

2015



HEART OF
FLORIDA
HEALTH CENTER



QUALITY

COMPASSION

RESPECT

INTEGRITY

REPORT TO
THE COMMUNITY

ACCOUNTABILITY

COLLABORATION

CHAIRMAN'S MESSAGE

My first year as Board Chairman has been very rewarding. Our previous CEO Kerrie Jones Clark retired in May and our COO Sherri Lewis stepped in as acting CEO while a nation-wide search was conducted. This lengthy and arduous search was not successful, but we found the perfect candidate right in our own backyard! In October 2015, Rich Mutarelli, former CEO/CFO of Munroe Regional Medical Center and former Heart of Florida Health Center board member, accepted the position of CEO of HFHC. In just a few short months, positive changes have been implemented and the organization is moving forward.

I would like to take this opportunity to thank and recognize Sherri Lewis and the senior management team for their continued dedication and hard work during this transition.

I am pleased to report that during the year HFHC expanded services and increased access to care for our community. In late spring, the expansion of Children's Dental Services became a reality with the acquisition of an existing practice in Ocala. In December, we also opened our 8th location in Dunnellon serving both children and adults. Also in December, we transitioned maternity services from the Florida Department of Health Marion County and partnered with the Mid-Wives of Ocala and Shands /UF at our Central location in Ocala.

I am confident that Rich Mutarelli, CEO, and HFHC staff will continue the positive momentum as we strive toward attaining our vision as a provider of high quality, affordable, patient-centered primary health care in Marion County.

Thank you to our community partners, who provide financial assistance and collaborations which greatly enhance our ability for service delivery. Thank you also to my fellow board members for sharing their time and talents.

Thomas Buss, Chairman

A NEW DAY A MESSAGE FROM THE CEO

The year 2015 was a year of change and growth for the Heart of Florida Health Center (HFHC). We now have expanded to 8 clinical locations throughout Marion County. These include our new Children's Dental site on 17th St. in Ocala and our new access point in Dunnellon. In addition, on December 1, Maternity Services became available at our Central location in Ocala.

During the year, over 18,000 individual patients (7% increase over prior year) were treated during 46,000 medical, dental or mental health visits. To accommodate this patient volume, provider and support staff was added, making HFHC an organization of over 100 associates.

Heart of Florida Health Center is fulfilling its mission to serve all and especially low income individuals in our community. Over 50% of HFHC patients treated in 2015 had income at or below 100% of the poverty level.

Our "New Day" includes a new vision statement and revised values to continue reflecting our focus on our patients and the excellent patient care we are expected to provide each day. Every team member is an integral part of ensuring a positive patient experience. As a patient-centered medical home, we strive to provide value (high quality, low cost) as we provide compassionate, comprehensive care. HFHC continuously looks for ways to improve our service in our journey toward excellence.

Thank you to a dedicated and engaged volunteer Board of Directors who collectively represent varied aspects of our community, and generously share their expertise. We are grateful to our providers, staff, and especially to our community partners.

I am honored to be a part of this healthcare team that serves this community so well.

Richard D. Mutarelli, CEO

BOARD OF DIRECTORS

Thomas C. Buss II, Chairman
Insurance Agent, Barrett, Liner & Buss, LLC

Joe White, RN, Vice Chairman
Administrator/Ocala & Fruitland Offices,
BayCare Home Care

Georgia Hattan-Bennett, Secretary
Owner, Equine Consignment Shop

Scott Hankinson, Treasurer
CFO, Ocala Regional Medical Center

Debbie Trammell, Immediate past Chairman
Director, Marion County Medical Society

Drexel Collins
Retired, Public Service Electric & Gas

Lola Gonzalez
Owner, Accurate Background Check

H. Randolph Klein
Attorney, Klein & Klein, LLC

Dyer Michell
Retired President/CEO, Munroe Regional Medical Center

David Minnici
Administrator, ResHab Network

Barbara Schwaite
Retired, Marine Contractor

Susan Tedrick
Attorney, Compliance Consultant - Retired

Phil Wright
COO, Munroe Regional Medical Center

EXECUTIVE TEAM

Chief Executive Officer Richard D. Mutarelli

Chief Operations Officer Sherri Lewis, ARNP

Chief Medical Officer David C. Willis, MD

Chief Financial Officer Richard Horn

Chief Human Resources Officer Judith Devine

ACCREDITATIONS

Health Center Quality Leader
Top 30% Nationally Clinical Outcomes

**Recognized by the National Committee
for Quality Assurance**
Achieving highest Level III Patient Centered
Medical Home Status

**Community Health Initiative Walgreen's Foundation
for Change Colorectal Grant**
Recipient for 3 Consecutive Years

SPECIAL THANKS

A special thank you to the **Marion County Medical Society** and the **WeCare** program for helping our patients receive nearly **\$6.7 million in donated care** from over **150 specialty physicians and the hospitals in Marion County** in 2015.

