

Compassionate Health Center 2019 Annual Report



Compassionate Health Center

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2018 Board of Directors

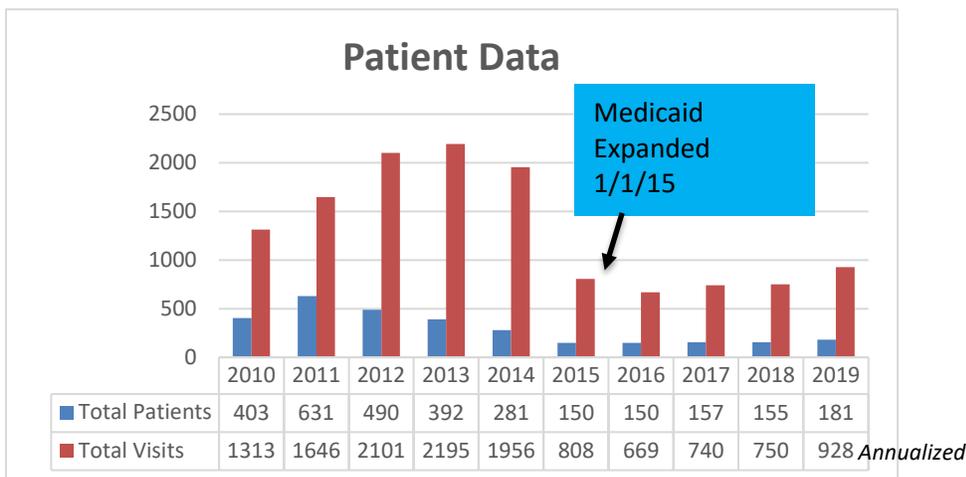
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Dear Woodlawn Hospital Board Members,

The enclosed report is a look at the financial and operational status of the Compassionate Health Center as of June 30, 2019. The report also gives a brief overview of the decade of services provided by the clinic. The intent of the report is to illustrate the value of Compassionate Health Center to the hospital and Fulton County, reflect on the past support of the hospital, and request your continued support of this amazing clinic.

Compassionate Health Center has been serving the uninsured patients of Fulton County for ten years. It is remarkable that the clinic has been able to operate for a decade supported by the hospital, local donors, grants and fundraisers. There is no other similar clinic in the neighboring counties. In January, the Compassionate Health Center board voted to enlarge the clinic's service area to include Fulton County and surrounding areas. While the mission statement has changed, this has not been a marketing focus. Only two of our current patients reside outside of Fulton County. The clinic is planning a celebration of this decade of service with an open house on August 28th.

Our total number of patients and visits has remained fairly constant since the expansion of Medicaid in January of 2015. This expansion was an effort to provide healthcare for everyone. While it did provide coverage for a segment of the county's population which had previously made too much for Medicaid and not enough to afford insurance, not everyone obtained insurance. We started 2018 with 157 patients and ended the year with 155 patients. While it would seem that we had a slight decrease in patients, we actually had 63 new patients in the calendar year. However, 65 patients were disenrolled. 2019 has brought a dramatic increase in our patient numbers. We currently have 181 patients which is the highest total since June of 2015. It is even more amazing that we have increased our enrollment even though we have disenrolled 40 patients year to date. It is unclear why we continue to see this rise in patient numbers but the most common reason given by these new patients is that insurance is just not affordable. Many have become gravely ill based upon their hesitance to seek unaffordable healthcare. They turn to the clinic as a last resort, driving our acuity even higher. Without healthcare, preventative healthcare is just not an option. Our goal is to focus on wellness initiatives, encouraging our patients to lead a healthier lifestyle.



Patients leave the clinic for various reasons. Some become insured, some leave the county, some fail to complete the annual re-enrollment process. While patients are notified several times about the need to renew annually, many opt to ignore the process only reapplying when healthcare is needed.

H.O.P.E. recently shared a study done by an IUK student team. Of note, the study indicated that as of February 2019, approximately 31% of the people in Fulton County make too much to qualify for assistance but often struggle to make ends meet. Approximately 12% don't know where their next meal is coming from. The latest statics reflect that 12% of Fulton County residents don't have health insurance. Reliable transportation is an issue for many low income families. The clinic is so grateful for

the hospital's support of free rides for medical appointments through Fulton County Transpo. Many of our patients utilize this service.

