



# 2018-2019 REPORT TO THE COMMUNITY

**Our name speaks for itself...**  
Heart of Florida Health Center is the  
Medical Home for Marion County.

## A NEW HOME FOR HEART OF FLORIDA HEALTH CENTER!



Heart of Florida Health Center is extremely excited to announce the first of a kind in Marion county; a mixed use Retail and Medical Shopping Center. HFHC purchased the old Albertson's building to provide better patient access for the residents of Marion County. HFHC has long wanted to be able to expand, allowing the opportunity to grow its other services such as: Maternity, Pediatric Dental, Pharmacy, and now its Residency Program.

This new building will offer a "one-stop" experience for patients by housing Administration, Billing, Maternity, Dental, Medical, Pharmacy. We also will be adding imaging and lab services. We are thankful for the collaboration with the Marion County Hospital District Trustees to make this opportunity come to life.

*"We can serve more of Marion County while continuing to offer high quality services making HFHC the Premiere primary healthcare center in the community,"* said CEO Jamie Ulmer.

### PCMH ACCREDITATION

HFHC earned National Recognition for Patient-Centered Medical Home (PCMH) by attaining LEVEL III for all 7 medical locations. This acknowledgment is the highest level of National Committee for Quality Assurance (NCQA) recognition. The NCQA PCMH is a model of primary care that combines teamwork and information technology to improve care, improve patient experience, and reduce costs.



### HRSA QUALITY LEADER

Heart of Florida Health Center (HFHC) was awarded over \$250,000 as a Quality Leader from the Health Resources & Services Administration (HRSA) for displaying the highest levels of quality performance and Level III PCMH status. This is the third year that HFHC, the largest Federally Qualified Health Center in Marion County, has been recognized.

*"I would like to acknowledge and commend our team of providers and staff for their continued focus on providing quality care for our patients. These recognition's speak to HFHC's absolute commitment and dedication to providing the highest quality healthcare to all residents of Marion County,"* said CEO Jamie Ulmer.



## CONVENIENT LOCATIONS HELP ME HEAL A PATIENT TESTIMONIAL

**HFHC always strives to provide the highest quality care for our patients, but we also treat them as family, and we are there for them during the difficult times. Jacquelyn shared her story with us...**

Jacquelyn had been coming to HFHC for years. Last year her life changed with one visit and phone call. Jacquelyn came in for her routine exam and a lump was found by her Provider, Yasmin Ramasco, ARNP. Jacquelyn was sent for a biopsy and she then received a call from Yasmin to come in for an appointment...this was the beginning of Jacquelyn's journey towards recovery with her family, Yasmin, and HFHC by her side. *"I don't know what I would have done if I wouldn't have had Yasmin and Tina by my side! They were so thorough, compassionate, and loving. Every time I came in the whole staff were so supportive and sweet through the whole experience. Having counseling services and case management available to me during this time made me feel that they were concerned about my overall well-being not just my illness. By communicating with my Oncologist, Yasmin always knew my progress. I am in remission and I am so glad HFHC went through this with me."* ~ Jacquelyn Leffler

**Jacquelyn we are so happy your are doing well, you consider HFHC as family, and we could be there for you!**

VISIT OUR WEBSITE TO LEARN ABOUT HOW WE ARE AFFECTING OUR COMMUNITY ONE PATIENT AT A TIME. [www.MyHFHC.org](http://www.MyHFHC.org)



### 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

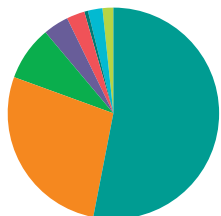
# 2018 FINANCIALS

ASSETS	2018	2017
Checking/Savings	\$ 63,970	\$ 3,071,467
AR - Patient Fees	1,385,973	1,273,667
AR - Grants/Funding	1,507,957	432,383
Pre-Paid Assets	40,484	42,371
<b>Total Current Assets</b>	<b>2,998,384</b>	<b>4,819,888</b>
Security Deposits	13,295	10,745
Capital in Process	-	-
Fixed Assets	5,339,560	2,511,397
<b>Total Assets</b>	<b>\$ 8,351,239</b>	<b>\$ 7,342,030</b>

LIABILITIES & EQUITY	2018	2017
Accounts Payable	\$ 515,617	\$ 80,646
Accrued Payroll & Benefits	722,295	564,321
Deferred Revenue	824,622	125,137
Pharmacy payable	26,646	-
<b>Total Liabilities</b>	<b>2,089,180</b>	<b>770,104</b>
Equity		
Opening Balances	6,262,059	6,086,575
Net Income	-	485,351
<b>Total Equity</b>	<b>6,262,059</b>	<b>6,571,926</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$ 8,351,239</b>	<b>\$ 7,342,030</b>

## REVENUE

FISCAL YEAR 2018 ANNUAL AUDIT

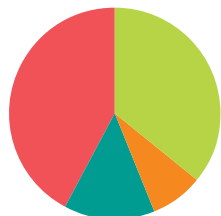


PATIENT FEES	7,162,231	53.32%
FEDERAL	3,714,296	27.65%
STATE	1,090,866	8.12%
LOW INCOME POOL	539,339	4.02%
MARION COUNTY COMMISSIONERS	380,000	2.83%
UNITED WAY	41,201	0.31%
IN-KIND	288,178	2.15%
OTHER	215,601	1.61%

