

Heart of Florida Health Center

2012 Report to the Community

Chairman's Message from Randy Klein

Even in the face of an uncertain future, the Marion County the Heart of Florida Health Center (HFHC) was able to expand access to provide primary care, mental health services, and pediatric dental care. We are grateful to the Board of County Commissioner, the United Way of Marion County, the Blue Foundation, and local donors for making our expansion possible.

Our accomplishments are mostly to the dedicated staff, led by our CEO Kerrie Jones Clark. They work hard to establish HFHC as a medical home for each new patient.

HFHC's Board of Directors is dedicated to the mission of the health center. They are currently developing a ten year vision and a five year strategic plan to guide HFHC through its next phases of development.

On behalf of my fellow Board members, our staff, and most of all, our patients, I thank you for your continued support!

CEO's Message from Kerrie Jones Clark

The Heart of Florida Health Center succeeds by remaining dedicated to its core principle: the innovative delivery of healthcare to underserved people in Marion County. This means embracing all the tools available for helping people get well and stay healthy, using technology, sound medical practices and a patient-centered approach to the delivery of care. We've increased the number of visits to the health center in 2011 to 25,692, including 18,977 medical visits. In addition to expanding capacity, we added a satellite site, created an emergency department follow-up program, became a 340B pharmacy site, started a volunteer program and added a pediatric dental program.

Our future growth will be through partnerships with other Marion County organizations because our strength comes from our ability to maximize existing resources. On October 1, 2012 the Marion County Health Department will transition their primary care patients to HFHC. We will also continue to expand our capacity to provide medical homes to patients who use the emergency departments to receive primary care..

We have the most amazing staff! They step up to every challenge and feel good about both the quality of services we provide and the rapid pace at which we strive to add services. I would also like to thank our Board of Directors for their fearless leadership! It would be enough to be a new FQHC but the Board has created the path that enables us have productive partnerships and support throughout Marion County. We look forward to continuing to serve our community.

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
AFFORDABLE HEALTHCARE FOR ALL

(352) 732-6599

1025 SW 1st Avenue • Ocala, Florida 34471

www.HeartOfFloridaHealthCenter.org

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Ocala West Family Medicine, PA

2011: Year of Transition and Accomplishment

2011 was a year of tremendous accomplishment and positive change for the Heart of Florida Health Center (HFHC) as it strives to meet the healthcare needs of our Marion County community. HFHC received federal funding, becoming a federally qualified health center (FQHC) in March 2009, and in 2011 received a three year community health center grant award.

Following is a summary of our accomplishments:

- ★ Provided 25,692 visits to the health center, including 18,977 patient visits to 5,945 unduplicated patients.
- ★ Received the Ocala Marion County Chamber of Commerce Non-Profit Business of the Year Award.
- ★ Was awarded a second year of state funding through the Low Income Pool (LIP) was awarded to HFHC as a result of matching funds from Munroe Regional Medical Center. This funding is significant because it provides the balance of funding necessary for patients who qualify for the Sliding Fee Scale and then only pay, on average, 10% of the cost of their care.
- ★ The Expert Patient Program, an emergency department diversion program begins as a result of LIP funding. The program creates primary care medical homes for patients who previously received their primary care through the emergency departments at Munroe Regional Medical Center and Ocala Health System. By creating medical homes and chronic disease management programs, patients will receive more comprehensive care in the proper setting and the hospital emergency departments can reduce the number of patients being seen for non-emergency medical issues. The overall savings to the community is significant because the cost of a primary care visit at HFHC is 1/10 the cost of the same visit at the hospital.
- ★ Was accepted as a member and owner shareholder of Prestige Health Choice Network in May, 2011. PHCN is a managed care plan founded in 2008 by many of Florida's Community Health Centers in response to the growing interest of the Florida legislature in managed care as a way to provide services and save state funding.
- ★ Became a 340B pharmacy site as of October, 2011. We are developing plans to maximize access to low cost pharmaceutical prescriptions for patients through this program and will have it fully operational in 2012.
- ★ Was awarded a federal grant to prepare for Patient Centered Medical Home certification.
- ★ Working with the staff of The Centers, our local community mental health agency, HFHC developed a health center located on the grounds of The Centers.
- ★ HFHC and the Marion County Health Department (MCHD) created a partnership in 2011 that will result in the transfer of an estimated 20,000 MCHD primary care patients to HFHC by October 1, 2012.