TAKING THE TIME TEREKA TAYLOR'S JOURNEY



YOU NEVER KNOW WHERE LIFE'S EXPERIENCES WILL TAKE YOU... TEREKA'S BROUGHT HER TO THE HEART OF FLORIDA HEALTH CENTER.

Eight months ago, Tereka had a full-time job with a stable income to take care of her family, including being able to pay for medical insurance and seeing a private practice physician. Unexpected life changes happened, and Tereka lost her job.

HFHC does many Outreach Events with community partners throughout the county. Tereka happened to be at one of these events and saw a HFHC flyer with services offered including the sliding fee scale. "I needed help, so I prayed and decided to call," Tereka shared.

"I was welcomed with open arms; I didn't feel like a reject because I couldn't pay."

Tereka saw Debra Cherry-Lederman ARNP and she couldn't have been more pleased with her experience. *"Debbie took the time to assess my needs. She spent 20 min with me which is unheard of!"* Tereka offered, *"The examination was thorough and showed me Debbie's heart; she wants to help people and enjoys what she does. She asked what I needed. Not a lot of Providers do that."*

Tereka is currently in the development phase of putting together a non-profit organization offering social services to people that need mentoring and life coaching. She is also considering going back to school to get her Master's in Human Services. *"Heart of Florida was there when I needed them and now that I am getting back on my feet, I am telling people all about Heart of Florida Health Center and that you can still go even when you do have insurance! I am so appreciative to have a resource as Heart of Florida Health Center!"*

We are so happy we could be there for you and your family, Tereka!



MISSION

Our mission is 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 the services due to financial limitation and/or lack of health insurance.

VISION

To be the provider of the highest quality, affordable, patient-centered primary health care in Marion County.

VALUES

Quality, Compassion, Respect, Integrity, Accountability, Collaboration

WE'RE GROWING OUR SERVICES!



MATERNITY CARE: The Heart of Florida was pleased to assume Maternity care from the Florida Department of Health Marion County in December 2015. *"The Heart of Florida Health Center is excited to assist our Florida Department of Health partner in continuing to provide prenatal services for low income individuals in our Community"* said Rich Mutarelli, Heart of Florida Health Center CEO. *"This service offering, in collaboration with Munroe Regional and University of Florida College of Medicine, compliment our current primary care services and certainly aligns with our mission."*

Expectant mothers are seen at our Central location three days a week by certified midwives in partnership with Midwives of Ocala at Munroe Regional Medical Center and UF Health. By maintaining this service, many mothers can continue to receive care in Marion County and deliver locally, while also ensuring when complication or risks occur, they have access to mother and baby subspecialty care that Shands provides. We expect to provide 3000 prenatal and postpartum visits in our first year. We have partnered with Healthy Start, Women, Infants, Children, (WIC) Marion County Public Library, and Marion County Children's Alliance programs to provide education, resources, and support.



DENTAL CARE: Heart of Florida Health Center has provided pediatric dentistry in Marion County since 2011. United Way of Marion County provided funding for a growing pediatric volume in 2012, expanding pediatric dentistry services. In May of this year, Heart of Florida Health Center acquired an existing pediatric dental practice and again expanded capacity from 2 to 8 dental chairs and from 1 to 3 dentists.

This expansion will increase HFHC's dental patient population by 400%, providing services to over 12,000 families.

The pediatric dental care facility treats children ages 6 months to 18 years of age. X-rays, exams, cleanings, minor oral surgeries, fillings, sealants, and space maintainers are all provided at a low cost.

DUNNELLON CARE: In December we opened our 8th location in Dunnellon. Due to transportation and geographical challenges of the far western section of the county, Heart of Florida Health Center recognized the need for a new access point to better serve the community. HFHC again acquired an existing practice with 4 patient exam rooms in August 2015 with support of many community organizations, businesses, and agencies. We have 2 Providers, a Family Practice Board Certified Physician and an ARNP - Pediatric certified, providing care for both adults and children.



MEASURE UP MARION

Awarded \$1,349,638 for the second year in 2015 from the Centers for Disease Control and Prevention Partners in Community Health (PICH) Grant, Heart of Florida Health Center has partnered with 8 local organizations to reduce tobacco use and exposure to secondhand smoke, improve nutrition and increase access to healthy foods and beverages, and improve access to programs for preventing and managing chronic diseases. Since launching Measure Up Marion, significant progress has been made in all areas.



Over 150 people are using the Measure Up Marion Let's Eat Healthy App for healthy recipes and to find healthy menu options at restaurants.

Health and chronic disease prevention information and diabetes management education is available to 41,100 people through the volunteer Community Health Worker program.

