

# ***Moving Forward*** *in Our Community*



My Family, My Healthcare, My Center.

**REPORT TO THE  
COMMUNITY**

2022-2023

# MESSAGE FROM OUR CEO



## Reflecting on a Year of Growth, Collaboration, and Positive Change

Dear Heart of Florida Health Center Community,  
As we come together to reflect on the past year, it is with immense gratitude and pride that I share my experiences as the CEO of Heart of Florida Health Center. This journey has been nothing short of inspiring, and I am privileged to work alongside an extraordinary team dedicated to our core values of Collaboration, Respect, Compassion, Integrity, and Quality. I am honored to serve alongside such a gracious, compassionate, and caring board of directors who truly care about making a difference in our community.

In the past year, the opportunity of leading this remarkable team has been a source of enormous privilege and fulfillment. The dedication and passion displayed by each team member have made our collective achievements possible. I am truly fortunate to be surrounded by such wonderful individuals who embody the spirit of commitment and excellence.

Looking ahead, I am filled with excitement for the opportunities that the coming year holds. Our commitment to growth and service has led us to open a new center in The Villages and purchase of our Southwest Marion Oaks location, with the goal of expanding our reach and impact. These milestones not only signify progress but also reflect our unwavering dedication to meeting the healthcare needs of our community.

It is a true honor to be welcomed into the vibrant community of Ocala. The collaboration with other non-profits in our area is a testament to the collective effort toward positive change. Together, we are working towards a brighter future, and I feel blessed to be part of this collaborative journey. We continue to grow our relationship with the Marion County and Sumter County jails to improve inmate health. The wonderful partnership with Marion County Public Schools and United Way Marion County with our Partnership school to include dental is beyond exciting.

As we strive to become an employer of choice, improvements to pay and benefits underscore our commitment to the well-being of our valued team members. Our foundation is built on TACT – Transparency, Accountability, Consistency, leading to Trust. This framework guides us in fostering a workplace environment where trust flourishes, empowering us to achieve our shared goals.

Our focus on laying a strong foundation for the future is evident in every endeavor. We believe in creating a legacy that extends beyond our walls, positively impacting the lives of those we serve. I am most excited to witness our team members grow, serve, and create a lasting positive impact, both within Heart of Florida Health Center and throughout our community.

In the words of Mahatma Gandhi, “Be the change that you wish to see in the world.” This quote encapsulates our collective vision for positive change. Let it inspire us to continue making a difference, one step at a time.

Thank you for being an integral part of this incredible journey. Together, we are building a healthier, stronger community.

With gratitude and anticipation,

Matt Clay  
CEO, Heart of Florida Health Center



**Matt Clay** Chief Executive Officer

# MESSAGE FROM BOARD CHAIR



**H. Randolph Klein, Chairman**  
Attorney, Klein & Klein, PA

The 2022-23 calendar year brought many impactful changes for Heart of Florida Health Center (HFHC), including: our new location in The Villages, our first out of Marion County, the purchase of our SW- Marion Oaks location, our expansion of our Dunnellon location, new community partnerships, renewed contracts with Marion and Sumter County Jails, and HFHC welcomed our new CEO, Matt Clay after a national search.

On the behalf of HFHC Board of Directors, I would like to thank our diligent Executive team and staff for their continued dedication and commitment to our mission, and our community partners for the positive collaboration and funding which contributed to expanded access to affordable health care in Marion and Sumter Counties over the past year.

## OUR MISSION

To provide quality health care with compassion and respect to the communities we serve.

## OUR VISION

To Be The First Choice of Excellent Health Care.