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.

Health Department Transitions Primary Care to HFHC

Beginning October 1, 2012 patients of the Marion County Health Department will be transitioned to Heart of Florida Health Center for all their primary care. The transition will affect over 12,000 people, children and adults, who currently receive over 24,000 medical visits at the health department. Marion County Health Department will continue to provide the public health and environmental services needed to safeguard the county.

For almost two decades the Marion County Health Department (MCHD) and the Heart of Florida Health Center (HFHC) have worked together to ensure public access to quality health care for all residents regardless of their ability to pay. Both organizations are committed to Marion County and sought to protect the health of the public by creating an environment where a partnership provides a positive framework for the delivery of health care services. The partnership between MCHD and HFHC is rooted in both organizations collectively and independently being able to continuously develop and improve the health care services available throughout Marion County.

It is in this spirit of partnership that MCHD began talking to HFHC about providing primary care services to patients of the health department when the lasting recession that began in 2007 eliminated the state funding available to the health department to provide primary care. HFHC will provide care at the health department's main location in Ocala as well as in Belleview, Reddick and throughout the county from the Clinic on Wheels. It is the mutual intent of MCHD and HFHC to secure the future in ways that most strongly benefit our patients and the community.

Specific information on the timetable for the transition will be available on the Heart of Florida Health Center website beginning in July, 2012.



HFHC Opens Site at The Centers

On January 25, 2012 Heart of Florida Health Center opened a site to provide primary care at The Centers, the local mental health agency. HFHC will provide services three days a week with a goal of providing services fulltime. HFHC and The Centers are interested in creating an integrated system of care because people with mental and substance abuse disorders may die decades earlier than the average person — mostly from untreated and preventable chronic illnesses like hypertension, diabetes, obesity, and cardiovascular disease that are aggravated by poor health habits such as inadequate physical activity, poor nutrition, smoking, and substance abuse. Integrating mental health, substance abuse, and primary care services produces the best outcomes and proves the most effective approach to caring for people with multiple healthcare needs.

Patient Comments

“Staff is exceptionally helpful and providers are excellent.”

“The economy forced us to seek care here—but Heart of Florida Health Center really lives up to their name. They care!”

“Members of the staff should be commended for their superb customer service and patient care.”

“Excelente!”

“First time being here and everyone made me feel very welcome.”

“I probably would not be getting care if not for Heart of Florida. Thanks to all the staff. Heart of Florida is a true blessing.”

“Las chicas son muy amables con todos.” (The girls are very amiable with all).

“Everyone is always so pleasant and efficient no matter how busy. When they take blood I never feel it.”

“Everything is very professional and nice!”

HFHC Vision

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

HFHC Values

- Quality -
- Collaboration -
- Integrity -
- Efficiency -
- Accountability -
- Responsiveness -

How You Can 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, 1025 SW 1st Avenue, Ocala, FL 34471 in care of our CEO.



Pictured above: Girl Scout Troop 208 help to prepare packages for the dental patients.

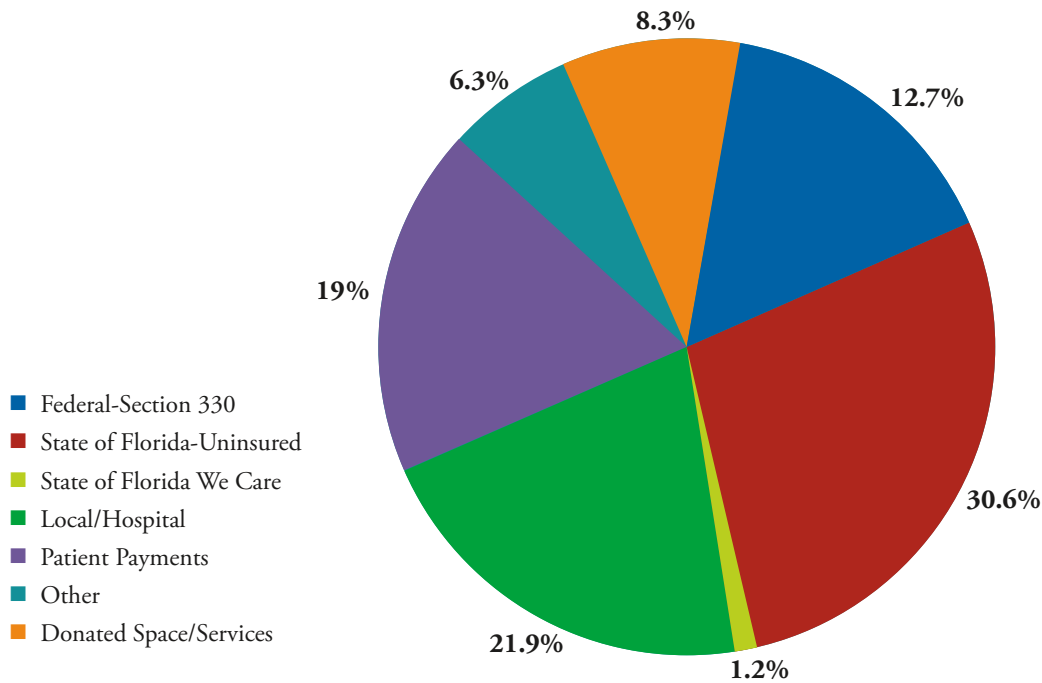
Pictured at left: HFHC participates in Saturday in the Park outreach.

