



HEART OF FLORIDA HEALTH CENTER

2016



REPORT TO THE COMMUNITY

Working Together...
We are the Heart of the Community

2016 FINANCIALS

MORE THAN NUMBERS

ASSETS	2016	2015
Current assets		
Cash and cash equivalents	\$ 956,365	\$ 810,714
Restricted cash and cash equivalents	2,000	1,000
Total cash and cash equivalents	958,365	811,714
Certificates of deposit	2,501,583	2,502,319
Patient receivables, (net of allowance for doubtful accounts)	819,039	742,484
Other receivables	45,512	37,442
Grant receivable	-	302,733
Prepaid expenses and other assets	14,239	96,131
Total current assets	4,338,738	4,492,823
Property and equipment, net	2,501,775	2,360,730
Other assets		
Intangible assets, net	188,596	199,247
Deposits	10,745	7,863
Total other assets	199,341	207,110
Total Assets	\$7,039,854	\$ 7,060,663

LIABILITIES AND NET ASSETS	2016	2015
Current liabilities		
Accounts payable	\$ 344,181	\$ 440,770
Accrued expenses	718,093	463,603
Deferred revenue	109,997	298,552
Total current liabilities	1,172,271	1,202,925
Net Assets		
Temporarily restricted	2,000	1,000
Unrestricted, undesignated	3,825,583	5,816,738
Unrestricted, designated	2,040,000	40,000
Total net assets	5,867,583	5,857,738
Total Liabilities and Net Assets	\$7,039,854	\$ 7,060,663

HFHC continues to push quality measures upward, with the majority of UDS clinical measures increasing from our 2015 report card. Below, is Erin's story, reflecting how we continue to meet our quality measures while positively impacting patient's well-being.



Erin Payne is a single Mom with Type 1 diabetes and no insurance. Co-payments for doctor's appointments were expensive, and living on a limited budget, these appointments did not happen often enough. Erin simply did the best she could to manage her disease on her own.

A friend of Erin's sister is a patient of Martha Halsey Lyda, ARNP at HFHC's Reddick location. Aware of Erin's health struggle with diabetes, she told her about HFHC and how strong of an advocate of diabetes education and management Martha seemed to be.

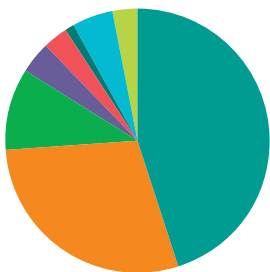
Erin, working close to HFHC's Central location, walked in where HFHC staff registered her with new patient information and scheduled her with an Eligibility Specialist to approve Erin for our sliding scale making her co-pays more affordable. Erin saw Martha a week and a half later and could not be happier. Erin shared, "Martha is AMAZING as a Provider and with her diabetes patient education. My blood sugar has gone from being un-managed in the high 300's to the low 200's in less than a month." Erin went on to say, "The staff is so accommodating. They understand and take in account my situation as a single mom to help me in every way!"

Erin, we are so glad you found HFHC and thank you for letting us be your Medical Home!

VISIT OUR NEW WEBSITE TO LEARN ABOUT HOW WE ARE AFFECTING OUR COMMUNITY ONE PATIENT AT A TIME. www.MyHFHC.org

REVENUE

FISCAL YEAR 2016 ANNUAL AUDIT

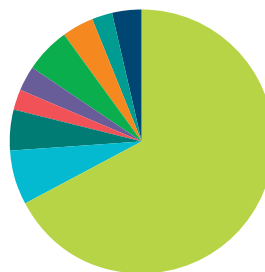


PATIENT FEES	5,116,168	45%
FEDERAL	3,253,885	29%
STATE	1,185,295	10%
MRMC	400,000	4%
MC BOCC	380,000	3%
UNITED WAY	79,437	1%
IN-KIND	563,400	5%
OTHER	388,590	3%

