



# 2021 Annual Report

Ashland  
Butte Falls  
Medford  
Eagle Point  
White City



# On the Path to Healing

After the many challenges of 2020 and 2021, we gladly welcomed much of our workforce back into the office, rejoining those workers who admirably never left in order to serve our members who needed us. More members have returned to in-person visits with their caregivers. And the board guided Rogue Community Health into new programs and services, taking on previously unknown responsibilities such as housing and disaster case management and showing that our means of improving health doesn't end in the exam room.

We are now almost two years removed from the devastating Alameda and Obenchain wildfires that tore through our community. Although much has been accomplished, there is much left to do. Many of the challenges presented by this disaster appeared insurmountable, yet we are proud to be a part of the collaborative efforts from organizations across Jackson County demonstrating the resiliency of those who call the Rogue Valley home.

Rogue Community Health stepped up to play a role, taking over management of four former hotel properties. This new program, the Rogue Way Home, ties together all of our services, as well as those offered in the community, into a comprehensive and integrated system. It provides more than just shelter, but also a means of instilling resiliency, self-sufficiency, and resourcefulness for over 350 residents on their path towards a vibrant future and the permanent home of their choice.

The intake of housing residents offers a humbling view into the lives of people who lost their homes, livelihoods, and community in the wildfires of 2020, and the diverse impacts disaster can have on our entire community, especially the most vulnerable. The residents' paths may be long and difficult, but our intent is to make sure they have support along the way. We are embracing their journey and joining them on that road to recovery.

As a community we continue the arduous process of reclaiming our lives after the last two years. We will continue to support community members who need assistance in healthcare, human services, and housing. Thank you for your generosity. Thank you for supporting this worthy cause. Thank you for being a part of our team.

*William North*



William North, CEO

## Welcoming Back Warm Connections

It has been refreshing to see so many of you again! The return of in-person gatherings has brought back an energy and excitement that we have been missing. We are happy to announce that this will include the **2022 Annual Luncheon**, once again being held in-person. We will be hosting this event in Ashland, near where we began 50 years ago. We can't wait to introduce you to an entirely new side of RCH.



## 2021 Executive Team

- William North, Chief Executive Officer
- Daniel Weiner, DO, Chief Medical Officer
- Ryan Bair, LCSW, Chief Network Officer
- Calisa Warnke, Chief Financial Officer
- Terry Keesling, Chief Operations Officer
- Christine Winters, Chief Alliance Officer
- Jackie Weber, Chief Quality Officer

## Board of Directors

- David Figurate, President
- Doug McKenzie, President-Elect
- Kate Gillooly, Past-President
- Tina Mondale, Treasurer
- Nate Sickler, Secretary
- Jackson Baures
- Tom D. Hazel, FNP
- Nancy Nordyke
- Julie Benezet
- Diarmuid McGuire
- Mary I. Coombs

## Vision

Our community embraces healthcare and human services as a right and a privilege.  
#well-being

## Mission Statement

Vibrant health for all, especially the most vulnerable, in partnership with our community.

## Values

Respect, Integrity, Compassion, Honesty, Community



# Area Successes



## Medical Care

### 62 FTE in 2021:

9 Physicians, 11 Nurse Practitioners & Physician Assistants, 12 Nurses

### 2021 focus on diabetes and hypertension<sup>1</sup>

2021 continued to be a challenging year due to the pandemic; however it forced a shift in the way we do outreach, providing more flexible and accessible methods of engaging our members. With strong safety protocols and the rise of virtual visits, members were able to receive quality care without risk of exposure to COVID. While roughly half of patients were initially unable to navigate the virtual visit software, a change in platform and ongoing review of the interface was done to ensure user-friendly remote access. Additionally, the team started looking at ways to help members have ongoing health monitoring from home with the hope of providing remote patient monitoring in the future. With diabetes as the second most common condition treated by number of visits (after hypertension), at-home glucose tests are a focus to be provided in 2022.