## OUR VALUES



### COLLABORATION

Work in concert with patients, specialists, and others to improve health outcomes and access to care



### RESPECT

Be considerate of others. Patients, visitors, co-workers, and business associates



### COMPASSION

Meet patients' needs by listening and showing empathy for all



### INTEGRITY

Exhibit complete honesty and accuracy



### QUALITY

Deliver excellence in patient care; and in all aspects of daily work



# PROVIDING HEALTHCARE FOR ALL

## IN OUR COMMUNITY SINCE 2007

**Heart of Florida Health Center began in 2007 with financial support from Munroe Regional Medical Center, Ocala Regional Medical Center, the Marion County Commissioners, and Department of Health. Growing out of what was previously Community Health Services of Marion County, the original goal of Heart of Florida Health Center was to provide patients with a better alternative to spending many hours waiting to be seen in the ER for non-emergency situations.**

The original building, located at 1025 SW 1st Avenue, dates back to 1960. It once housed The Florida Department of Health Marion County. In 2008, the building was totally renovated and modernized by the county to provide a pleasant patient atmosphere, primarily funded by the generous donations and in-kind contributions of many local contractors and private individuals. Today, HFHC still collaborates with the two area hospitals, the Florida Department of Health Marion County, and other community agencies.

In 2008, Heart of Florida Health Center was able to accommodate nearly 15,000 patient visits. In 2009, HFHC became a Federally Qualified Health Center. HFHC is committed to growing with our community with currently over 111,000 patient visits.

HFHC accepts most insurances, as well as Medicare and Medicaid. We offer a sliding fee scale for persons who are uninsured. No one is denied care due to inability to pay.

Affordable patient visit fees allow us to continue to treat each patient at 66.3% less than the national clinic average.



# COMMUNITY PARTNERSHIPS

## WORKING TOGETHER WITH A SHARED GOAL

**Heart of Florida Health Center's mindset is "What can we do for you?" with our Community Partners.**

Whether it is working with our local United Way and Public School System to partner in school-based clinics for better overall health of the children of our community, to collaborating with our many local colleges with internships and shadowing for the Health Sciences or being support systems for our fellow non-profits that share our mission. We believe these relationships are invaluable.

Heart of Florida Health Center's Mission, Vision, and Values are what set the groundwork of our foundation, how we build off that foundation is how we continue to grow to the needs of our community. The needs of the patient and "treating the whole person" care model extends past just healthcare, proving the worth and effectiveness of these partnerships. An example of such a call-to-action was the Covid-19 Pandemic. The community needed to come together as one to benefit and protect all residents of our County and beyond.

These collaborations not only evolve and strengthen, but can lead to future opportunities and new partnerships that continue to make us proud of being the Heart of the Community!





# OUR HEALTH CENTERS

## PRIORITIZING THE HEALTH OF LOCAL RESIDENTS



Heart of Florida Health Center is a nationally top rated Patient Centered Medical Home Primary Care Practice that includes: Adult & Children’s Medical and Dental Care, Maternity, Behavioral Health, Case Management, and a low cost Pharmacy. HFHC accepts most insurances, Medicare, Medicaid, and offers a sliding fee discount for those who qualify.

**HFHC is excited to offer a “One-Stop” medical home providing comprehensive, quality healthcare for our community!**



# PRIMARY CARE & SERVICES



**FAMILY MEDICINE**



**INTERNAL MEDICINE**



**PEDIATRIC MEDICINE**



**MATERNITY**



**GYNECOLOGY**



**ADULT & PEDIATRIC DENTISTRY**



**PHARMACY**



**BEHAVIORAL HEALTH**



**CASE MANAGEMENT**



**TELEHEALTH**

By providing a wide range of services and being accessible to our community, HFHC meets the needs of our patients.

# A MATERNITY PATIENT STORY



HFHC's maternity department had a patient that started prenatal care after being released for Marion County jail to a Domestic Violence shelter. The patient had no family and had financial difficulties.

The maternity department and case management joined to ensure the patient had assistance with her prenatal copays, which were waived, transportation, legal assistance. She was also referred to HFHC's Behavioral Health Services to ensure that she received the mental health assistance she needed to get through the process of everything that was transpiring.

Complicating the pregnancy, the patient also was diagnosed with GDM (gestational diabetes mellites). The maternity providers assisted the patient with the cost for her glucose meter device and supplies.

Through the help of the Maternity staff, Behavioral Health, and Case Management, we were able to assist her throughout her pregnancy and after she gave birth to a healthy baby boy. Maternity and Case Management arranged transportation for her post-partum care and new pediatric care for her infant with our pediatric provider.