Call for Appointments:
MWF 7:30 am - 5:00 pm
T TH 7:30 am - 8:30 pm
Saturday 8am - 12 noon

1025 SW 1st Avenue • Ocala, Florida 34471



2011 HFHC Funding Sources



The financial statements of HFHC are audited annually by James Moore & Company, CPAs of Gainesville, Florida.

Source of Funds	Revenue	% of Revenue
Federal-Section 330	\$ 600,000	12.7%
State of Florida-Uninsured	\$1,450,600	30.6%
State of Florida We Care	\$ 55,696	1.2%
Local/Hospital	\$1,038,252	21.9%
Marion County Commissioners	380,000	
Munroe Regional Medical Center (MRMC)	424,400	
Ocala Health System (OHS)	190,000	
MRMC Foundation	43,852	
Patient Payments	\$ 900,636	19.0%
Medicaid	378,799	
Medicare	64,364	
Private Insurance	61,676	
Uninsured/Self-Pay.....	395,798	
Other	\$ 296,251	6.3%
Blue Foundation	100,000	
United Way of Marion County	50,000	
Medicaid Meaningful Use Incentives.....	106,250	
Other/Donations.....	40,001	
Donated Space/Services	\$ 394,921	8.3%
Total Revenue	\$4,736,356	100.0%

HFHC Staff

Kerrie Jones Clark, CEO
 Dr. Jaime E. Rubio, CMO
 Mary Lu Kiley, CFO
 Sherri Lewis, ARNP,
 Clinical Services
 Wendy O'Sullivan, RN,
 Practice Manager
 Jill Dilorenzo, Administrative
 Services
 Stephanie Fulger, DDS
 Marina Garcia, MD
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 Levonda Goodson, LPN
 Ashley Harrison
 Joni Hill
 Chicara James
 Jennifer Johnson
 Denise Knemeyer, LPN
 Jennifer Mauloni
 Cynthia O'Connor
 Wendy O'Sullivan, RN
 Kim Price-Williams
 Erica Rizzo
 Peggy Rogers

BIG Thanks

A Great Big
"Thank You" to our
terrific volunteers:

Carol Balbes

Annette Berman

Karen Braun

Carol Doullard

Gaby Fenandez

Marilyn A Hinds

Hassan Loutfi

Elena Manssur-Murphy

Peggy Martin

Carolyn Richner

Phyllis Silverman

Valerie Timmons



Many Thanks

to our grantors

United Way of Marion County

Blue Foundation

&

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2011 HFHC Payer Mix

	# Unduplicated Patients	% of Payer Mix
Medicaid	1,059	17.85%
Medicare	268	4.5%
Private Insurance	227	3.8%
Uninsured	4,384	73.85%
Total Revenue	5,938	100.0%

Pediatric Dental Services Now Offered

Funding from the United Way of Marion County and the Blue Foundation enable HFHC to begin a pediatric dental program in October. Construction of the dental suite was completed with funds from the Board of County Commissioners through the Community Development Block Grant Program. The dental program was expanded to full time on January 3, 2012. To date, 198 children have had 396 dental visits.



Above: Dr. Stephanie Fulger & Dental Assistant Jo Ellen Wilkerson



Our very first pediatric dental patient: Brooklyn Adams (in center), with Dr. Stephanie Fulger & Tracy Adams

Many Thanks to HFHC 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