Women's Health: 2,854 patients screened for Cervical Cancer and 1,496 patients screened for Breast Cancer

Obesity: 4,206 patients over 18 received a follow-up plan after BMI screening

3,044 patients over 50 screened for colorectal cancer • 7,022 patients screened for HIV



## Pediatrics

### 9 FTE in 2021:

Doctors, Nurse Practitioners, Medical Assistants, and Managers

Not only did Rogue Community Health Pediatrics adapt to provide COVID vaccines for all approved age groups as they were approved, they also obtained grants for two new programs. With funding available from a sponsor, RCH has applied to join the Reach Out and Read Program in order to provide books to children at well visits from ages six months to five years old. Funding was also secured for an Early Vision Screening program which will be implemented in 2022.

1,656 patients screened for childhood obesity

<sup>1</sup> by # of visits, UDS 2021



## Behavioral Health Care

### 12 FTE in 2021:

Licensed Mental Health Providers and Licensed Clinical Health Workers

### 2021 focus on diagnosing and treating depression and anxiety disorders<sup>2</sup>

74% of Mental Health visits in 2021 were virtual. The use of phone and virtual visits allowed an increase in outreach and frequent connection with remote and homeless populations. Virtual visits also opened the door for increasing remote staff, widening the recruiting pool. Behavioral Health Services expanded its collaboration with School Based Health Centers, providing care to 4 additional schools in the 2020-2021 school year with increased uptake in the 2021-2022 school year. Behavioral Health collaborated with our partner School Districts to have our clinicians in the schools, which provided easier access to families in need of mental health services year-round. Depression and anxiety were the leading reasons members sought behavioral health visits; the pandemic proved a critical time for these services. As the needs of the community increased, the Behavioral Health team strove to meet them.

Tobacco Use: 7,115 patients assessed for tobacco use and provided Intervention if a tobacco user

Depression: 5,668 patients received follow-up care after screening



## Community Resource Assistance

### 31 FTE in 2021:

Community Health Workers, Eligibility Assistants, & Outreach Workers

Extensive outreach was conducted to ensure members were aware of available resources and had continued access to quality care during the COVID pandemic. During 2021, our Community Health Workers received referrals that connected hundreds of households to community resources for unemployment relief, rental assistance, utility assistance, and more, plus hundreds more households with direct support through purchasing food, medical supplies, vitamins, and medications. Outreach to fire victims was also extended into 2021 and included assistance to those in need of transitional housing through our new program, Rogue Way Home. Member Services learned new technologies to broaden outreach to the community. This included a campaign communicating vaccination opportunities to the community; 1201 members without text capability were reached, of which 245 were scheduled for a vaccination.

<sup>2</sup> by # of visits, UDS 2021



## Dental Care

**10 FTE in 2021:**  
Dentists & Hygienists

### 2021 focus on oral screenings, restorative, and emergency services<sup>3</sup>

The Dental Clinic continues to attract new patients and has persisted through challenges, including difficulties with staff recruiting and limited facility capacity during a major renovation project, to meet the high demand of the area. Despite these challenges and the COVID-19 Pandemic, the Dental Clinic completed 5,000+ encounters, including roughly 1,000 patients needing urgent or emergency care, moving us closer to pre-pandemic levels of patient visits. With the Eagle Point office expected to be operational within the next year, and new staff recruits bringing former colleagues on board, the Dental Clinic is well poised for growth in the coming year.

**Preventative Care:** sealants applied to 193 children, and 863 fluoride treatments administered

<sup>3</sup> by # of visits, UDS 2021



## Using Technology to Adapt

While the pandemic was difficult, it laid the foundation for changes that will reshape how we interact with our members – for the better. It forced us to look at how we can continue to provide quality, patient-friendly care to those who are not able to visit our clinics. This caused a rise and improvement of virtual care, allowing remote patients to still gain access to their care providers. Telehealth also increased the frequency of outreach and engagement with the homeless population. Outreach done via MyChart and the Well platform showed us how we can get a broader reach in the community with important information, in this case vaccination opportunities. A look was taken at how we can start moving towards remote patient monitoring to allow members, especially those who have difficulty making it to regular appointments, better monitor their health in an ongoing way from the safety and comfort of their home. While the pandemic presented some harsh challenges, RCH adapted and laid the foundation for better, more flexible care for our patients.



