

Heart of Florida Health Center

2013 REPORT TO THE COMMUNITY

The big news of this past year has been the transition of some 20,000 patients from the Marion County Health Department to the Heart of Florida Health Center (HFHC).

This became necessary because the Health Department had lost its funding which allowed it for many years to provide primary care to Marion County's underserved residents. HFHC was asked to assume responsibility for these patients, an effort that ultimately will triple the patient base to 30,000.

The transition, which began in October, is going extremely well. Much of the health department staff is being absorbed, and patients by and large are satisfied. It is hoped the transition will be completed by the fall. Enormous credit must be given to the health department which has been working tirelessly to make this a smooth transition. The community is fortunate that HFHC was in a position to assume this responsibility. HFHC has been serving Marion County for more than 20 years, but only in 2009 did it receive designation as a Federally Qualified Health Center (FQHC), a federal designation that offers special status. Since that time HFHC has undergone a metamorphosis, moving from a free episodic care clinic to a robust primary care center with five locations, including new primary care sites in Belleview and Reddick along with an additional site in Ocala at the health department.

Patients now see HFHC as their primary care doctor's office, making appointments for their visits. HFHC now charges on a sliding scale and patients are expected to pay something for their care. Even with this, however, patient fees cover only about 10 percent of costs, with the remainder coming from donations and grants. Our fine hospitals, the county commission and the health department provide much financial assistance, and specialty care to uninsured HFHC patients is provided by the Marion County Medical Society WeCare Program.

In other news during the year, HFHC began an important relationship with The Centers, which cares for people with behavioral health issues. This population traditionally receives inadequate primary care nationally and has a reduced life expectancy of 25 years. Through the new partnership, HFHC has opened a health center at The Centers and is providing primary care to 670 people.

The lack of dental services is a long-time problem for low-income Marion County residents. With support from the Blue Foundation, United Way of Marion County and a Community Development Block Grant, HFHC is able to offer dental care for children, providing 1,970 dental visits in 2012. The pharmacy assistance program also has been expanded, another pressing need among low-income patients.

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MISSION

It is the mission of the Heart of Florida Health Center (HFHC) to improve the overall health status of Marion County residents by providing quality primary medical, dental and mental health services to all residents, but in particular to those residents who would not otherwise be able to access these services due to financial limitation and/or lack of health insurance.

VISION

We commit to providing quality, affordable patient centered care and demonstrating leadership in health care in the community

VALUES

*Quality
Collaboration
Integrity
Efficiency
Accountability
Responsiveness*



2013



**Heart of Florida
Health Center**
"Healthcare for All"

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General Manager/Nurse on Call - Gainesville

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Much of the energy in the coming year will be devoted to completing the integration of health department patients, employees and facilities, but additional opportunities are being sought to create cost savings for patients and cost avoidance for the community.

HFHC works hard every day to provide services through partnerships and to bring resources to Marion County that improve the overall quality of life in our communities. The community's assistance is encouraged and welcome.



**Heart of Florida
Health Center**

"Healthcare for All"

SENIOR STAFF 2013

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Levonda Goodson, LPN

CHAIRMAN'S *Message*

Dear Friends,

What a year it has been for the Heart of Florida Health Center! We provided 28,854 patient visits to 9,317 unduplicated patients for medical, children's dental, behavioral health and case management. We also expanded access to primary care for our low income and uninsured neighbors by opening 4 new locations in 2012. It is an achievement for which we can all be proud because it means Heart of Florida Health Center is truly bringing health care to areas around our large county where the lack of transportation prevents people from receiving care in a timely manner.

I am also proud to represent the Board of Directors because we are dedicated to ensuring Heart of Florida Health Center offers the highest quality and most cost-effective care for the greatest number of people. We know that people who can't access care or don't have insurance delay receiving treatment which ends up costing all of us more. Like so many of you we are concerned about what's next in health care. We

wonder how the Affordable Care Act will provide necessary coverage for the over 80,000 uninsured residents in Marion County.

One thing is certain, in the Marion County tradition, by working together we will succeed. Thank you to our amazing and talented staff lead by our CEO Kerrie Jones Clark for what was accomplished in 2012 and for all we hope do this year and in the years to come. A special note of appreciation goes to Randy Klein, immediate past Board Chairman, for his tremendous leadership during these past two years. The health center has grown three-fold under Randy's leadership.

Thank you for your continued support of Heart of Florida Health Center.

Sincerely
Deb Trammell
Board Chairman

Report FROM THE DIRECTOR

What a year 2012 was at Heart of Florida Health Center as we continue to expand services and locations to better serve the communities throughout Marion County. Our goal was to expand the health center system through partnerships and the results have been remarkable.

Our partnerships allow us to provide an array of services at locations throughout the county, beginning in January when we added a health center on the campus of The Centers to provide integrated primary care and behavioral health services. We also implemented a plan with the Marion County Health Department to transfer primary care for children and adults. On October 1, HFHC added primary care sites in Belleview and Reddick along with an additional site in Ocala.