We continually discuss how to ensure those in need of our services are aware that we exist. We search for better ways to market the clinic. We find that our best vehicle is word of mouth. We continue to utilize social media as much as possible. Our patient population is a difficult one to reach. They don't usually subscribe to the newspaper. Billboards are costly and have not proven beneficial for our market. However, almost everyone has a cellphone with access to the internet. Social media is utilized by many of our patients and is free. We have had many Facebook posts with more than 1000 hits. Postings are made on Facebook which are then directly linked back to our webpage. Events of interest are posted to our page along with announcements regarding our services.

We have concentrated on developing our correspondence with both patients and donors. Constant Contact is being utilized for emails. The first initiative was to develop a contact list for each group and then request permission to send emails. It is not permissible to send these emails without the consent of the recipient. Newsletters were converted from US Mail to a digital format which was emailed. It was apparent that our patients did not utilize email as the open rate was very low. However, the ability to keep our donors informed with emails was successful. We continue to build our donor email base.

Nearly all of our patients utilize a cellphone. We obtained permission to text our patients and found that this was much more successful than the email format. We currently text appointment reminders and important current information through our EMR text option. This has proven to be a time saver versus calling each patient for appointment reminders. In addition, the ability to send blanket texts has been a great asset.

Over the last decade, we have been a part of many outreach initiatives. We had presence in the Kewanna Fall Festival parade for several years. We participated in the Fulton Fun Days Parade last summer and were part of the 2019 Akron July 4th Parade this year. We continue to be an active participant in the newly restructured service provider's group, H.O.P.E. We had a booth at the H.O.P.E. Floats event held in May around the courthouse square. While many expressed an interest in what we can provide, we only realized a few new patients from these efforts.

Since the inception of the clinic, annual stretch goals have been utilized along with an evolving strategic plan directed by the board. Compassionate Health Center has worked hard to network with local providers to offer a wide scope of free services for our patients. We want to ensure that everyone is aware of all the services that we offer to our patients. Currently we offer general medical, free or low cost medications, limited dental procedures, vision exams with follow up, CPAP machines, nebulizers, flu shots, mental health counseling, and more. We continue to utilize our marketing slogan of *We are not just a band aid!* As part of this marketing, we provide a first aid kit to our new patients. The kit contains many first aid items and literature illustrating the vast array of services available to our patients. We also continue to distribute small informational flyers to many businesses throughout Fulton County which tend to be frequented by the lower income population.

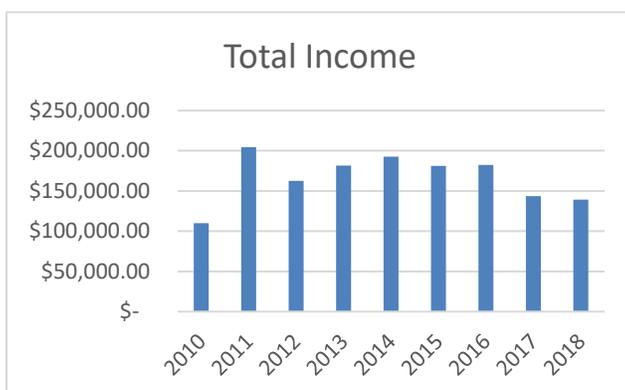
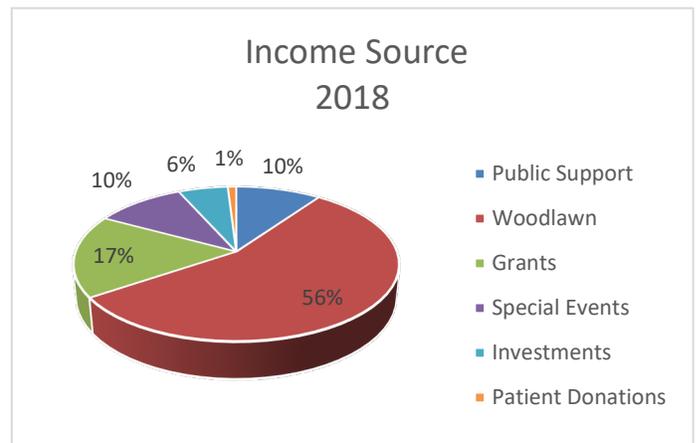
Of concern is the recent influx of patients who are in desperate need of major dental. REAL Services has provided a substantial grant to the clinic each year since 2014. While approximately \$15,000 per year is very beneficial, it goes fast as we pay for expensive dental procedures. We have sent thirty-two patients to local dentists in the first six months of this year. Most local dentists provide the clinic with a substantial discount. We feel that one of the major benefits to the hospital is to keep our patients out of