TOTAL REVENUE **\$11,366,775**

EXPENSES

FISCAL YEAR 2016 ANNUAL AUDIT

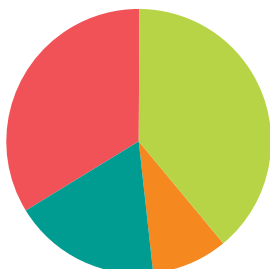


LABOR COST	7,650,164	67.4%
LABS/ RADIOLOGY FEES	772,503	6.8%
DONATED SPACE/ SERVICES	563,400	5%
DEPRECIATION	277,495	2.4%
CONTRACT FEES/ MATERNITY	345,974	3%
ALL OTHER	625,868	5.5%
UTILITY & PHONE	450,865	4.0%
EHR & IT	270,232	2.4%
SUPPLIES	400,429	3.5%

TOTAL EXPENSES **\$11,356,930**

PAYER MIX

FISCAL YEAR 2016 ANNUAL AUDIT



MEDICAID	39%	MEDICARE	9%
PRIVATE	18%	UNINSURED	34%

	FY 2016	FY 2015
MEDICAL VISITS:	47,347	41,332
DENTAL VISITS:	6,536	4,576
PATIENTS SERVED:	20,383	18,269

Each patient visited HFHC on average of 2.6 times last year.



HOW CAN YOU HELP?

WE CAN ALWAYS USE:
GOOD IDEAS, VOLUNTEERS AND DONATIONS

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

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

SPECIAL THANKS

A very special thanks to the **Marion County Medical Society** and the **County's Community Services Department** for supporting the **WeCare** specialty program. The 2015-2016 fiscal year saw **173 volunteer specialty physicians** provide nearly **\$4.4 million in donated medical care for patients in Marion County.**

ACCREDITATIONS

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



HEALTH CENTER QUALITY LEADER
TOP 30% NATIONALLY CLINICAL OUTCOMES

LOCATION & HOURS | 352.732.6599 | www.MyHFHC.org

- 1 HFHC CENTRAL**
1025 SW 1st Avenue, Ocala, FL 34471
W/F: 7:30a-5p M/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 BELLEVIEW**
7055 SE 110th Street Road, Belleview, FL 34420
M-F: 8a-5p
- 4 HFHC REDDICK**
4500 NW 152nd Avenue, Reddick, FL 32686
T/Th: 8a-5p
- 5 HFHC SOUTHWEST**
100 Marion Oaks Boulevard, Ocala, FL 34473
M-F: 8a-5p
- 6 HFHC WEST** 352.854.0700
6401 SW 54th Street, Suite 100, Ocala, FL 34474
M-F: 7:30a-4:30p
- 7 HFHC CHILDREN'S DENTAL** 352.274.9731
255 SE 17th Street, Ocala, FL 34471
M-F: 7:30a-5p

- 8 HFHC DUNNELLON** 352.462.6000
19204 E Pennsylvania Avenue, Dunnellon, FL 34432
M-F: 7:30a-5:30p
- 9 HFHC ANNEX** 352.877.7364
1040 SW 1st Avenue, Ocala, FL 34471
- 10 HFHC ADMINISTRATION** 352.732.6599
203 E Silver Springs Boulevard, #101, Ocala, FL 34470



HFHC is a 501c3 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.

CHAIRMAN'S MESSAGE

I am pleased to report that 2016 was another successful year for the Heart of Florida Health Center. (HFHC)

Two major service area needs (related to oral health services for low income/underinsured adults) were addressed in 2016. Emergency adult dental services were made possible through a grant from the Marion County Hospital District. In addition, HFHC applied for, and received, federal funding to support the addition of adult dental services for HFHC patients. Details about these services, and how they have greatly improved oral health access, are highlighted later in this report.

I would like to take this opportunity to recognize and thank two outgoing board members, Debbie Trammell and Dyer Michell. Both were founding board members, who held leadership positions in the organization, and whose vision and commitment to HFHC were unsurpassed. They will be greatly missed.

Looking ahead, there is no doubt that change and uncertainty is on the horizon for health care in general, and federally qualified health centers like ours, in particular. The repeal of the Affordable Care Act, reimbursement changes at the State level, and at the local level, funding agreement reductions and expirations, will make for very challenging times ahead.

With challenges, come opportunities. I am confident HFHC will meet these, and continue to move in a positive direction.