Centralizing primary care allowed us to improve access to specialty care through the Marion County Medical Society WeCare Program. The WeCare Program volunteer physicians provided over \$6 million in pro bono specialty care in 2012. HFHC also expanded the Drug Assistance Program (DAP) and over \$10 million in medication was

received by patients who suffer from chronic conditions and who would not otherwise be able to afford medication.

Our remarkable staff has doubled in size in each of the last two years. We currently have 64 staff including 15 medical and dental providers. We work hard every day to provide services and bring resources to Marion County that improve the overall quality of life in our communities.

Looking ahead through 2013 we will add at least one additional practice. We are also working hard to develop a large facility for the health center on the property from the City of Ocala off SR 200. We hope to open that site in 2015. We know we have a long way to go to meet the needs, but with your help we know we will continue to succeed!

Kerrie Jones Clark
CEO

How can you help...

Heart of Florida Health Center is homegrown in Marion County and welcomes input and assistance from community members. There are many ways to contribute. We can always use good ideas, volunteers and donations. We are very happy to meet with potential donors, corporations and service clubs that have a particular interest in investing in primary care for the uninsured. Donations are used to help provide health care to your friends and neighbors. If you would like to donate funds please send (or bring) them to Heart of Florida Health Center Administrative Offices at 1025 SW 1st Avenue, Ocala, FL 34471.

Many Thanks!

to our grantors

United Way of Marion County

(352) 732-6599

www.HeartofFloridaHealthCenter.org

How Are We Doing?

ASK OUR PATIENTS ...

“It is unbelievable what Heart of Florida Health Center does for this community ...”

Chris McConnell’s daughter was a week old when she was told, “Oh Mama, don’t worry, your daughter may have some problems, but we’ll keep an eye on it”. That’s all the doctor said to her. When her daughter started to walk her legs were bowed. When asked she was told, “you worry too much...they’ll straighten”. Her daughter continued to bruise more often than seemed normal and had numerous fractures as a young girl, but her provider never talked to her about an underlying problem. Chris began to worry and spoke to her friends about her concerns. She was told about Heart of Florida Health Center and the good care they had received here so she called and set an appointment with Elizabeth MarksdeMartino, “Libby”, a pediatric ARNP. “Libby listened to me, looked at my daughter’s overall physical stature and watched her walk. Then she asked the medical assistant to take my daughter out to test her eyes and ears while she talked to me. She asked me if anyone had ever talked to me about Osteogenesis Imperfecta, or brittle bone disease”. “This is the first time I had heard of this condition”. Chris’ daughter was referred to a specialist who confirmed the diagnosis. “At least we knew what it was...it really gave me peace of mind. Libby gave us information and I have continued to research this condition”. “We continue to see Libby and feel blessed to have her in our lives. From the minute we walked through your doors we have had good care from everyone on the staff”. “It is unbelievable what Heart of Florida Health Center does for this community...thank you so much!”

“He would not have made it if it weren’t for Miss Della”.