The patient won in her court hearing and will receive financial assistance and living cost for herself and her new bundle of joy.

## LEARN MORE ABOUT OUR MATERNITY AND PRENATAL CARE SERVICES

### **Sharing this Special Time with You**

At Heart of Florida Health Center, we provide Prenatal Care, keeping the comfort of our maternity patients in mind. By partnering with Advent Health Ocala, our patients have the benefit and convenience of receiving individualized care during their pregnancy and possible pregnancy complications. HFHC meets the needs of our moms whether insured, under insured, or uninsured; as well as offering a sliding fee discount program for those who qualify. Our Maternity Department also provides well-woman check-ups and physical care of the reproductive system. HFHC is proud to be able to offer another convenient service for our patients...including our future ones!

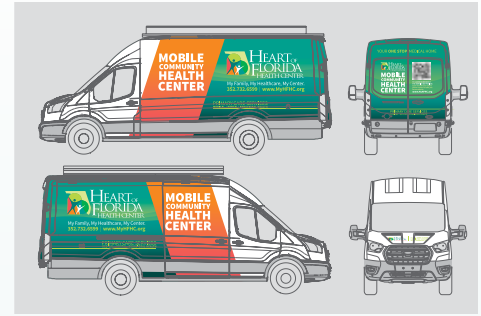


# MOBILE UNIT

**We have two mobile units on their way!**

Through the Covid American Rescue Plan Act (ARPA) we were able to purchase a custom mobile medical Ford Transit van. This mobile unit will have one exam room that will allow us to offer services in the community that will include health fairs, health education, immunizations and more.

Our second mobile unit is a 42-foot custom medical coach purchased by the Marion County Hospital District Trustees which will arrive in late 2024, allowing us to again provide greater access to care for the residents of Marion County. This unit will provide Heart of Florida Health Center (HFHC) with the ability to go to the more remote areas of County where residents that may have difficulty traveling to our other locations. Two patient examination rooms, that include medical and portable dental capabilities, are built into the unit. “Heart of Florida Health Center continues to celebrate growth and progress as we extend our care beyond walls, reaching new patients with our mobile unit, said Maria Torres, Chief Operating Officer. We proudly serve this community, and we are always looking for ways to improve and enhance patients’ health.”



# THE VILLAGES LOCATION

**We have ventured out of Marion County for the first time in Heart of Florida Health Center’s history.**

This project is part of the Board of Director’s strategic vision to continue growing to meet the ever-increasing needs of our communities. This is HFHC’s tenth Primary Care office and, when

it opens, its fourth in-house low-cost Pharmacy and will include a drive-thru for convenient medication pick-up. Co-locating with HFHC through a partnership with Veterans of America, a Vet Center offering behavioral and mental health services will be on site. Veterans and their families will be able to receive primary medical and pharmacy services from HFHC.

My vision is to have a positive community impact that will improve the lives of those we serve, through community partnerships, collaborations, and synergies providing excellent affordable healthcare.” said Matt Clay, Chief Executive Officer.

We are excited of the prospect of continued alliances to further our mission while providing greater access to Primary Health care for those we serve; the future is bright!

# SCHOOL-BASED CLINIC

**Heart of Florida Health Center is proud of and nurtures its community partnerships. With United Way Marion County and Marion County Public School System we are opening another school-based clinic.**

Due to open in January 2024, a clinic will open at the Reddick-Collier Elementary School in Reddick, Florida. With funding from a Human Resources and Services Administration (HRSA) grant, HFHC will offer pediatric dental services onsite and behavioral health services via telemedicine. In addition, we will be adding both these services at our other school-based location at College Park Elementary. These appointments will be school-based referrals and will begin with one-day-a-week appointments at each site. Barriers such as transportation, cost, and parents needing time off from work prevent many Marion County children from receiving much needed pediatric medical, dental, and behavioral health care. Overcoming these barriers by taking services to young children is what Heart of Florida Health Center’ mission is all about, and why we are here!