Thank you to our community partners, who provide financial assistance and collaborations, which greatly enhance our ability to provide service delivery. I also appreciate the time, commitment and expertise that my fellow board members so graciously share.

Thomas Buss, Chairman



BOARD OF DIRECTORS

Thomas C. Buss II, Chairman

Partner, Barrett, Liner & Buss, LLC

Scott Hankinson, Vice Chairman

CFO, Ocala Regional Medical Center

Georgia Hattan-Bennett, Secretary

Owner, Equine Consignment Shop

Phil Wright, Treasurer

COO, Munroe Regional Medical Center

Drexel Collins

Retired, Public Service Electric & Gas

Lola Gonzalez

Owner, Accurate Background Check

H. Randolph Klein

Attorney, Klein & Klein, LLC

David Minnici

Administrator, ResHab Network

Barbara Schwaite

Retired, Marine Contractor

Susan Tedrick

Attorney, Compliance Consultant - Retired

Joe White, RN

Administrator, Brooks Medicare Home Healthcare

A NEW DAY A MESSAGE FROM THE CEO

2016 was a year of continued growth and service expansion for Heart of Florida Health Center (HFHC).

In the 2016 calendar year HFHC treated over 25,000 unduplicated patients, a 39% increase, over 2015. This was due to a full year of providing Pediatric Dentistry, Maternity Services, and the opening of the new access point in Dunnellon. In addition, emergency adult dental services were made possible through local funding support as part of a local dental consortium. Lastly, routine adult dental services for HFHC patients were made available through a federal grant. In sum, HFHC provided 56,000 visits at eight locations throughout Marion County in 2016.

Heart of Florida Health Center continues to fulfill its mission to serve everyone, and especially low income individuals, in our community. Over 80% of HFHC patients treated in 2016 were either uninsured, or had Medicaid as their insurance source.

From an operations perspective, the installation of a new integrated electronic health record was the major initiative in 2016. Months of planning, preparation and training led to the selection and implementation of EClinical Works as our vendor partner. The system will enhance patient care by having a single system for documenting both medical and dental care for our patients. This new system allows for improved internal and regulatory reporting, and positions HFHC for population health management.

On behalf of administration, I would like to thank our staff, board and community partners for contributing to another successful year for HFHC.

As we look ahead, HFHC will be well-positioned for whatever lies ahead from a health-financing perspective. HFHC cost and quality data compare favorably with State and National metrics. By continually evaluating our operations and by focusing on quality and cost, HFHC will continue to provide essential services for all in our community, and especially, the most vulnerable.

It has been my pleasure to serve as the CEO of HFHC, and I look forward to continued positive growth and change in the future.

Richard D. Mutarelli, CEO



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

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

TOGETHER WITH OUR PARTNERS AND COMMUNITY...

SHARING space at our location for Marion County Children's Alliance FITKids program

PARTNERING the West Ocala Wellness Community Garden with the Florida Department of Health Marion County

SUPPORTING the reading programs of the Marion County Public Library System, Early Learning Coalition, and Kiwanis club for HFHC patients

EDUCATING families with health awareness and dental education in the United Way Strong Families Program

Heart of Florida Health Center is truly ENTRENCHED in the community.

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

Grantors: United Way of Marion County, American Cancer Society, Delta Dental, Kiwanis Club of Ocala, Marion County Hospital District



MEASURING UP!

Measure Up Marion has been awarded a total of \$3,913,950 over 3 years from the CDC Partnerships to Improve Community Health grant.

The long term goal of Measure Up is to reduce the rate of preventable chronic diseases. Measure Up has developed partnerships and provided funding to 8 community organizations: Florida Department of Health in Marion County, Marion County Children's Alliance, Marion County Public Schools, QuitDoc Foundation, CommunityHealth IT, Barrett, Liner & Buss, Sharon Yeago, LLC, WellFlorida Council.



Over 175,000 children and adults have access to healthier options at area ballparks and recreation areas.



1,590 children and adults living in apartments can now enjoy tobacco free playgrounds and common areas.



Healthier menu options at restaurants are now available to 197,889 potential customers.



New or expanded worksite wellness programs are underway at 10 worksites with a total 8,599 employees.



38,000 patients of 74 Marion County Healthcare providers can access the community health information exchange MyHealthStory.