## School-Based Health Centers

**11 FTE in 2021:**  
School Nurses and Behavioral Health Clinicians

While School-Based Health Centers (SBHC) were not able to meet sick children in-person during 2021, they continued to offer virtual visits and were also able to provide a variety of other services ensuring continued support for the overall health and well-being of its students. This included introduction of Behavioral Health Services in the 2020-21 school year at four additional School District 9 (D9) schools to address the increased stressors on mental health related to the pandemic. Usage of these services increased significantly in the 2021-22 school year. Additionally, COVID-19 immunization services were offered – both 1st and 2nd doses – to students and staff. Despite staffing issues, SBHCs remained in compliance.

**689 students seen through 3,050 visits; primarily for mental health**



## Pharmacy

**14 FTE in 2021:**  
Pharmacists, Technicians, Delivery and Support staff

Rogue Community Health pharmacies in White City and Medford continued to provide low-contact or no-contact options to safely serve prescription needs during the pandemic. With the transition of office visits to virtual alternatives, these new methods of prescription fulfillment have helped keep prescriptions in-house where 340B savings are best captured. However, the RCH pharmacies have not fully rebounded, seeing a decline in prescription count and 340B savings. Staffing challenges have also impacted the pharmacies. The Board of Pharmacy waived needs for national certification in an effort to rebuild the technical workforce pool. Additionally, RCH utilized aggressive recruiting measures, including approaching staff at closing competing pharmacy locations. The RCH pharmacies now have a strong, cohesive team, and they continue to look at ways to ensure future recruitment prospects.

**Top medications prescribed in 2021 were for Diabetes and Hypertension control.**

**Foundation Grants for Emergency Medication provided access to medications to people who could not otherwise afford it: insulin & supplies to monitor glucose levels, & treatments for substance use/overdose.**

## Family Resource Fair

In partnership with School District 9, the first annual Family Resource Fair was established in May 2021. Multiple community partners joined in providing information on resources and a food pantry truck was on site. Information on Rogue Community Health services was made available and community members were connected with the resources they needed, including and beyond Behavioral Health and Medical services regularly provided at the School-Based Health Centers for School-Based Health Centers.





## Rogue Way to Health: Member Stories Through the Eyes of Our Community Health Workers



### From Rebekah:

*I worked with a member who is houseless and lives in rural Oregon. They have no income and no phone, as government-aided service is not available in their area. Their vehicle was no longer running so they walked long distances into town to run errands, pick up food, have social contact, get to medical appointments, and use the library computer. They requested a bike with a basket so they can ride into town, shop for healthier meals, see people, and make medical appointments. We used Flex Funds to purchase a bicycle. They love it, and have lost over 30 lbs since receiving the bike, with their health all-around improved.*



### From Isabel:

*Working with a Covid response referral, we called a member to get a list of groceries and supplies. When asked what was needed, she was surprised that she could ask for more than just Tylenol and tea. I explained that she could send a list of things that she would need for that specific time that she was going to be in quarantine. She was grateful for the call and said, "if it wasn't for this I would have had no food in my belly tonight." She had no one she could ask for help and was appreciative for the assistance received. Community Health Workers purchased and delivered food to her door. She looked out the window and waved with a huge smile on her face while placing her hand over her heart.*



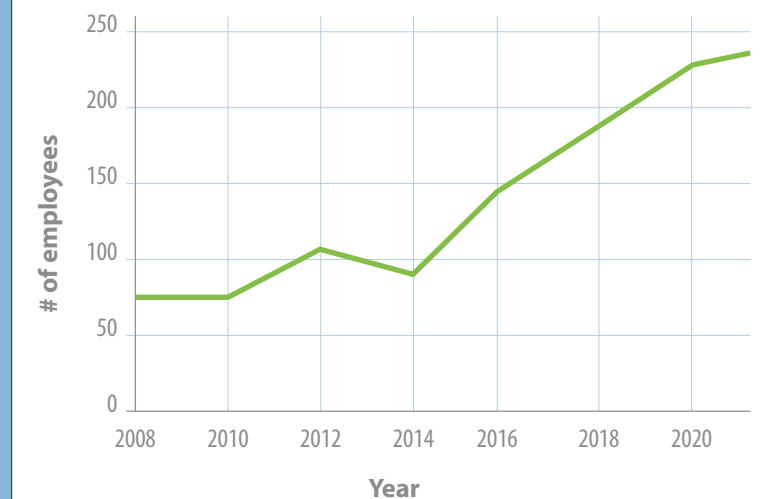
### From Jocelyn:

