



General Information 8.1

Please provide us with a brief description of your company's primary business in lay terms. Include a description of your primary industry; products and/or services, and main customers and competitors.

UPDATED! Hoag's Culture Audit Website:

Simply click on the link and use the username and password below to be transported to Hoag's Culture Audit (Part I & II, including supplemental materials) All links require the user name and password

www.theresnoplacelikehoag.org

Username: hoag

Password: rhythm123

UPDATED! Hyperlinks throughout Culture Audit 8.1-8.17

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Hoag For Life

[Hoag Memorial Hospital Presbyterian](#) is a nonprofit, regional healthcare delivery network in Orange County, California, consisting of two acute-care hospitals with a total of 639 licensed beds, seven healthcare centers, five urgent care centers, and a network of more than 1,500 physicians, approximately 5,000 employees and 2,000 volunteers. Hoag is a general medical and surgical facility with 30,040 annual inpatient and 354,099 outpatient admissions. The emergency rooms had 93,628 visits. [\[view Hoag's Fact Sheet\]](#)

Hoag Hospital Newport Beach has served Orange County since 1952. [Hoag Hospital Irvine](#), a new addition to Hoag's network, opened in September 2010. Both are designated Magnet hospitals by the American Nurses Credentialing Center (ANCC). Hoag also is fully accredited by DNV Healthcare (the only accreditation organization that includes an internationally-recognized quality management system called ISO 9001 - considered by many as the most demanding for healthcare). [\[View Hoag's Backgrounder\]](#)

Hoag offers a comprehensive blend of health care services, including Institutes in cancer, heart and vascular, neurosciences and women's health, as well as orthopedics through Hoag's affiliate, Hoag Orthopedic Institute. The Emergency Department (ED) also plays a key role at Hoag. In addition to the newly renovated Joan and Andy Fimiano Emergency Pavilion at Hoag Hospital Newport Beach, life-flight helicopter services and paramedic radio base stations support Hoag's emergency efforts.

On an annual basis Hoag, including the hospital and ambulatory sites, experiences total inpatient admissions of 30,040 with 120,960 total patient days. There are 639 staffed beds, 93,628 emergency visits (includes inpatient admission through ED), 6,027 births and 354,099 outpatient visits (includes surgeries and ED visits).

Hoag was recently named one of the 100 Great Hospitals in America by Becker's Hospital Review and a Top 50 US Hospital by Healthgrades, and Leapfrog awarded Hoag an "A" Hospital Safety Score. National Research Corporation has endorsed Hoag as Orange County's most preferred hospital for the last 17 consecutive years. And for an unprecedented 17 years, residents of Orange County have chosen Hoag as the region's best hospital in a major local newspaper survey.

In March 2013, Hoag and St. Joseph Health announced formal completion of an unprecedented affiliation laying the foundation for sweeping changes in the delivery and accessibility of high-quality health care in the community. Physicians and staff members will develop solutions and innovative services that neither organization could achieve alone.

Hoag's story, however, is so much more than who we are today. From our humble beginnings in 1944 to our ongoing evolution, it is the community and our people that have enabled us to expand our continuum of care and develop new strategies in a pivotal era for healthcare to support Hoag's vision as a trusted and nationally recognized healthcare leader.

Our Customers

Hoag's main customers are Orange County residents, both patients and donors, and physicians who refer to Hoag specialists and services, as well as physicians who admit to the hospital.

Our Competitors

Hoag's main competitors are located in Orange County and include Saddleback Hospital, Fountain Valley Hospital and UC Irvine Medical Center. Southern California competitors are Long Beach Memorial, Cedars-Sinai, LAC+USC Medical Center and Ronald Reagan UCLA Medical Center.

A Glimpse into Hoag's History

In the beginning, it all started because of a vision and the diligence of a local physician, a community Reverend and seven church members who convened in the study of a Presbyterian Church in Laguna Beach. The group formed a small corporation, which began fund-raising efforts with the goal to build a much-needed coastal hospital in Orange County, California.

Although the shortage of hospital beds in those days affected all of Orange County, nowhere was the deficiency more painfully evident than along the Pacific Coast shoreline. At that time almost all of Pacific Coast Highway was a simple two-lane winding road that was often shrouded in ocean fog and darkness. As a result of the elements, Pacific Coast Highway was often besieged with traffic accidents and critical injuries. Even though more than 50,000 people lived in the coastal area in the early 1940's, the nearest hospitals were miles inland. For those with emergency medical needs, traveling the long distance to the inland hospitals often proved fatal.

