTY

**FALLBROOK
CITIZENS**

CRIME
PREVENTION
COMMITTEE



mhs MENTAL
HEALTH
SYSTEMS

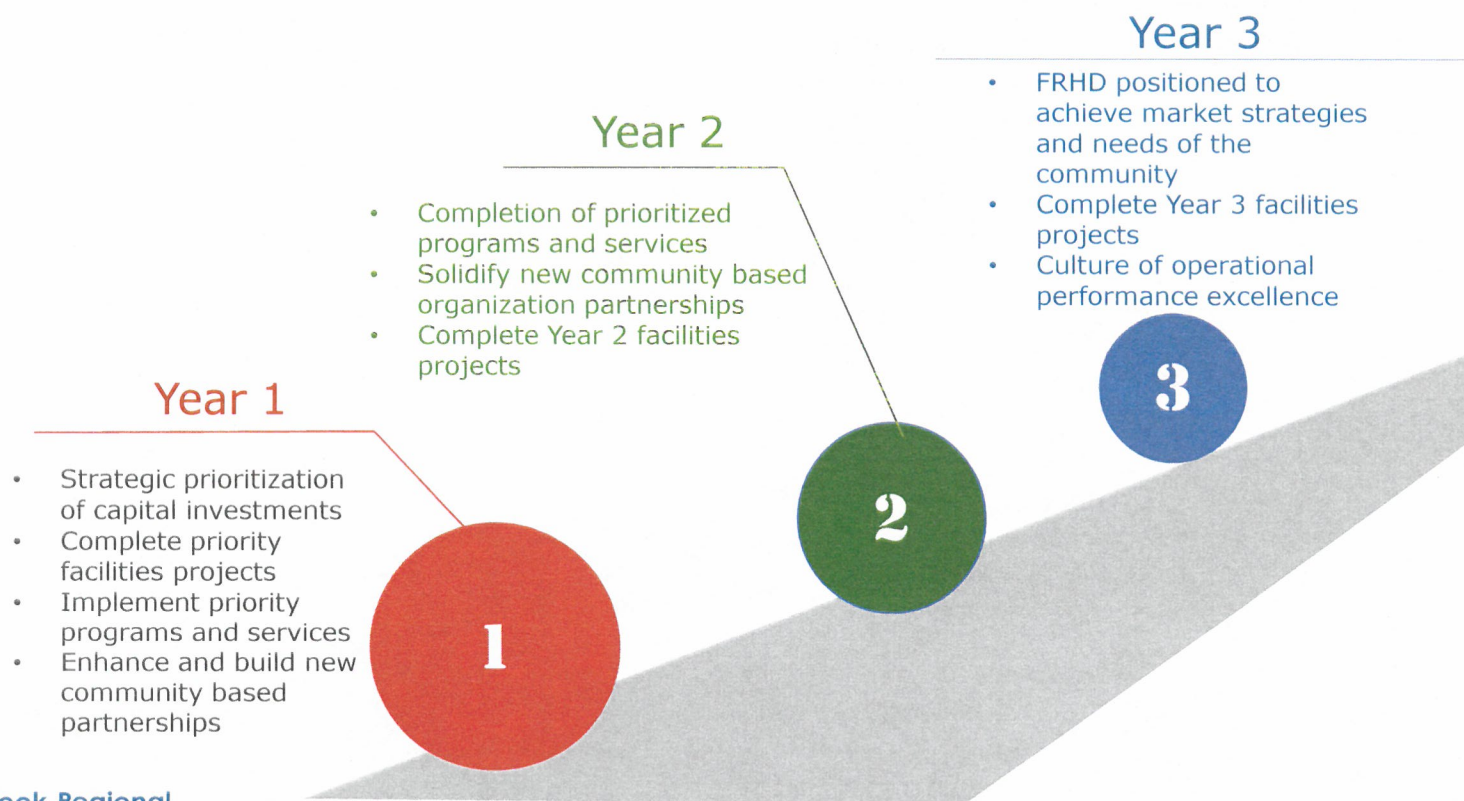


Michelle's Place
Cancer Resource Center

Fallbrook Regional
HEALTH DISTRICT

 CATALYST

Roadmap to Future State Vision



Questions and Answers