*My client lost her home in a fire in early February. Unfortunately, she and her sister do not have family in the area and with the limited income they both have they did not have many options. With the help of United Way of Jackson County, they were able to get a two-week stay at a motel until we were able to get an approval from the Care Oregon flex fund program. We got our first approval within days, and today she is living at our transitional housing sites while still working with us to navigate housing resources.*

## Challenge: Staffing as We Grow

With a global labor shortage, Rogue Community Health faced the common challenge of retaining and recruiting staff across business units while we continued to grow our services and the COVID pandemic required we adapt our service models. Despite ongoing staff shortages, we continued to provide quality health care to our members at rates on par with pre-pandemic levels and hit key performance metrics. To address the issues with staffing, an increase in advertising efforts and techniques were introduced to attract quality candidates to the Rogue Community Health family.

### RCH Staff Growth







# Clinic Locations:

## Ashland, Butte Falls, Medford, Eagle Point, White City

### Services Provided:

Medical Care, Dental Care, Behavioral Health, Pharmacy, Integrative Health, School-Based Health Centers, Pediatrics, Healthcare Legal Assistance, Community Resource Assistance, Transitional Housing

### Virtual Visits:

Virtual visits accounted for 59% of all Medical visits and 74% of all Behavioral Health visits in 2021.

### Patients Screened for Depression with Follow-up:

Rogue Community Health aims to screen every patient, every time for depression<sup>4</sup>. We are in the top 25% nationally, of similar organizations, for depression screening and follow-up care.

### Whole-Person Care:

Rogue Community Health currently aims to screen every patient at our Ashland, Medford, and White City Clinics during each visit for needs across Social Determinants of Health<sup>5</sup>. More than half of our members report difficulty in affording food and utilities, and we work with a network of partners through the Rogue Hub to connect people to the care they need.

### Health Equity:

47% of our patients live at or below 200% of the Federal Poverty Level. We provide services to all, regardless of the ability to pay.

### Accessibility:

10% of our patients are best served in a language other than English. Our services are provided in language of choice through bilingual caregivers or interpreters present at appointments.

<sup>4</sup>PHQ2 screen  
<sup>5</sup>PRAPARE survey



"A majority of my patients I see for chronic conditions. Many of them I have seen for almost a decade. I know them. I care for them. I genuinely want to better their lives. Often family members will send me a thank you card or come in and share a hug with me."

- Allie, Nurse Case Manager



"I expected to be hung up on, turned away immediately, asked for a credit card, or told I could not seek care due to residency and no health insurance. The voice on the other side of the line said, 'Can you be here in 20 minutes?'"