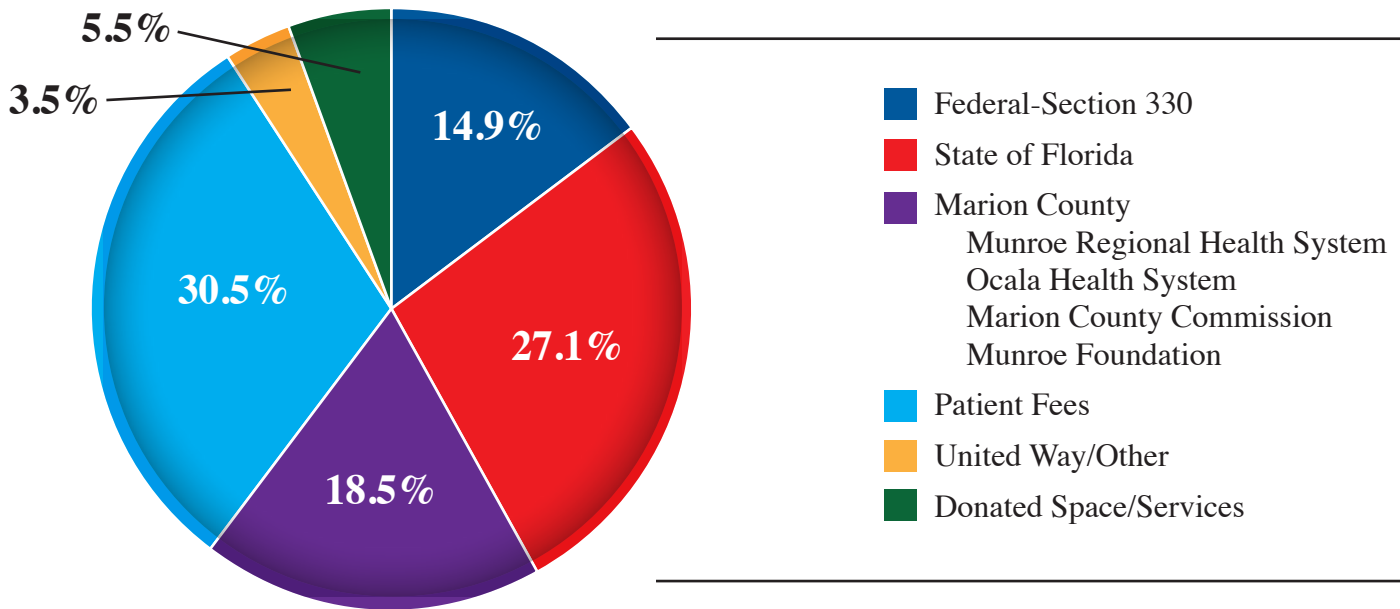
Cornelius Kingcade had been feeling poorly for several days. He did not think much of it until it had persisted for the second week. He did not have a primary care provider, but he knew his mother was a patient at Heart of Florida Health Center and always spoke highly of the care she received. Avis Kingcade has been coming to Heart of Florida Health Center for several years and suggested he see her provider, Della Tuten, ARNP. Avis convinced her son to get an appointment and offered to drive him. As Avis tells it, Cornelius was still feeling poorly as they drove to HFHC. He had headache, dizziness, stomach pain and could barely walk. Della also noticed he wasn’t breathing well and soon diagnosed acute hypoxic respiratory failure. Cornelius was told a transport had been called to take him to the hospital. Avis explained that while neither of them thought it was that serious, Della said, ‘You’re going!’ “He would not have made it if it weren’t for Miss Della”. Cornelius was suffering from acute hypoxic respiratory failure, tachycardia, pulmonary edema, congestive heart failure, and hypertension. Avis came in for her regular appointment following the event and expressed deep appreciation saying Cornelius was very thankful for Miss Della!

*Heart of Florida
Health Center
Partners*

Board of County Commissioners
City of Ocala
Healthy Ocala
Marion County Health Department
Munroe Regional Medical Center

Ocala Health System
Prestige Health Choice
The Centers

2013 FUNDING SOURCES



SOURCE OF FUNDS	REVENUE	% OF REVENUE
Federal-Section 330	770,299	14.9%
State of Florida	1,400,678	27.1%
Marion County	956,440	18.5%
Munroe Regional Health System	348,247	
Ocala Health System	190,000	
Marion County Commission	405,000	
Munroe Foundation	13,192	
Patient Fees	1,579,792	30.5%
Medicaid	723,707	
Medicare	162,290	
Private	436,893	
Self-Pay	256,902	
United Way/Other	178,870	3.5%
Blue Foundation	58,333	
United Way	67,500	
Meaningful Use Incentives	42,500	
Other	10,537	
Donated Space/Services	287,041	5.5%
TOTAL REVENUE	5,173,120	100.0%

2012 HFHC PAYER MIX

	# UNDUPLICATED PATIENTS	% OF PAYER MIX
Medicaid	2865	30.75%
Medicare	330	3.54%
Private Insurance	448	4.81%
Uninsured	5674	60.90%
Total Patients Served	9317	100%



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CHILDREN & FAMILY WELLNESS

HFHC Central Mon./Wed./Fri. . . . 7:30am-5:00pm
1025 SW 1st Avenue Tues./Thur. 7:30am-8:30pm
Ocala, 34471 Saturday 8:00am-12:00noon

HFHC Reddick Mon./Wed./Fri. . . . 8:00am-5:00pm
4500 NW 152nd Avenue
Reddick, 32686

HFHC Belleview Monday-Friday . . . 8:00am-5:00pm
7055 SE 110th Street Road
Belleview, 34420

**LOCATIONS &
HOURS**

ADULT & CHRONIC CARE MANAGEMENT

HFHC East Monday-Friday . . . 8:00am-5:00pm
1801 SE 32nd Avenue
Ocala, 34471

ADULT CARE

HFHC at The Centers Mon./Wed./Fri. . . 8:00am – 4:30pm
5664 SW 60th Avenue
Ocala, 34474

ADMINISTRATIVE OFFICES

HFHC Central Mon./Wed./Fri. . . . 7:30am-5:00pm
1025 SW 1st Avenue Tues./Thur. 7:30am-8:30pm
Ocala, 34471 Saturday 8:00am-12:00noon

(352) 732-6599

www.HeartofFloridaHealthCenter.org

HFHC is a 501© 3 charitable organization and is registered with the State of Florida Department of Agriculture and Consumer Services under #CH27115.
A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352, within Florida. Registration does not imply endorsement, approval, or recommendation by the State of Florida.