TOTAL REVENUE \$13,431,713

## PAYER MIX

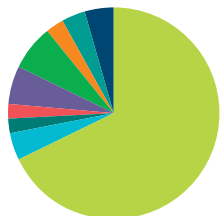
FISCAL YEAR 2018 ANNUAL AUDIT



MEDICAID	36%
MEDICARE	8%
PRIVATE	14%
UNINSURED	42%

## EXPENSES

FISCAL YEAR 2018 ANNUAL AUDIT



LABOR COST	9,117,354	67.88%
LABS/ RADIOLOGY FEES	575,339	4.28%
DONATED SPACE/ SERVICES	288,178	2.15%
DEPRECIATION	314,036	2.34%
CONTRACT FEES/ MATERNITY	768,145	5.72%
ALL OTHER	930,302	6.93%
UTILITY & PHONE	380,752	2.83%
EHR & IT	496,794	3.70%
SUPPLIES	560,813	4.18%

TOTAL EXPENSES \$13,431,713

# MESSAGE FROM THE CEO

What an amazing year for HFHC! First and foremost, I would like to thank our Executive Team, staff members, and the Board of Directors for making it happen. Without them, none of our achievements would have been possible. I would also like to thank all community partners and stakeholders for always supporting HFHC and our mission to the community. Finally, thanks to our patients who entrust HFHC with their care. This year, we were able to increase access achieving over 70,000 visits from our patients; over 1,000 visits compared to the prior year. This ultimately decreased patient medical appointment wait times. We also opened two 340B HFHC discount pharmacies, and purchased a new large beautiful facility that will house our new corporate office, medical and pediatric clinic, pharmacy, maternity, dental services, and behavioral health under one roof. This alone will significantly increase patient access and high quality care for the entire family no matter your ability to pay. We are extremely excited to have served our community for 10 years and will enjoy a yearlong celebration of serving all Marion County residents. Thank you again to everyone for your continued support.

Jamie L. Ulmer, CEO

# CHAIRMAN'S MESSAGE

2018 was one of our most successful years as a FQHC. HFHC was able to achieve many accomplishments that will lead to positive healthcare outcomes for our patients.

HFHC achieved Patient Centered Medical Home LEVEL III status from National Committee for Quality Assurance and as a Quality Leader from Health Resources & Services Administration.

Our 340B Pharmacy Program opened 2 locations, one at our Central location and one at our East location. This program provides affordable prescriptions to our patients as well as the convenience of having them located at their Provider's location.

The collaboration with Ocala Health allowed the Internal Residency Program to increase access to care for all Marion County residents no matter of their ability to pay.

Heart of Florida Health Center had the fortunate opportunity to receive funding from the Marion County Hospital District Trustees allowing us to acquire a 67,000 square foot building which will enable HFHC to provide more access to care for the community of Marion County.

The year ended with a very proud moment for the organization. We were recognized as Florida Public Relations Association Chapter's Communicator of the Year.

On behalf of The Board of Directors, I would like to thank our Executive team and staff for their dedication and commitment to our mission and patients. I also would like to thank our community partners, existing and new for their support, collaboration, and funding allowing HFHC to be the premier healthcare center in Marion County offering quality healthcare to all residents.

We are excited to see what the next year brings for our patients, staff, and Marion County!

Scott Hankinson, Board Chairman

# BOARD OF DIRECTORS

**Scott Hankinson, Chairman** | CFO, Ocala Regional Medical Center

**Phil Wright, Vice Chairman** | CBDO, Advent Health Ocala

**Georgia Hattan-Bennett, Secretary** | Owner, Good Apple Equine Consignment Shop

**Joe White, RN, Treasurer** | Administrator, Brooks AmeriCare Home Healthcare Service

**Barbara Schwaite** | Retired, Marine Contractor

**David Minnici** | Administrator, ResHab Network

**Drexel C. Collins** | Retired, Public Service Electric & Gas

**Lola Gonzalez** | Owner, Accurate Background Check

**H. Randolph Klein** | Attorney, Klein & Klein, LLC

**Susan Tedrick** | Retired, Attorney/Compliance Consultant

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

## EXECUTIVE TEAM

**Chief Executive Officer** Jamie Ulmer, MA

**Chief Operations Officer** Sherri Lewis, ARNP

**Chief Medical Officer** Dr. Tabatha Downey, MD

**Chief Financial Officer** Dana Schultz, CPA

**Chief Human Resources Officer** Judith Devine



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[www.MyHFHC.org](http://www.MyHFHC.org)

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.

Heart of Florida Health Center receives HHS funding and has Federal Public Health Service (PHS) deemed status with respect to certain health or health-related claims, including medical malpractice claims, for itself and its covered individuals and volunteers under 42 U.S.C.233 (a)-(n).