

## Thoughts from advisory board members



*"This program is a timely response to the needs of the growing local Chinese community. Among this community are recent immigrants facing language and culture disparities. The Chinese community is happy to see this move. The big*

*turnouts from the Chinese community for recent CHI events demonstrates the popularity of this program."*

**— Alex Tsao, director of the Charity Program for the Tzu Chi Foundation**



*"The CHI is imperative in meeting the needs of the Chinese community. I am delighted to be part of the board that advises El Camino Hospital on development of the most approachable and comfortable environment for*

*Chinese patients. Every effort is made to enhance the hospital experience for them — from culturally sensitive communications to availability of traditional Chinese 'comfort' foods."*

**— Ada Hau, advisory board member of the Salvation Army in Sunnyvale**



*"Being a Chinese physician in the region for over 30 years, I am very excited in seeing the launch of the Chinese Health Initiative. It is the first hospital program in the region to reach out and connect with the Chinese community."*

**— Dr. Ken Liu, obstetrician/gynecologist**

## Our mission

The Chinese Health Initiative (CHI) at El Camino Hospital provides screenings and community education to address the health needs of the Chinese community, and seeks to provide a culturally appropriate experience for Chinese patients and their family/caregivers.

## About El Camino Hospital

*As an independent, nonprofit hospital with campuses in Mountain View and Los Gatos, we are empowered to do whatever it takes to bring you the finest quality care. Our administrative leadership helps foster a dynamic, collaborative environment. Our world-class physicians actively seek out the latest treatments and technologies to benefit our patients. And all of our nurses, staff and volunteers share our commitment to excellence. Together, we do our utmost to bring you compassionate, comprehensive medical care that is truly state-of-the-art. Our key medical specialties include cancer care, heart and vascular services, neuroscience, genomic medicine, urology, ophthalmology, orthopedic and spine surgery, rehabilitation services, weight loss surgery and women's health.*

*For a more detailed look at our capabilities, please visit our Web site at [www.elcaminohospital.org](http://www.elcaminohospital.org).*

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# Chinese Health Initiative 華人健康促進計畫



**PROMOTING HEALTH  
THROUGH CULTURALLY  
APPROPRIATE CARE**

### Where quality care meets cultural sensitivity

In recent years, the diversity of the South Bay has been greatly enriched by an expanding Chinese community. In an effort to better serve this fast-growing part of our patient base, we have identified two critical needs:

- Address health risks and disparities within the Chinese population proactively through screenings and health education
- Meet the cultural preferences and expectations of the Chinese population, as they relate to medical care

As part of El Camino Hospital's commitment to doing whatever it takes to meet our community's changing needs, we have launched the Chinese Health Initiative (CHI). The focus of this initiative is to raise awareness of health issues that occur with high incidence in the Chinese community, including hepatitis B, hypertension, liver cancer (often associated with chronic hepatitis), and lung cancer.

### Education and screening

In collaboration with El Camino Hospital's Stroke Center, Women's Hospital, and Cancer Center, the Chinese Health Initiative provides screenings for hepatitis B, hypertension, stroke risk, breast and prostate cancers, and other conditions. We reach out to the Chinese community and provide educational information at key events. We also invite Chinese-speaking physicians from our CHI Physician Referral Network to present workshops on topics of interest to the Chinese community.

### Culturally sensitive patient experience

One of the most important goals of the Chinese Health Initiative is to ensure a culturally appropriate patient experience for our Chinese patients. El Camino Hospital currently provides phone translation for Chinese callers. To help patients who are hospitalized feel more at home, we offer comfort food choices, for example rice porridge for breakfast.

One critical aspect of cultural sensitivity that has traditionally been overlooked is end-of-life care. We have forged a collaboration with the Chinese American Coalition for Compassionate Care, so as to best provide culturally sensitive end-of-life care for Chinese patients.

### Chinese-speaking Physician Referral Network

In response to requests from our advisory board, physicians, patients, and the community at large, we have assembled a referral network of Chinese-speaking physicians. The physicians in the network are invited to join the CHI speakers bureau to present talks for the Chinese community. Our network includes both primary care and specialists, all of whom are committed to treating, educating, and working with the Chinese community. The list is available online at [www.elcaminohospital.org/chi](http://www.elcaminohospital.org/chi).

### Continuing medical education

CHI has launched a Continuing Medical Education (CME) program for medical professionals to address the unmet health care needs and culturally appropriate medical care of the Chinese community.

### Advisory board

El Camino Hospital has assembled a CHI Advisory Board comprised of Chinese community leaders, physicians, and El Camino Hospital staff. The Advisory Board includes three sub-committees: Clinical Programs, Outreach/Marketing, and Patient Experience Programs.

### Community partners

CHI is working in partnership with many highly regarded Chinese professional, community, and health care organizations, including:

- American Cancer Society – California Chinese unit
- Alzheimer's Association
- Asian Liver Center – Stanford University School of Medicine (ALC)
- Chinese American Coalition for Compassionate Care (CACCC)
- Chinese American Semiconductor Professional Association (CASPA)
- Herald Cancer Care Network
- Tzu Chi Foundation – Northern California unit



From left: Mei Chan, RN; Chinese Health Initiative Advisory Board Members Dr. Peter C. Fung, Dr. Connie Tan, Dr. Ken Liu; Chinese Health Initiative Manager Jean Yu.

### Award-winning care at El Camino Hospital

The hospital enjoys a wonderful reputation and has been recognized by many independent third-party sources for excellence in health care. Among the major honors are these important distinctions:



Magnet designation from the ANCC



The Gold Seal of Approval for the Stroke Center from The Joint Commission



Bay Area Parent Magazine 2010 Silver Award for Best Hospital or Medical Center

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Chinese Health Initiative  
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For information about El Camino Hospital or any physician referral, call 800-216-5556.

 **El Camino Hospital**  
THE HOSPITAL OF SILICON VALLEY  
華人健康促進計畫  
Chinese Health Initiative