the emergency room. Dental pain is a frequent reason for an ER visit. The patient is given an antibiotic and pain medication but the dental issue is not resolved and the patient returns to the ER repeatedly. In contrast, we see the patient and our provider starts the patient on an antibiotic. We contact a local dental office and send the patient to determine the cause of the dental pain. The needed procedures are completed and the clinic pays the bill and is reimbursed out of the grant dollars.

We get one to two calls per week requesting FREE dental. We are quick to inform those calling that we are a medical clinic and that dental is only done when medically necessary. Many new patients enroll only for the dental benefit. We are ok with that as we have seen several patients who were unaware of other medical issues until they came to us for dental concerns. However, we have had a few patients recently who have failed to continue at the clinic once their dental concerns are resolved. We are currently discussing a plan to ensure that this program is not abused.

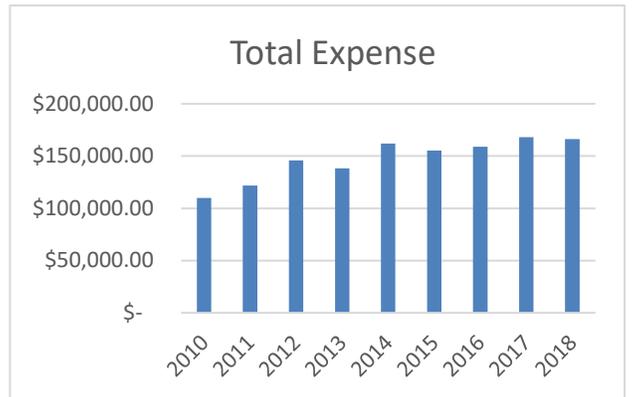
Woodlawn Hospital provides slightly more than half (56%) of the total funding for the clinic. We are very appreciative of the support from the hospital. 77 of our patients in 2018 indicated that they would have sought care through the Emergency Department if the clinic wasn't available. 52 patients already this year have stated they would have utilized the ED. These avoided ED visits help to reduce the hospital's bad debt. Additionally, some of our newer initiatives have helped us keep our patients healthier, thus avoiding admissions for serious health conditions which can lead to huge amounts of bad debt per admission. The relationship between the hospital and the clinic remains very strong and mutually beneficial.

It is noteworthy that our patients make donations to the clinic when they are financially able to do so. While a small amount of our total revenue (1%), we appreciate the sacrifice some patients make to support the clinic. The balance of our funding is provided through public support (10%), interest (6%), grants (17%) and fundraisers (10%). Our only 2018 fundraiser was our annual golf outing. Akron Lions donated the profits from their March fish fry to pay for glasses for our patients. We received several grants, including an IBCAT grant which provides funding for 20 free mammograms and any follow up testing. Our Community Service Block Grant made available by REAL Services was renewed for \$15,000 and REMC generously donated \$2000 from Operation Roundup.



The clinic has only been able to sustain this incredible clinic for the last ten years because of the generosity of our community. A 5-year pledge drive was initiated in 2011 and most pledges were fulfilled. Income has slightly declined since the end of that drive. A decrease in interest is another driving factor in the decline in income. The hospital also decreased its support in a mutual agreement. The clinic requested a \$17,000 decrease in annual support from the hospital in 2016 in an effort to be more self-sufficient.

Our expenses remain fairly consistent from year to year. We operate on a lean budget with little room for cost cutting. Our largest expense is payroll (61%). The clinic is staffed by three part-time paid employees and numerous volunteers. The hike in 2012 was due in part to hiring an office manager. The paid staff includes the Executive Director, Office Manager and Nurse Practitioner. The increase in the last five years has been driven by contract services (15%) which have continued to increase but these are directly proportional to our grants. These are the services which are paid for and reimbursed by our dental and mammography grants. So as our grants have increased, the associated expenses have also risen.