# VISIONARY LEADERSHIP THAT GUIDES OUR MISSION

## EXECUTIVE TEAM



**Matt Clay**  
Chief Executive Officer



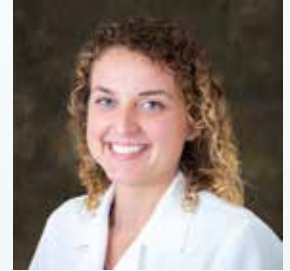
**Maria Torres, MHA, CT**  
Chief Operating Officer



**Dana Schultz, CPA**  
Chief Financial Officer



**Nick Dorsey, MD**  
Chief Medical Officer



**Bozena Munguba, DMD**  
Chief Dental Officer



**Levonda Goodson, BSHA, LPN, LSSGB**  
Chief Clinical Operations Officer



**Carali McLean, LCSW**  
Chief Compliance Officer



**M. Kay Wilson, SHRM-SCP, SPHR**  
Chief Human Resources Officer



**Cassandra Newton**  
Chief Correctional HealthCare Administrator

## BOARD MEMBERS



**H. Randolph Klein, Chairman**  
Attorney, Klein & Klein, PA



**Joe White, RN, Vice-chairman**  
Regional Admin, Brook Rehabilitation Home Health



**Julie Connolley, Secretary**  
Marion County Public Schools



**Barbara Schwaite**  
Retired, Marine Contractor



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



**Lola Gonzalez**  
Owner, Accurate Background Check



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



**Thomas C. Buss, II**  
Senior Vice-President of Gallagher & Co.



**Timothy McCourt**  
General Counsel, Marion County Sheriff's Office



**David Minnici**  
Administrator, ResHab Network

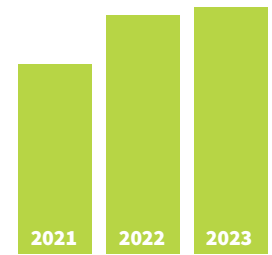


**Heather Wyman**  
Strategic Partner Success Manager, Buralong

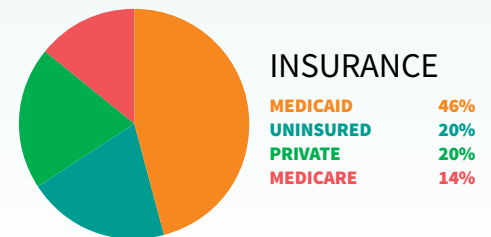
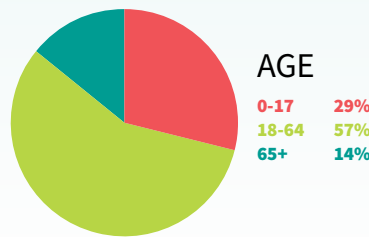
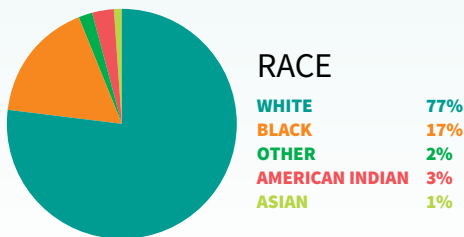
# FINANCIALS



	FY2021	FY2022	FY2023
<b>REVENUES</b>			
Patient Fees	\$18,560,034	\$22,495,124	\$22,386,501
Grants	\$6,698,128	\$11,563,895	\$6,820,528
Other	\$3,512,902	\$2,004,934	\$8,192,123
<b>Total Revenues</b>	<b>\$28,771,064</b>	<b>\$36,063,953</b>	<b>\$37,399,152</b>
<b>EXPENSES</b>			
Salaries & Benefits	\$15,361,723	\$19,133,753	\$21,602,209
Supplies	\$540,143	\$548,600	\$437,410
Contract Services	\$3,850,493	\$7,050,771	\$5,480,772
Occupancy	\$979,295	\$1,127,042	\$731,380
Pharmaceuticals	\$1,854,714	\$1,819,882	\$2,821,415
Other	\$3,597,917	\$3,803,094	\$4,098,522
<b>Total Expenses</b>	<b>\$26,184,285</b>	<b>\$33,483,142</b>	<b>\$35,171,708</b>
<b>Gain (Loss)</b>	<b>\$2,586,779</b>	<b>\$2,580,811</b>	<b>\$2,227,444</b>
<b>Total Assets</b>	<b>\$17,687,854</b>	<b>\$21,015,141</b>	<b>\$24,548,416</b>
<b>TOTAL NET ASSETS</b>	<b>\$10,792,635</b>	<b>\$13,373,446</b>	<b>\$15,600,890</b>