- Patient

# 2021 By the Numbers

## Our Financials

\$27,777,922  
Revenue

\$26,895,012  
Expenses

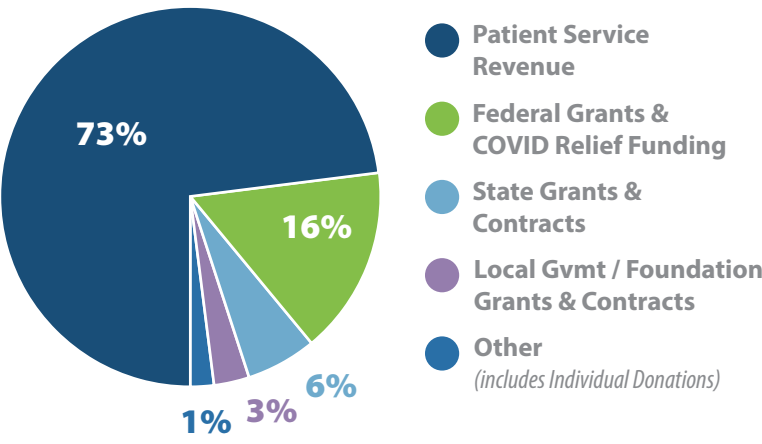
## Vaccinations & Immunizations

4,175  
COVID-19

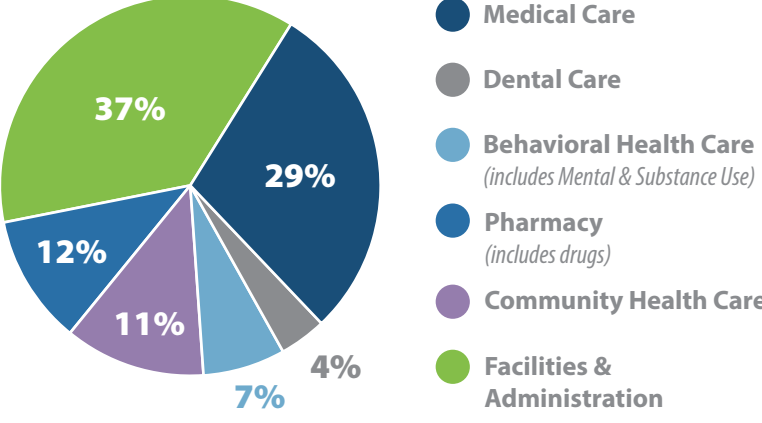
1,085  
Seasonal Flu

1,141  
Other

## Revenue by Type



## Expense by Type



238  
Employees

▲ up 22% from 2020, trending up annually

13,349  
Members Served

▲ rebound to pre-pandemic levels<sup>6</sup>

66,240  
Visits

▲ up 20% from 2020, rebound to pre-pandemic levels

<sup>6</sup>From UDS2021 report data, includes non-qualifying visits

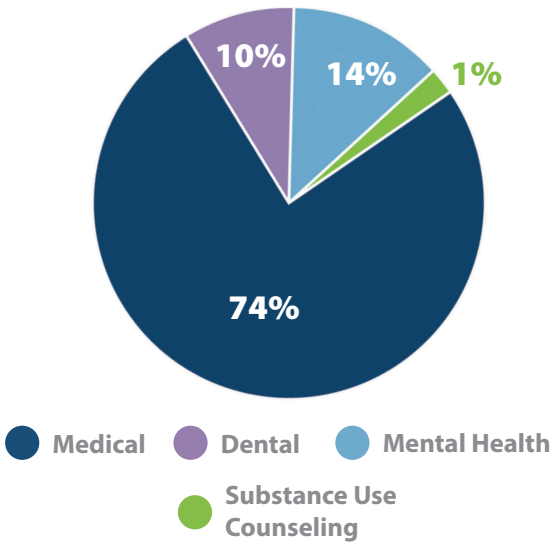
# WHAT Rogue Community Health is:

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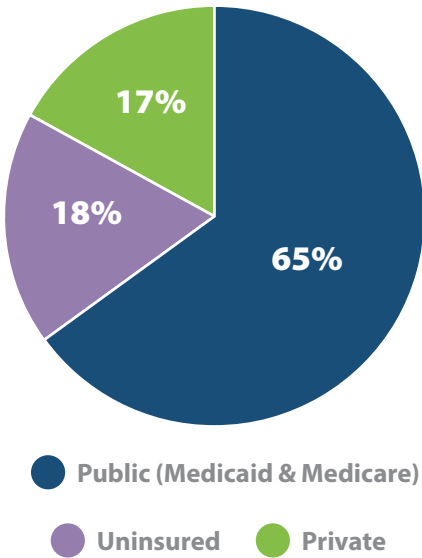
## Services Provided:

- Medical Care
- Dental Care
- Behavioral Health
- Pharmacy
- Integrative Health
- School-Based Health Centers
- Pediatrics
- Healthcare Legal Assistance
- Community Resource Assistance
- Transitional Housing

