

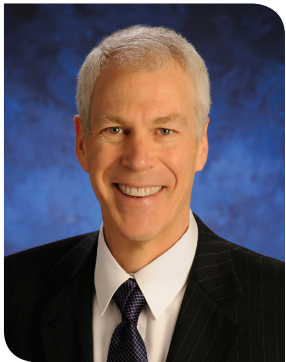
## ANNUAL REPORT | 2014



Ashland • Butte Falls • Medford • Prospect • White City

## A message from the Board President

# 2014: A Year of Change



Mark Chirgwin

*I*t is my honor to serve as board president for an amazing group of dedicated professionals -- the staff at Rogue Community Health.

I'm proud to report that it is that dedication that has helped to fuel the agency's ability to achieve recognition from

the National Committee for

Quality Assurance (NCQA) for Ashland, Butte Falls, Medford and White City sites as well as the highest level of recognition available from Oregon Health Authority for our patient-centered medical home model of care. This model of care helps patients to take a more active role in achieving better physical, social and even economic health. Our health and wellness team is in place to serve our patients and walk with them on this journey together.

Despite the early challenges of insurance enrollment through Cover Oregon, we were able to assist over 1,300 people in obtaining medical coverage, many of whom had never enjoyed the benefits of health insurance and needed our assistance to understand the system. Spring 2014 was very busy with newly insured patients requesting appointments for health conditions that had gone untreated. We provided 26,040 medical appointments while recruiting additional medical providers to increase our capacity to respond to the many requests for appointments.

*We would like to take this opportunity to recognize all of our supporters for your time, talent and resources and to thank you for your continued support.*

The fast-changing landscape of health care had major implications for our patients and us too. In response, we consolidated management of our health center sites, strengthened and expanded our use of information technology, made plans to add in-clinic pharmacy services for our patients, reduced wait times for patient appointments, improved employee benefits and increased staff retention. We also changed our name to better reflect our entire service area and to make us more identifiable to the communities we serve.

As I consider the significant challenges and accomplishments of the past year, I am most proud of the quality care we provide for patients, and that we can measure our success. We proudly accepted an award of additional financial resources from the Bureau of Primary Health Care for our quality initiatives. The Balanced Scorecard we introduced in November 2014 illustrates measurable improvements in clinical services, our workforce, community relations, and sustainability.

We owe a debt of gratitude to our many partners — the legislators, civic and business leaders, organizations and individuals, — who like you, believe that everyone deserves quality health care, whatever their circumstance in life. We would like to take this opportunity to recognize all of our supporters for your time, talent and resources and to thank you for your continued support.

Along with the great difference that the clinic makes in the lives of so many people, comes the realization that there is so much remaining to be accomplished. We are honored to count you as part of our family of supporters as we move forward with our Mission to help reduce barriers to achieving optimal health.

*~ Mark Chirgwin*  
President, Board of Directors

### 2013-14 BOARD OF DIRECTORS

Mark Chirgwin, President	Marya Kain
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John Littleton, Treasurer	Patti Robinson
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**Mission: To promote the health of lower income, working uninsured, vulnerable children, and adults in Jackson County.**



# A Year in Review

## **New Leadership for a Changing Healthcare Landscape**

William North was appointed by the Board of Directors as Chief Executive Officer in January 2014. Dr. Patrick Gillette returned from retirement as the Interim Chief Medical Officer. New leadership was established to guide the organization into the next evolution of healthcare reform.

## **New Name, New Logo, Renewed Focus**

In November 2014, we announced that our name would change to Rogue Community Health to better reflect our services to patients and communities throughout the Rogue Valley. Our new name recognizes who we are, the many communities we serve, our renewed focus on health outcomes, and on reducing barriers to accessing medical care.

## **Patient Visits Designed with Patients in Mind**

Less waiting time to see a provider is what this means. To accomplish this, we developed a process aimed at reducing the amount of time it takes for a medical appointment, that improved staff engagement and thereby increased patient and provider satisfaction and patient appointment availability throughout the year.

## **Your Medical Home**

A patient-centered medical home emphasizes care coordination and communication. Work processes were redesigned to achieve better health outcomes and we began work to address the social determinants of health through a wellness focus by engaging patients in their journey to improved health. Quality remains our highest priority for our patients.

## **Planning for Pharmacy Services**

Planning for in-house pharmacy services began in spring 2014 and went live in January 2015. Rogue Community Health patients now enjoy the convenience of receiving prescriptions at their medical appointments in Medford and quick delivery of prescriptions for pickup in Ashland, Butte Falls, Prospect and White City. We anticipate expansion of services as our pharmacy program increases in volume.

## **Building a Better Healthcare Delivery System**

Information technology is essential for the management of operations. Policies, processes, equipment, data, staff and external partnerships all rely on a good data system. In summer 2014, we started a process to strengthen and expand our information technology capabilities for overall effectiveness.

## **Assisted Patients with Challenges of Healthcare Reform**

Rogue Community Health assisted 1,366 people with completing their applications for medical insurance during 2014. In preparation for the enactment of the Affordable Care Act, Rogue Community Health hired Community Health Workers to assist patients with complex health issues, many of whom had never enjoyed the benefits of health insurance and needed our assistance to understand the system.

