

Winter 2015

Newsletter

DECEMBER 2015

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2015 Luncheon Sets Course for Rogue Way to Health

Guests made their way into the beautiful setting of the Rogue Valley Country Club on Nov. 4th for the 2015 Rogue Way to Health Luncheon to hear an update on Rogue Community Health's activities and accomplishments. The luncheon attracted 353 attendees and a record 32 sponsors, including presenting sponsor AllCare Health Plan. Proceeds from the event will be used to support uninsured or underinsured patients who are impacted negatively by the Social Determinants of Health.

The Rogue Way to Health was introduced as a new approach to improving and sustaining health for individuals and families in southern Oregon. Actor Patrick Duffy showed his support by narrating a video that demonstrated the value of Community Health Workers. The Rogue Way to Health incorporates social and economic factors into our approach to patient health and wellness. "We know that individual health is profoundly affected by the environment in which people live, work, and play," explains Daniel Weiner, DO, Chief Medical Officer for Rogue Community Health. "The

"We know that individual health is profoundly affected by the environment in which people live, work, and play."

~ Daniel Weiner, DO

Social Determinants of Health -- all those areas of a person's life that impact health -- are now part of our healthcare delivery and services," added Weiner.

Patsy Smullin was the very surprised recipient of the 2015 Forsyth Community Health Award for her long-standing efforts to create a healthy, well-educated community. The award was presented by cardiologist John Forsyth, MD, for whom the award is named. "It is a true honor to receive this award," says Patsy. "Dr.

Forsyth is one of our all-time great medical community leaders. I have followed the growth of Rogue Community Health since the 1970's and couldn't be more proud of its accomplishments for the people of our valley." Retiring board members Sue Watkins, FNP and Ken Jaffee received a round of applause for their years of service to the board. Dr. Patrick Gillette also received acknowledgment for his most appreciated service to

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www.roguecommunityhealth.org



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Rogue Community Health is a tax-exempt, 501(c)3 organization founded in 1972. The mission of the organization is to promote the health of lower income, working uninsured, vulnerable children and adults in Jackson County, Oregon.

Luncheon Sets Course for Rogue Way to Health

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Rogue Community Health as Interim Medical Director. "Dr. Gillette has provided Rogue Community Health excellent clinical leadership over the last two years and I have appreciated having him on our team," said Chief Executive Officer, William North.

"Financial support from events like this helps make health care affordable

for lower income people," explained Karen Elliott, Marketing Director and coordinator of the luncheon event. "The Rogue Way to Health sets a new course for moving beyond medical care in the exam room to partner with people to improve their overall health and wellness." ■



Doug McKenzie

Announcing New Board President

Doug McKenzie was appointed President of the Board of Directors at the September 2015 Board meeting. He was born and raised in the Rogue Valley, is a North Medford High graduate and brings 37 years of public education experience to the Board. Now that Doug is retired, he has time to give back to the community he loves through board service.

Soroptimist International of Ashland: A long-time supporter of Women's Health

By Joy Dobson

Soroptimist International (SI) is a volunteer service organization founded in 1921 in California, which now has 80,000 members in 130 countries/territories. SI of Ashland (SIA) was chartered in 1946. Our vision is that "women and girls have the resources and opportunities to reach their full potential and live their dreams." Our mission is "to improve the lives of women and girls through programs leading to social and economic empowerment."

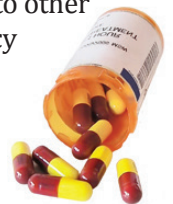
SIA supports academic, vocational, and athletic scholarships for local women. We also support nonprofit community organizations that provide women's services, including Rogue Community Health (since its inception), the Ashland Police Department Sexual Assault and Trafficking Education Program, and the Ashland Community Hospital Foundation's 2015 Women's Health

Initiative. In addition, SIA funds selected international projects, such as Kiva Micro Loans and disaster relief in the Philippines.

We welcome calls from fellow Rogue Community Health supporters and invite you to join us at one of our weekly meetings -- Wednesdays at 12noon-1:00pm. For more information, please go to our website, www.soroptimistrv.org, or call Ashland Soroptimist President, Patricia Acklin at 541-482-2040. ■

Clinical Pharmacy Now Open

Patients at Rogue Community Health can now enjoy the convenience of receiving prescriptions at the Rogue Community Health Pharmacy in Medford and by delivery to other sites for pickup. Pharmacy Director, Amy Baker, PharmD, works closely with providers to ensure patients have access to the safest, most effective, affordable medications. ■



MEETING OUR MISSION



About the Balanced Scorecard

The Balanced Scorecard provides information on how we are meeting our Mission. It shares information on the quality of the healthcare we provide, our workforce, volunteers, community partnerships, and our financial health.