Website, Facebook, Twitter and video to share our progress with the community.

1,174 people are living in tobacco-free apartment housing.

Ballpark concession stands serving over 35,000 children and families now offer healthier options.

Over 110,000 people can enjoy tobacco-free dining inside and out at local restaurants.

New or expanded worksite wellness programs are underway at 8 worksites with a total of 9,500 employees.

CATCH Kids Club nutrition and physical activity program is offered to all Marion County Public Schools Extended Day participants.

74 Marion County healthcare providers with a total of 38,000 patients can access the community health information exchange MyHealthStory.

Healthier menu options are now available to more than 6,000 patrons at local restaurants.

Healthier vending options are available to 3,863 employees at area worksites.



FUNDING SOURCES

FISCAL YEAR 2015 ANNUAL AUDIT

PATIENT FEES

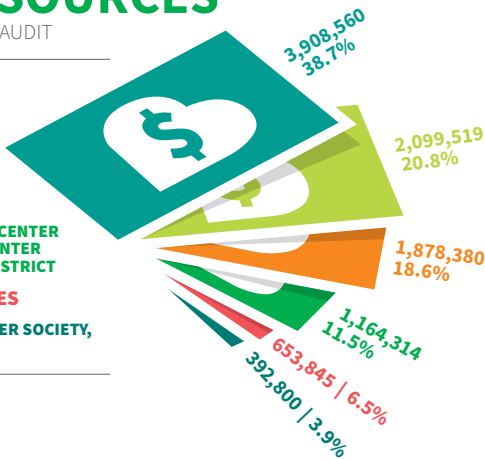
FEDERAL-SECTION 330

STATE OF FLORIDA

MARION COUNTY BOCC
MUNROE REGIONAL MEDICAL CENTER
OCALA REGIONAL MEDICAL CENTER
MARION COUNTY HOSPITAL DISTRICT

DONATED SPACE/SERVICES

UNITED WAY, AMERICAN CANCER SOCIETY,
DELTA DENTAL & MISC.



\$10,097,418 TOTAL



PAYER MIX

MEDICAID 8,002 | 44% MEDICARE 1,295 | 7%

PRIVATE 1,984 | 11% UNINSURED 6,988 | 38%

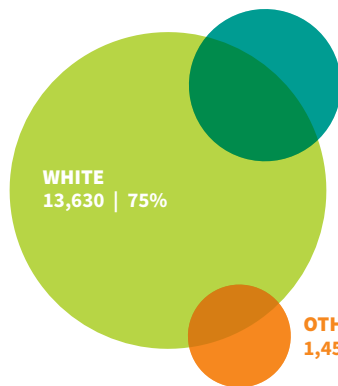
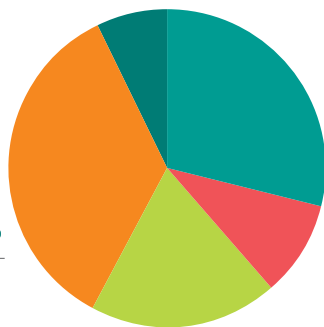
18,269 TOTAL UNDUPLICATED PATIENTS

AGE

0-14 5,297 | 29% 15-24 1,767 | 10%

25-44 3,537 | 19% 45-64 6,388 | 35% 65+ 1,280 | 7%

18,269 TOTAL



BLACK 3,188 | 17%

RACE

18,269 TOTAL

OTHER 1,451 | 8%

MEDICAL VISITS 41,332
DENTAL VISITS 4,576
PATIENTS SERVED 18,269

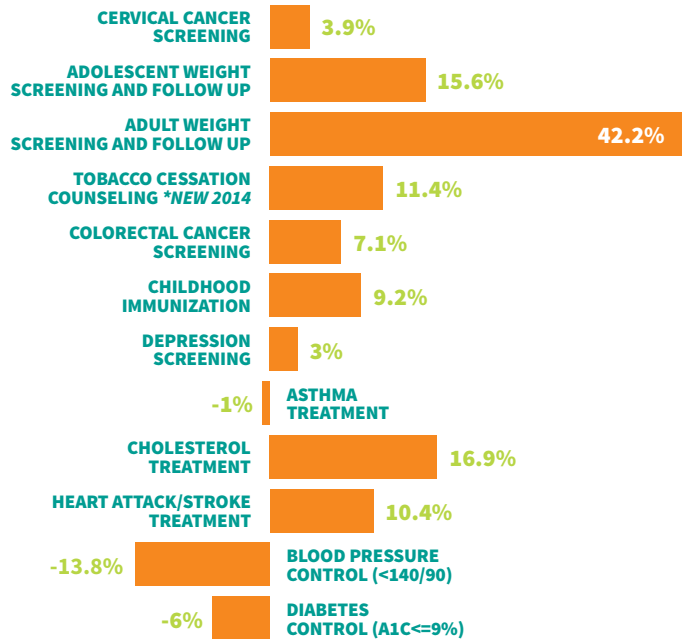
*Each patient visited HFHC on average of 2.5 times last year.