702 preschoolers are learning about healthy food and physical activity through CATCH early learning programs at daycare centers.



Free diabetes prevention and diabetes management classes are available to about 85,830 people through volunteer Community Health Workers.



CATCH Kids Club nutrition and physical activity program is offered to all Marion County Public School Extended Day participants and at the Boys and Girls Club locations, YMCA, Parkside Garden Apartments and other locations.



TECHNOLOGY TO HELP US BETTER SERVE OUR PATIENTS!

eClinicalWorks is a technologically advanced electronic health records management software suite that offers both a web based and desktop application. By making use of the latest technology seen in healthcare, eClinicalWorks allows us to serve our patients on a higher and more integrated level. It provides a seamless work flow for all clinical and administrative processes from start to finish and offers a more efficient means to handle patient health records. In addition to this, there are a number of excellent extensions including a full billing suite for revenue cycle management, a comprehensive reporting and business intelligence piece for both business and health analytics, an excellent patient portal where patients can stay connected with us and be adequately informed and involved in their care, as well as much more.

“ We are excited about the more comprehensive clinical opportunities that eClinicalworks provides us than our previous EHR. We can better understand and deliver the high quality care we strive to achieve in ways previously not possible. – Dr. David Willis, CMO ”

CENTERING PREGNANCY A BETTER HEALTHCARE EXPERIENCE



ILIANA'S JOURNEY

In December 2015, Heart of Florida Health Center preserved the maternity services for underserved mothers previously provided by Florida Department of Health Marion County. Working with Midwives of Ocala and UF Shands Midwives expectant mothers of both low and high risk pregnancies can receive prenatal care in our community

A group of women with similar due dates meet together in regular sessions with their healthcare provider. The group is relaxed and fun. Everyone can share their questions, and experiences in the 2 hour visits.

Expectant mothers share learning experiences with other pregnant women and become more involved in their own care. They will learn more about pregnancy, be better prepared for birth, be better prepared to care for their babies, participate more in their healthcare, and have more time with their provider.

Iliana Ruiz, a first time mommy, had just moved to Ocala and was 19 to 20 weeks pregnant. Visiting her private practice Obstetrician that was becoming cost prohibitive for her to continue her care. Iliana's husband was familiar with HFHC and they made the decision to transfer her care to HFHC. Upon her first visit with one of Shands Midwives, Jen Rex, ARNP, Iliana learned about Center Pregnancy.

"I really cared for and appreciated the Centering experience, not only did it benefit me by giving me piece of mind on how to care and raise my child knowing others were going through same scenarios, but the group also started to bond and build relationships that will go beyond the centering group." Iliana shared.

Iliana went on to say, *"I have already registered my child with Heart of Florida Health Center's Pediatric Services; I am also establishing myself as a patient. I like how it's all in one and you don't have to call different offices make appointments. All of Heart of Florida Health Center's services are connected to better serve their patients!"*

Thank you Iliana for entrusting HFHC with your family!

SOMETHING TO SMILE ABOUT

Adult Dental According to the Marion County Community Health Assessment conducted in 2015, oral health related Emergency Department visit rates in Marion County were substantially higher than State of Florida rates.

In December 2015, Heart of Florida Health Center (HFHC) applied for a grant from the Marion County Hospital District to address prevention and treatment of adult oral health related issues in order to reduce Emergency Room utilization.



In February 2016, HFHC was notified that it was awarded a grant and soon after began to partner with other local agencies to form Dental Consortium to collaborate in order maximize community resources, increase access to comprehensive dental care, improve overall general health while reducing inappropriate Emergency Department oral health visits.

HFHC recruited a dentist and a hygienist and started a transitional Dental program on a part-time basis in May. With funding assistance from Marion County and through a Community Development Block Grant through H.U.D., HFHC was able to add an additional dental operatory and establish a "Dental Home" for clients that met eligibility requirements.

Last summer, HFHC applied for and was awarded a Federal Grant (HRSA) to expand oral health services and integrate dental care with primary care for HFHC patients.



To date through February 2017, 1438 adult dental visits have been provided to individuals at the Central HFHC Facility on 1st Ave.