- Clinical quality and patient visit availability improved during the first three quarters of 2015. These measures help us to know that our health care system is delivering effective, safe, patient-centered, and timely care in accordance with federal, state and local clinical standards.
- Commitment to a high-performing workforce is a new measure, but not a new standard for us. Our approach continually seeks increased efficiencies in our services.
- Community partnerships help us support the social and economic needs of our patients and are a primary focus of the Rogue Way to Health. We are tracking how we engage patients beyond the exam room as a measurement of "patient touches."
- We are very pleased to report that by the end of the 3rd quarter, our financial performance measures for organizational stability and sustainability were met.
- With the hiring of additional provider staff came the capacity to serve more patients. At the end of the 3rd quarter, we are presently more than 90 percent of the way to our goal to increase our number of active patients by 10%.

The Path Forward

With the addition of six Community Health Workers (CHWs) in 2015 came the ability to engage individuals/families in a more empowering way. Community resources, support, and guidance beyond the exam room

What we're measuring in 2015	Annual Goal	Baseline	QTR 1	QTR 2	QTR 3	QTR 4	Trend
Improving greater than 5% Improving/Declining less than 5% Declining greater than 5%							
Services							
Clinical Measures Goal: Sustain or achieve improvement on 90% of federal, state and local clinical measures	90%	76%	80%	73%	88%		
Patient-Centered Medical Home Goal: Develop performance measures for RCH team services	7	0	—	—	0		new
Patient Visit Availability Goal: Same-day access for established patients; 1 day or less until 3rd next available appointment	< 1 day	1.47 days	.91 days	.82 days	.43 days		
Workforce							
High Performing Staff Goal: Achieve Quality and Productivity measures required by strategic objectives	90%	0	—	—	0		new
Patient Touches Goal: Measure and increase patient touches by 10% for Alternative Payment Method	16,459	14,963	—	—	14,963		new
Average Length of Employment Goal: Average at least 40 months for all staff	40	53	40	38	38		
Community							
Community Partnerships Goal: Create new small business partnerships for employee retention program testing	10	0	—	—	1		new
Volunteer Providers Goal: Create a volunteer-directed specialty Health Institute for practicing providers	Y/N	N	—	—	N		new
Social Determinants of Health Goal: Implement nonprofit partnerships and participate in community-based programs	15	0	—	—	1		new
Stewardship							
Membership Goal: Increase active patients enrolled as RCH members by 10%	11,015	10,014	—	—	10,014		new
Patient Engagement Goal: Increase Alternative Payment Method 'touches' per member by 10%	2.52	2.29	—	—	2.29		new
Financial Performance Goal: Meet all operating ratio standards for services provided	100%	80%	67%	67%	100%		



Download the report at: www.roguecommunityhealth.org/about/balanced-scorecard.

to promote health is a reality for patients who need greater support. This culturally competent staff builds trusting relationships and offers guidance to stabilize complex health/life issues by supporting our socially and economically vulnerable patients in Jackson County.

Since 1972, Rogue Community Health has been pioneering the work to serve those less fortunate in our community. We expanded services to include pharmacy, mental health, restorative dental care, and community health workers. Growing these programs requires resources and financial support. We will do this by partnering with our donors, volunteers, foundations and the communities we serve. It is part of what we call the *Rogue Way to Health*. For more information, please give us a call at 541-842-7711 or go to our website at: www.roguecommunityhealth.org. ■



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Dental Services Open in Butte Falls

A new era began for Rogue Community Health (RCH) with the addition of dental services in Butte Falls. The Dental Clinic in Butte Falls is open to all residents including those uninsured or underinsured as well as those who have Medicaid, Medicare or other dental coverage. Located at 722 Laurel Avenue within the RCH medical clinic in Butte Falls, the two-chair dental clinic expects to serve an estimated 900 patients per year for hygiene and restorative dental care.

"With the help of our partners, we are thrilled to see this project moving forward," says Dental Prevention Program Manager Cynthia McCarty. "The clinic fills a definite void. We expect to see improvements in oral health among our most vulnerable residents, and most importantly, we expect to see related physical health improvements and reduced emergency room visits."

Contributing to startup costs were numerous individual donations, the Cow Creek Umpqua Indian Foundation and Plum Creek Foundation. Medicaid reimbursements, foundation grants, individual donations and patient fee payments help to sustain the clinic. Dental services are



Dental Hygienist, Pam and patient, Judy, after first dental appointment.

scheduled to expand further in 2016 as resources are available to support this great need in the communities we serve.

To make a donation to help support the dental program, please contact Karen Elliott at 541-842-7711. ■

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