Eventually a site for the hospital was located on the bluffs of Newport Beach. Once secured, the corporation changed its name to the Presbyterian Hospital of Orange County. To make the hospital a reality, after considerable community fundraising efforts left the project short of funds, in 1950, the Hoag Family Foundation – established 10 years earlier by George Hoag Sr., who was an early partner in the J.C. Penney Company, his wife Grace Hoag and their son George Hoag II, – learned of the hospital project and donated the final remaining funds needed to begin construction. With the support of the Hoag Family Foundation and the community, the hospital was completed in just two years and renamed Hoag Memorial Hospital Presbyterian.

The hospital opened on September 15, 1952, with 75 beds, 68 physicians and 60 employees. George Hoag II was a leading factor in the history, growth and achievements of Hoag Hospital. He frequently visited the hospital, always visible by his plaid shirts, and carrying a cigar, knowing most of the employees on a first name basis. He would continually stop and talk to employees and introduce himself to those he didn't know. He continued this dedicated practice until his death in 1995.

To this day the Hoag Family Foundation continues to be actively involved with Hoag Memorial Hospital Presbyterian along with the Association of Presbyterian Members. Both represent the two founding organizations of the hospital and continue to provide leadership to the Corporate Members of the hospital corporation. In addition to annually electing the hospital's board of directors, they provide representation on the board, together with the member of the community-at-large and the hospital's medical staff.

[Our Mission, Vision and Values](#)

From the CEO throughout every part of the organization our mission, vision and values are the foundation for all that we do. They define who we are, how we perform and how we view each other, our patients and our communities.

Hoag's Mission

Our mission as a not-for-profit, faith-based hospital is to provide the highest quality health care services to the communities we serve.

Hoag's Vision Statement

Our vision statement is: Hoag is a trusted and nationally recognized healthcare leader.

Trusted: Providing our community and patients with safe, effective, and convenient care for all of their healthcare needs

Recognized: Patients and physicians from throughout the country will look to us as the benchmark of exceptional outcomes and innovations

Leader: At the forefront of clinical care, customer service, use of information technology, and physician partnerships

Hoag's Values

[Our core values are principles that were set in place when Hoag first opened its doors in 1952:](#)

Excellence
Respect
Integrity
Patient Centeredness
Community Benefit

These five core values play a key role in our newly launched employee performance review system; REACH (Rewarding Employee Achievement and Collaboration at Hoag.) Employees' performance in these areas is a significant part of their performance review.

The Hoag Brand

The brand encompasses Hoag's commitment to health and wellness for all Orange County residents, but remains rooted in Hoag's promise to deliver world-class care through our patient-centered approach.

What has made Hoag who we are: our mission, vision, and values have not changed. In fact, it's the hard work of everyone associated with Hoag that has created the Hoag brand and made this new chapter in Hoag's history possible.

Hoag's brand positioning expresses in words what our hard work and commitment communicates about us every day. Three brand pillars clarify Hoag's principles and what we stand for:

- Integrity means we have a collective and steadfast adherence to a strict moral or ethical code. We strive to do the right thing, even when it is the most difficult thing to do.
- Community means we are a community of dedicated professionals and a network of facilities coming together for the common good. In short, we support the community and are supported by the community.
- Vitality means there is a defining spirit that runs through the entire organization like a wave of energy. It reflects the passion and the commitment of us all to constantly improve for the good of our patients and our community.

"By any measure – compassionate doctors, nurses, orderlies and administrators, leading-edge technology and our pledge to serve Orange County's vulnerable and underserved populations – Hoag continues to emerge as a national model for the future of health care," shares Hoag President and CEO Robert Braithwaite. "Hoag's first 60 years were simply amazing, but none of what we achieved would have been possible without extraordinarily talented, compassionate people who share an uncommon commitment to the common good."

Employer of Choice

Today, Hoag is a recognized healthcare facility attracting job applicants from nearly every state in the U.S. On average we receive over 5,000 job applications per month. In spite of the national shortage of registered nurses, our vacancy rate for RNs and other positions is five percent for calendar year 2012 which is essentially unchanged from 2011. Hoag is recognized across Orange County as an employer of choice, and its strong culture and hiring practices are

well-respected. When a potential employer sees Hoag on the resume of a candidate there is a certain anticipation of high standards that can be expected from the prospective employee.

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