For the last two years, we have budgeted a loss and have chosen not to pursue any major donor pledge drives. This was designed to utilize a portion of our reserve funds. With a strong focus on financial stewardship, we remain financially sound at midyear 2019. Since the end of 2016, we have drawn down about \$70,000 from our reserves while still maintaining at least a two-year reserve. Our income at midyear is 51% of budget and our expenses are right at budget. We just completed our main fundraiser, our golf outing. We raised approximately \$12,000 thanks to the generosity of the community. We currently maintain the majority of our savings in a CD in order to realize a higher return on that money.

As part of our revised strategic plan, we have chosen a different approach to our donors. Instead of a pledge drive, we have chosen to tell our story to those who might connect with our mission. 2019 has been divided up into 4 quarters. In the first quarter, we celebrated women by inviting a group of local women to attend a luncheon at the clinic. Our theme was Women Wear Red for Heart Disease. While our goal was to obtain new donors, our real goal was to get these women into the clinic to see and hear exactly what we do. Our second quarter was a focus on local churches. We wanted to ensure that if parishioners sought help from their church, that pastors knew what the clinic provides. We developed a database of all Fulton County churches. While the turnout wasn't great, we felt that we reached out with information to the group. The third quarter, our focus will be on small businesses which employ just a few people and are not able to provide insurance coverage for them. Our fourth quarter will be focused on the city and county government to ensure that they all have knowledge of what we provide.

During this decade of service, we have been blessed with many solid partnerships. Our dental clinic is going well as is our eye care program. We continue to provide BiPAP/CPAP machines to our patients as needed. Early this year, we started an arrangement with Harvesting Capabilities in Peru. They run a thrift store with a focus on medical products for low income patrons. They did not take CPAP machines but have now agreed to take them for us. We often get donations of various medical products that we can't use. Through this mutual agreement, once a month we swap what we each have collected. This has provided very beneficial for both of us and continues to help those less fortunate in both our counties.

Our networking with Four County Mental Health Counseling continues to very positive. Our current counselor has grown the mental health counseling from one day to two full days. This student is proctored by Four County. This internship has allowed us to provide mental health counseling for our patients in the clinic at no charge. Unfortunately, our new student who will start in August is only available one day per week. To ensure that we continue to meet the needs of our patients, we have decided to offer group sessions on common themes. These sessions started in July. We have entitled this new effort as First Wednesdays. Our hope is to facilitate several behavior modification classes at the clinic. These small groups will focus on nutrition, stress management, smoking cessation, diabetic

management and more. We are very grateful to our partnership with Purdue Extension for their provision of an educator who brings lots of resources developed by Purdue. We will offer these on the first Wednesdays with a hope of expanding as the attendance grows. Two of our volunteers have expressed a desire to utilize their life skills (a retired social worker and a retired speech pathologist) to assist with this new effort. We are excited to see where this goes. It is our desire to not only provide quality medical health for our patients but to enhance their lives and give them more tools to achieve a better quality of life.

The need for our clinic has not changed much since its inception in 2009. Our patient numbers vary from month to month but the need per patient is just as important as it was in the early days of the clinic. We continue to look for ways to assist the low income or no income families of our county. We know the reality is that affordable healthcare is still unachievable for many. The unemployed and the working poor still find it difficult to pay for healthcare. These are patients who don't qualify for Medicaid and patients who can't afford insurance deductibles, premiums and co-payments. We are here for them. We strive every day to ensure that we are meeting their needs. It is an amazing place where every single staff member and volunteer is dedicated to meeting those needs. Little has changed in ten years and yet everything has changed. From that first idea of Dick Enyart and John Alley who sought to ensure that one woman was able to obtain the healthcare that she so desperately needed to meeting the needs of more than 1500 patients along the way, the clinic has made it a reality. There are so many comments from grateful patients. Most shed a tear or two when they leave, knowing that they were well cared for without regard for their ability to pay.

I am honored to continue to guide such a wonderful asset to the county. Thank you for your past support. We hope you will consider the ongoing support of our clinic and may we be blessed with another ten years or whatever the time is that we are needed in this county. Together with our other partners, we are all helping to make Fulton County a better place for the underserved in our community. Thank you for your time and your consideration of continued support.

Mary Kay
Executive Director