## Services Offered in Clinics



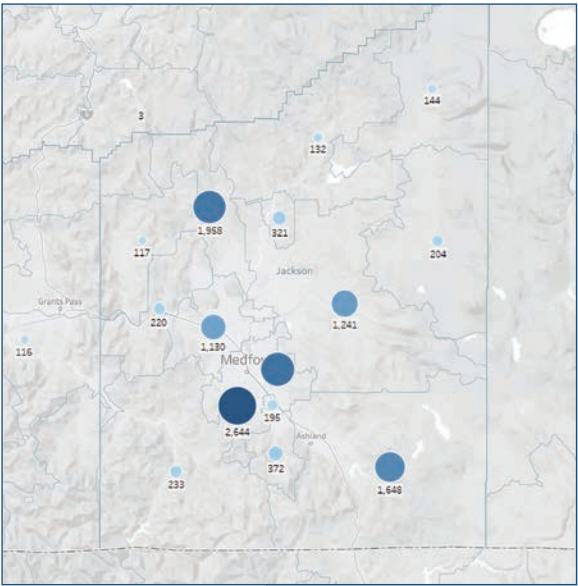
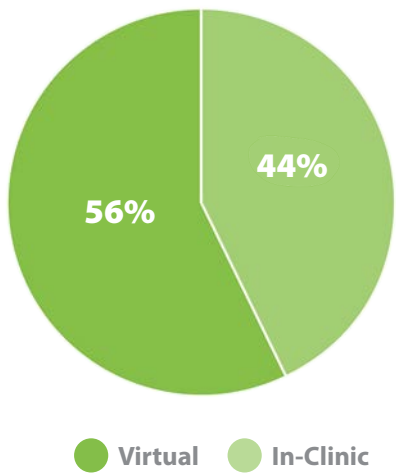
## Insurance Type



Race / Ethnicity	
White (non-Hispano)	61.0%
White (Hispano)	13.0%
More than one race	2.4%
American Indian/Alaska Native	1.3%
Black/African American	1.1%
Asian	0.8%
Other Pacific Islander	0.4%
Native Hawaiian	0.1%
Unreported	19.9%
All Hispano	20.1%

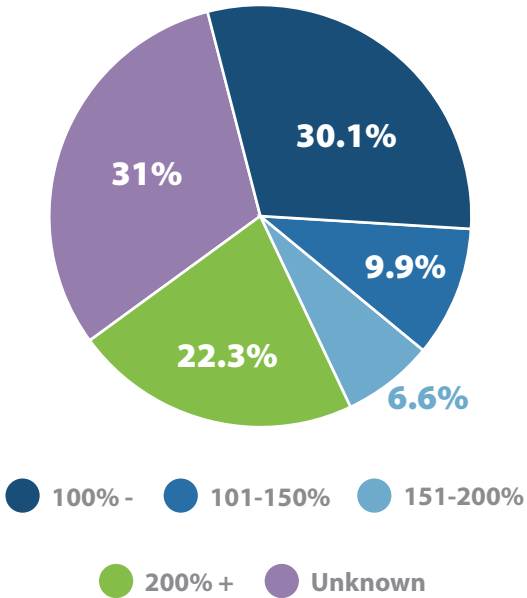
# WHERE Rogue Community Health is:

## Where Services Were Provided

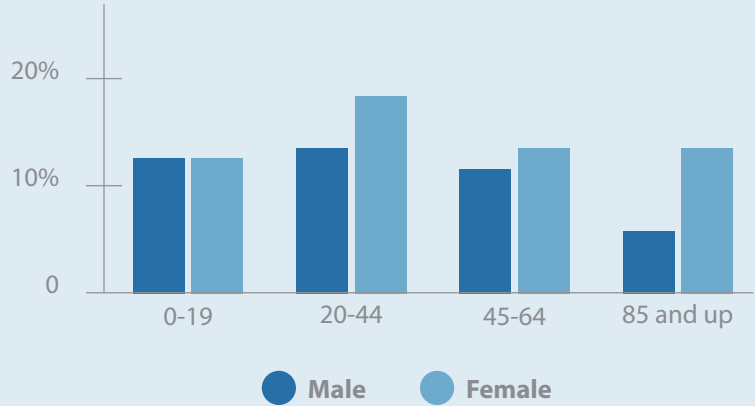


Jackson County

## Income as % of Federal Poverty Level



## Age / Gender Identity





## Rogue Way Home Groundbreaking: A Housing Plus Program



In September 2021, we took on the challenge of managing housing and self-sufficiency support for four motel properties with over 507 separate units for wildfire survivors. With our Rogue Hub partners, our goal is to first help with the trauma from the fires, and then work with fire survivors to get back home through support services, employment and training, and housing navigation services.