## PATIENT DEMOGRAPHICS 2023



## PATIENT VISITS MARCH 1, 2022 – FEBRUARY 28, 2023

**92,575**  
MEDICAL VISITS

**8,386**  
DENTAL VISITS

**4,470**  
OB/GYN VISITS

**5,931**  
BEHAVIORAL VISITS

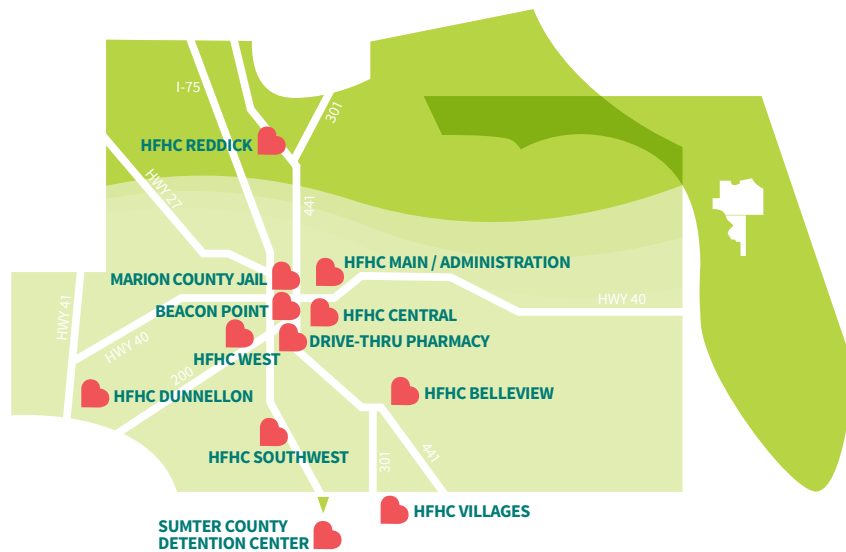
**104,033**  
SCRIPTS FILLED

**Healthcare excellence, for everyone.**  
Get well and stay well with Heart of Florida Health Center's diverse range of accessible healthcare services.

**38,332**  
TOTAL PATIENTS

**111,362**  
TOTAL VISITS





**HFHC MAIN / ADMIN OFFICE**

2553 E. Silver Springs Blvd.  
Ocala, FL 34470

**HFHC WEST**

6041 SW 54th Street  
Suite 100  
Ocala, FL 34474

**HFHC SOUTHWEST**

100 Marion Oaks Blvd.  
Ocala, FL 34473

**HFHC DUNNELLON**

19204 E Pennsylvania Ave.  
Dunnellon, FL 34432

**HFHC BEACON POINT**

717 SW 16th Ave., Bldg. #1  
Ocala, FL 34471

**HFHC COLLEGE PARK ELEMENTARY**

1330 SW 33rd Ave.  
Ocala, FL 34474

**HFHC CENTRAL**

1025 SW 1st Avenue  
Ocala, FL 34471

**HFHC BELLEVIEW**

5051 SE 110th Street  
Bellevue, FL 34420

**HFHC REDDICK**

4500 NW 152nd Lane  
Reddick, FL 32686

**HFHC DRIVE-THRU PHARMACY**

1536 S Pine Avenue  
Ocala, FL 34471

**HFHC VILLAGES**

3365 Wedgewood Lane  
The Villages, FL 32162



2553 E. Silver Springs Blvd., Ocala, FL 34470

**352.732.6599** [www.MyHFHC.org](http://www.MyHFHC.org)