## **ADMINISTRATIVE STAFF**

William North, Chief Executive Officer  
Patrick Gillette, MD, Interim Chief Medical Officer  
Traci Darrow, RN, BSN, Clinical Network Officer  
Anne Nicholson, Chief Financial Officer  
Terry Keesling, Chief Operations Officer

Ginger Kentzell, Human Resources Director  
Karen Elliott, Marketing Director  
Carol Grant, Health Information Services Director  
Tova DeJack, LCSW, Integrated Behavioral Health Manager  
Jackie Weber, Quality Improvement Manager

# Meeting Our Mission: **Balanced Scorecard**

Our new Balanced Scorecard provides information on how we are meeting our Mission. In 2014, 77% of these measures increased. We are proud of our same-day access under patient visit availability, that patients can get in to see their provider, and that we are operating in a sustainable manner to meet our financial stewardship. As a federally-qualified health center (FQHC), we are held to high standards of care related to the clinical services we provide.

## As of December 31, 2014:

What We're Measuring	Baseline	QTR 4	YTD	Goal	Trend
<b>Services</b>					
<b>Clinical Measures</b> <i>Goal: For 90% of federal grant clinical measures to improve over 2013 year-end measurement</i>	76%	77%	77%	90%	↑
<b>Patient Visit Availability</b> <i>Goal: Same-day access for established patients; 1 day or less until 3rd next available appointment</i>	1.47 days	.67 days	.62 days	< 1 day	↑
<b>Workforce</b>					
<b>Average Length of Employment</b> <i>Goal: Average of 60 months for all staff</i>	53	43	45	60	↓
<b>Volunteer Provider Hours</b> <i>Goal: 700 or more hours donated by volunteer specialty providers</i>	564	382	946	700	↑
<b>Community</b>					
<b>Community Partnerships</b> <i>Goal: Increase total formal public, private, nonprofit &amp; individual partners by 3%</i>	750	709	797	773	↑
<b>Finance</b>					
<b>Patient Visits</b> <i>Goal: Increase number of patient visits by 10%</i>	25837	5,898	26,040	28,421	↑
<b>Financial Stewardship</b> <i>Goal: Create operational sustainability by December 31, 2014</i>	Red	Black	Black	Black	↑

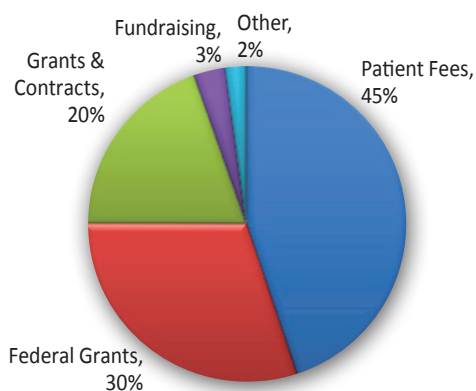
## Overview

Patients (unduplicated)..... 7,886  
 Patient visits..... 26,040  
 Uninsured patients.....15%

Nurse case management encounters .....3,165  
 Integrated Behavior Health encounters..... 543  
 Children served at school-based health centers.....961

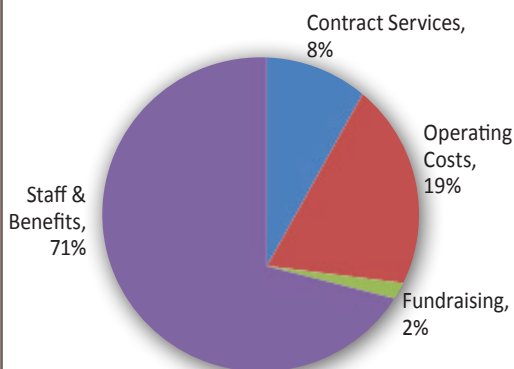
## Financial Support

### Revenue by Source



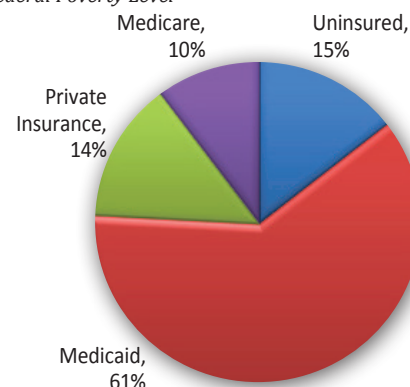
## Expenses

### Expenses by Source



## Insurance Status\*

\* 95% of our patients live at or below 200% of Federal Poverty Level





**ASHLAND**

99 Central Ave., 97520  
Tel: 541.482.9741

**BUTTE FALLS**

722 Laurel Ave., 97522  
Tel: 541.842.7799

**MEDFORD**

19 Myrtle St., 97504  
Tel: 541.773.3863

**PROSPECT**

300 Mill Creek Dr., 97536  
Tel: 541.560.1180

**WHITE CITY**

8385 Division Rd., 97503  
Tel: 541.826.5853

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*United Way Helps Here!*



**Watch for your invitation  
in the mail!**

# SAVE THE DATE!

*for the*

## Rogue Way to Health Luncheon

*“Your Ticket to Health”*

**Wed., Nov. 4, 2015 at 12:00 pm**

**Rogue Valley Country Club  
2660 Hillcrest Rd., Medford 97504**

For reservations,  
call 541-842-7735  
Seating is limited.

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



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