

Heart of Florida Health Center **2010 Annual Report**

Chairman's Message from Randy Klein

We've come a long way since the transformation from Community Health Services, a free walk-in episodic clinic with a small staff of nurses, to a Federally Qualified Health Center (FQHC) with two physicians, four advanced registered nurse practitioners and a licensed clinical social worker. There were over 20,000 patient visits last year for medical, mental health and support services including labs and pharmacy assistance. We provide our patients, the vast majority of whom are uninsured and had no medical home, with excellent and affordable primary care. This year HFHC plans to initiate an emergency room diversion program to ease the overcrowding in our hospital emergency rooms and will also begin providing dental services.

CEO's Message from Kerrie Jones Clark

Heart of Florida Health Center (HFHC) continues to make the transition from a walk-in clinic for people seeking episodic care to a medical home working to improve the health status of the community by teaching patients the value of having a primary care provider. Marion County's unemployment rate is over 14%, emphasizing the need for affordable healthcare.

We continue to strengthen our working relationship with Munroe Regional Medical Center and Ocala Regional Health System. Primary care can be delivered more effectively and more cost effectively in a doctor's office rather than in the emergency departments. Marion County assists HFHC in many ways because they recognize that over one-third of county residents are uninsured or on Medicaid and need access to affordable care. Our partnerships with The Centers and the Marion County Health Department are also important because they allow all of us to strengthen the local delivery system and maximize access to services.

HFHC will continue our course of looking for ways to provide quality, cost effective care so we can expand to additional sites in underserved areas.

Our 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.



Heart of Florida
HEALTH CENTER

(352) 732-6599

1025 SW 1st Avenue • Ocala, Florida 34471

Monday – Friday Beginning at 7:30 am

By Appointment

www.HeartOfFloridaHealthCenter.org

What We Think:

“The Marion County Board of County Commissioners acknowledges the contributions made by the Heart of Florida Health Center in meeting the medical needs of the citizens of Marion County. The health and well being of many citizens is dependent upon the success of the Health Center and the County.”

Stan McClain
Chairman, County Commission

“For over 18 years, Munroe Regional Medical Center has been proud to work in partnership with the Heart of Florida Health Center in providing care to our community.”

Steve Purves, FACHE
President & CEO
Munroe Regional Health System

The HFHC serves a vital role in our community providing primary care and behavioral health services. Our hospital does contribute financially to the organization. They are a resource for us by providing follow up care to patients who may not have another source.”

Brad Griffin
Chief Operating Officer
Ocala Health System

Annual Report design donated by Advisors Advertising, Inc.

Heart of Florida Health Center: Moving Forward in Healthcare

The many accomplishments in the second year of funding included these standouts:

- In 2010 there were 21,425 patient visits for medical, mental health, labs, pharmacy assistance and support services by 5,186 patients. HFHC has a total of 10,497 unduplicated patients since becoming a federally qualified health center.
- With the support of Munroe Regional Medical Center HFHC received Low Income Pool (LIP) funds from the Agency for Health Care Administration (AHCA) to significantly increase the number of patients from both Munroe and Ocala health systems for whom HFHC can create a medical home. Funding was received in February, 2011.
- The Ocala Star Banner and HFHC presented the Lose to Win Challenge in partnership with five area fitness centers and 20 residents who went on a 16-week journey to lose weight and increase their level of fitness. Prizes were awarded from area sponsors and the results were amazing, with a total weight loss of 1,016.5 lbs, a winning team weight loss of 250.5 lbs and an individual weight loss of 116 lbs.
- County funds through Community Development Block Grant combined with federal funds made it possible to develop two dental exam rooms for which funds are currently being sought for a dentist, a hygienist and a dental assistant.
- The Munroe Foundation has funded mammograms for HFHC patients through support they receive from Susan G. Komen for the Cure. Lockheed Martin also contributed to this effort through an employee fundraiser.
- Congressman Cliff Stearns toured HFHC in August as part of National Community Health Center Week. After the tour we held a roundtable discussion with the Congressman and local health care providers about the importance of maintaining access to primary care and mental health services.

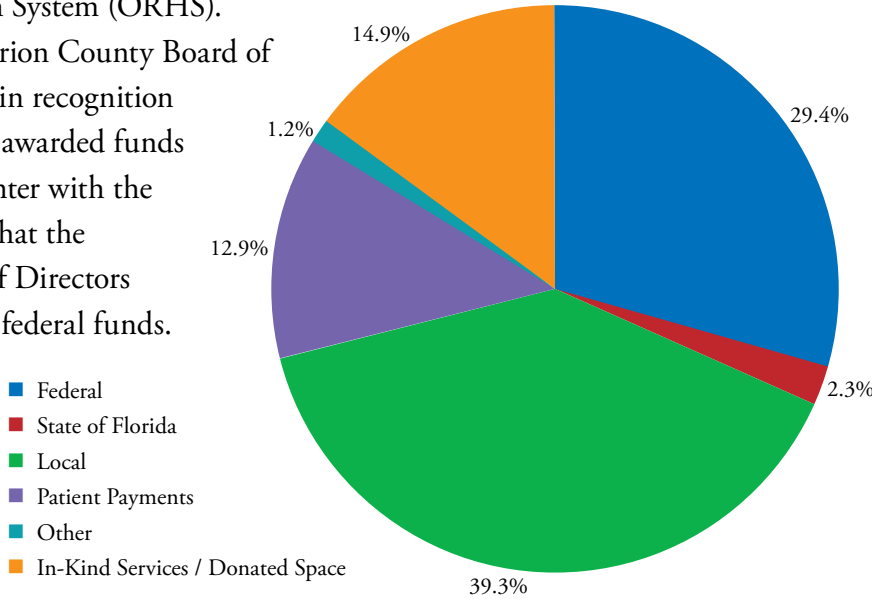
Our 2011 goal is to increase access to primary care, mental health and dental in the following ways:

- New Access Point funding will be announced by the federal government in August, 2011, and HFHC has applied for funding to open a health center that will serve the Marion Oaks, Belleview and Dunnellon communities.
- Dental: We are actively searching for funding and volunteer dentists to provide services for our pediatric patients, with limited adult service available during the second quarter of 2011.
- Strengthening our partnerships with The Centers and the Marion County Health Department to ensure that Marion County residents have access to primary health care, mental health services and dental to the extent possible with the potential for reductions in federal and state budgets.

2010 HFHC Funding

Prior to becoming an FQHC Heart of Florida Health Center (HFHC) was known as Community Health Services and since 1991 had provided walk-in, episodic care with funding from Munroe Regional Medical Center (MRMC) and Ocala Regional Health System (ORHS).

In 2008 the Marion County Board of Commissioners in recognition of the need also awarded funds to the health center with the understanding that the HFHC Board of Directors would apply for federal funds.



Total budget \$2.8 million. Federal funding includes grants of \$847,000 2) State funding is \$64,880; 3) Local : \$400,000 from MRMC, \$190,000 from ORHS, \$380,000 from Marion County Commission, \$95,000 from Munroe Foundation, \$50,000 from Blue Foundation and \$16,000 in Community Development Block Grant; Patient Payments include \$89,000 from Medicaid, \$89,908 from Medicare, \$2,885 from private insurance, and \$188,468 from self-pay; Other includes donations of \$34,463; In-kind services of \$429,760 from Marion County Health Department for medical services and County Commissioners for building.

2010 Patient Activity

	Patient Visits	Lab	DAP*	We Care**	Flu Shot	Total
January	1037	287	167	19	–	1510
February	1130	297	109	23	–	1559
March	1433	346	151	24	–	1954
April	1118	319	164	22	–	1623
May	1197	320	131	25	–	1652
June	1086	394	153	25	–	1658
July	1203	342	160	17	–	1722
August	1587	389	164	22	–	2162
September	1509	335	153	18	–	2015
October	1384	339	167	16	15	1921
November	1415	313	160	8	12	1908
December	1252	276	163	18	9	1718
TOTALS	15,351	3,957	1,842	237	36	21,423

*Drug Assistance Program **HFHC works with Marion County Medical Society to provide We Care program

Officers & Board of Directors

Chairman

H. Randolph Klein
Attorney - Klein & Klein, LLC

Vice-Chairman

Rich Mutarelli, EVP/CFO
Munroe Regional Health System

Immediate Past Chairman

Dyer Michell
Retired - MRMC President/CEO

Treasurer

Brad Griffin
COO - Ocala Regional Health System

Secretary

Debbie Trammell
Executive Director
Marion County Medical Society

Thomas C. Buss II
Insurance Agent - Barrett, Liner & Company

Drexel C. Collins
Area Coordinator
Citrus & Marion "SHINE"

Jorge Cruz
Minister

Toni James, APR
Owner - Toni James & Associates, LLC

Penny L. Kammerer, Artist
Mentor for Children

Leonard Kransdorf
Writer

Paul E. Miles
Retired - Ordained Bishop, Pastor

David F. Minnici
LNHA, MBA, MHSM
Village Administrator
Hawthorne Village

Barbara Schwaite
Retired - Marine Contractor

David C. Willis, MD
Ocala West Family Medicine, PA

Patient Comments

"I would like to say how very courteous, smiling and just "sweet" personalities all the employees from the front desk to check out. This is the third time I have been here and have nothing but praise for your team."

"I have been a patient for over a year and I love you guys. Watching you makes me tired and oh so grateful."

"This is an excellent facility. If it wasn't for this place I wouldn't have gone anywhere."

How You Can Help

Heart of Florida Health Center welcomes input and assistance from the community. There are many ways to contribute. We can always use good ideas, volunteers and donations. If you would like to donate funds please send them to Heart of Florida Health Center at our main address to the attention of our CEO. If you are the member of a service club or organization, we would appreciate being added as a charitable partner. We are currently looking for volunteer and financial assistance to begin our dental program in the summer, 2011.

February Chamber After Hours



"Lose to Win"
Winning Team



Congressman Cliff Stearns
touring the facility



Now Accepting Patients
Family Health
Pediatrics
Emergency Service
Follow Up

1025 SW 1st Avenue • Ocala, Florida 34471