### Philosophy

Housing for all is a key component of a vibrant, healthy community

### Approach

The Rogue Way Home is a comprehensive housing program in partnership with our community that ties primary care, behavioral health, substance use treatment, employment skills training, child-care, connection to education, family and social supports, assistance with accessing public benefits, and long-term housing.

### Current Properties

Merrick • Jackson • Roxy • Loring

### Whole Person Care



#### Housing

- Pathway to stable housing



#### Medical, Behavioral, & Dental Health

- Creation of their own vision of wellness
- Reduced emergency room visits



#### Work & Economic Health

- Income from employment
- Job skills training and placement
- Financial education and savings



#### Social Health

- Residential programs/offerings/classes
- Volunteer activities and civic engagement
- Connection to spiritual/faith-based community, if desired



## Building a Vibrant, Healthy Community Together

Thank you to the individuals, service organizations, businesses, and foundations that contributed to our mission in 2021 and helped transform the lives of the members we serve!

### Individuals

Stuart & Karen Allan  
Dr. Sue Alston & Doug McKenzie  
Jack & Beverly Altman  
Anonymous  
Dr. Bud & Mary Jo Bergstrom Jr.  
Michael & Julie Black  
Maggie Bleakley  
Wendy Brainerd  
Katherine Bryon  
Mark & Peggy Chirgwin  
Bud Clardy  
Mavis Cloutier  
Mary Coombs  
Gary & Julie Crites  
Lola Curl  
Diane De Ryss  
Kathleen Donham  
James Ellis  
Delores Federico  
Judith Fuhrman  
Suzi & Robert Given  
Joseph Graf  
Robert & Jane Hall  
Larkin Hastings  
Martha Howard-Bullen  
Roger Howe, MD

Drs. Tom & Jean Keevil  
Lois Langlois  
Janet Lilly  
Robert & Suzanne Lindstrom  
Nancy Nordyke  
Earl & Karen Norgard  
William & Heide North  
Mark Olfson  
Russell Otte  
Reider Peterson  
Drs. Thomas Treger & Ruth Rabinovitch  
Jeffrey Rinkoff, MD  
Patricia Robbins  
Diane Roberts  
J.P. Rollosson  
Carolyn Schenler  
Mark & Gwen Schiveley  
Gail Schoeneberg  
Holly & Nadine Snyder  
Drs. Bill & Darlene Southworth  
Gordon & Alice Thomas  
Wayne & Carol Brown Thomas  
Vickie Tompkins  
Dr. Charles & Rebecca Versteeg  
Christine Winters  
Greg Wojtal

### Businesses

AIG Retirement Services  
AmazonSmile Foundation  
Avista Corp.  
Burkhart Dental & Supply Co.  
GlaxoSmithKline  
JB Steel, Inc.  
Kroger  
Legacy CPA  
Lithia 4Kids  
Lithia Motors  
Medford Women's Clinic  
Nonstop Wellness  
Peak Ranches  
PrimeCare, Inc.  
Shell Oil Company  
TD Ameritrade

### Service Organizations

Medford Kiwanis Foundation  
Soroptimist International/  
Rogue Valley Sunrise

### Foundations

Anna May Foundation  
Carpenter Foundation  
Carrico Family Foundation  
D-9 Foundation  
Fred Meyer Fund  
Gwladys and John Zurlo Charitable Foundation

H. Charles Greene Foundation  
Harry & Yvonne Lenart Charitable Foundation  
Network for the Good  
Oregon Community Foundation  
Raymond Family Foundation  
Reed & Carolee Walker Fund





1000 East Main St, Medford, OR 97501

**Save the Date: November 3, 2022**

*You're invited to the*

## **ROGUE WAY TO WELLBEING LUNCHEON**

**Thursday, November 3, 2022 at 12pm - Ashland Hills Hotel**

**Keynote Speaker: Fariborz Pakseresht**



Fariborz Pakseresht is Director of Oregon Department of Human Services (ODHS). As director of ODHS, he is working to create a vision for a vibrant, healthy Oregon. Fariborz's comments will focus on the importance of community engagement as healthcare transformation continues into the future.