HOW DO WE COMPARE?

We do better than the average of National clinics on **9 out of 12** measures. We do so at **66.3% less cost per patient**.

PER 2014 UDS COMPARISON

% DIFFERENCE TO NATIONAL

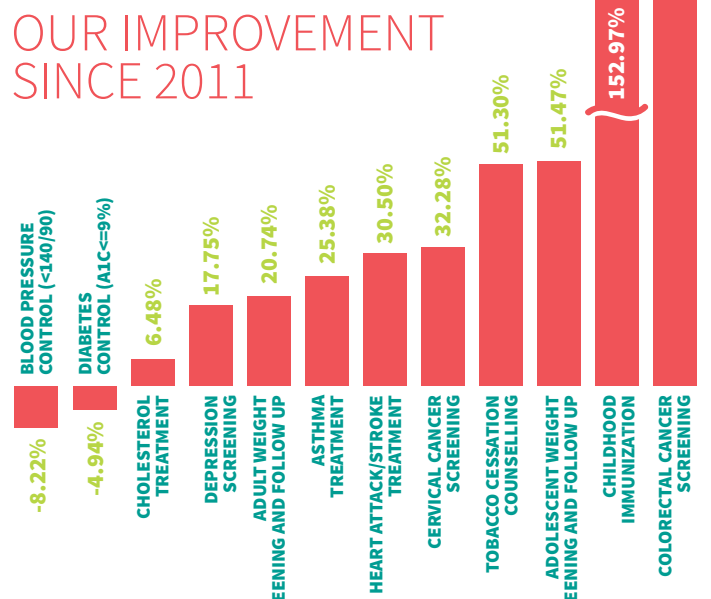


HOW HAVE WE GROWN?

Over the past 5 years, HFHC has improved all but 2 of its quality measures (some dramatically!) while seeing **207% more patients**. We did so at **1.6% less cost per patient** than 2011 levels.

CALENDAR 2015 UDS REPORT

OUR IMPROVEMENT SINCE 2011





HOW CAN YOU HELP?

WE CAN ALWAYS USE:
GOOD IDEAS, VOLUNTEERS AND DONATIONS

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 delivered in Marion County. Donations are used to help provide health care to your friends and neighbors.

YOU MAY DONATE FUNDS IN PERSON OR BY MAILING DIRECTLY TO:
Administration at Heart of Florida Health Center, 203 E. Silver Springs Blvd., STE 101, Ocala, FL 34470

NON PROFIT ORG
US POSTAGE
PAID
OCALA FL 34478
PERMIT #100

THANK YOU MARION COUNTY!

Many thanks to Community Funding Partners, Grantors, and Volunteers.

Community Funding Partners

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

Grantors

United Way of Marion County
American Cancer Society
Delta Dental
Kiwanis Club of Ocala



LOCATION & HOURS

352.732.6599

www.MyHFHC.org

- 1 HFHC CENTRAL**
1025 Southwest 1st Avenue, Ocala, FL 34471
M/W/F: 7:30a-5p T/Th: 7:30a-8p **EXTENDED HOURS**
- 2 HFHC EAST** (Located in the Marion County Health Dept.)
1801 SE 32nd Avenue, Ocala, FL 34471
M-F: 8a-5p
- 3 HFHC BELLEVUE**
7055 SE 110th Street Rd, Belleview, FL 34420
M-F: 8a-5p
- 4 HFHC REDDICK**
4500 NW 152nd Avenue, Reddick, FL 32686
T/Th: 8a-5p
- 5 SOUTHWEST**
100 Marion Oaks Blvd, Ocala, FL 34473
M-F: 8a-5p
- 6 OCALA WEST FAMILY MEDICINE** 352.854.0700
6401 SW 54th St, Suite 100, Ocala, FL 34474
M-F: 7:30a-4:30p
- 9 HFHC ANNEX** 352-877-7364
1040 SW 1st Avenue, Ocala, FL 34471
- 10 ADMINISTRATION** 352.732.6599
203 E. Silver Springs Blvd, #101, Ocala, FL 34470



7 CHILDREN'S DENTAL 352.274.9731
255 SE 17th Street, Ocala, FL 34471
M/T/W/F: 7:30a-5p
Th: 7:30a-8p **EXTENDED HOURS** F: 7:30a-4p



8 DUNNELLON 352.462.6000
19204 E Pennsylvania Ave,
Dunnellon, FL 34432
M-F: 7:30a-5:30p

