

Luncheon Gives Guests Something to Talk About

Natalie Hurd, news anchor for KOB-TV NBC5, opened the noon event and thanked guests for attending. The temperature of the event went up just a bit thanks to a performance by Clint Ingbretson singing an Elvis Presley hit, “*Burning Love*.” Major event sponsorship came from Jackson County’s two Coordinated Care Organizations, AllCare and Jackson Care Connect. KeyBank, KOB-TV/NBC-5, Lithia Auto Stores, and Southern Oregon Media Group all provided Gold Level Sponsorship.

A delighted audience of close to 400 learned that Community Health Center is changing its name to Rogue Community Health. “The name change is being made to better reflect our geographical reach throughout the Rogue Valley and to give us our own distinct identity among 9,000 other federally-qualified community health centers Nationwide,” explained William North, CEO for the agency. The name change is scheduled to be completed by Spring 2015.

Retiring board members, Dr. William Southworth and Fr. James Clifford (*not present*) received awards from Board President, Mark Chirgwin, for their years of service on the Board of Directors, and Dr. Patrick Gillette presented long-time medical volunteer, Dr. John Forsyth, with the First Annual *Forsyth Community Health Award*, named in his honor. “Thousands of patients have greatly benefited from his medi-

Continued on page 2



Thank you to our 2014 Luncheon Event Sponsors

PLATINUM LEVEL EVENT SPONSORS



GOLD SPONSORS



SILVER-PLUS SPONSOR



SILVER SPONSORS



BRONZE SPONSORS

Teresa McCormick Assistance Center
Medford Builders Exchange
Medford Fabrication
PacificSource Health Plans
People's Bank of Commerce
Regence BlueCross/BlueShield
Southern Oregon Orthopedics
Valley Web Printing

A very special thank you to Grizzly Peak Winery, Valley View Winery and Green Springs Inn & Cabins for providing wine as a thank you gift for 40 guests.

Board of Directors:

Mark Chirgwin, President
Ken Jaffee, Vice-President
John Littleton, Treasurer
Doug McKenzie, Secretary
Sue Wakins, Past-President
Carol Hickman
Roger Howe
Marya Kain
Diarmuid McGuire
Patti Robinson
Gordon Smith
Bob Wahl
Marlene Yesquen

Providers:

Melodee Baldridge, NCC
Chad Brown, PA-C
Thomas Clark, MD
Tova Dejack, LCSW
Kathryn Henderson, DO
Tamara Houston, PA-C
Caelin Johnson-Lupes, LCSW
Alea Kent, NCC
Karla Reinhardt, FNP-C
Karen Resnick, CNM, WHNP
Tanya Peters-Gaus, LCSW
Rick Price, LPC
Marla Samuel, CSWA
Susan Sparling, MD
Trisha Vaughn, MSN, CNM, ND
Rebecca Vose, PA-C

Leadership Team

William North

Chief Executive Officer

Patrick Gillette, MD

Chief Medical Officer

Anne Nicholson

Chief Financial Officer

Traci Darrow, RN, BSN

Clinical Network Officer

Ginger Kentzell

Human Resources Director

Karen Elliott

Marketing Director

Carol Grant

Health Information Services Director

Tova Dejack, LCSW

Integrated Behavioral Health Manager

Terry Keesling

Operations Manager

Jackie Weber

Quality Improvement Manager

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 low income, working uninsured and other vulnerable children and adults in Jackson County, Oregon.

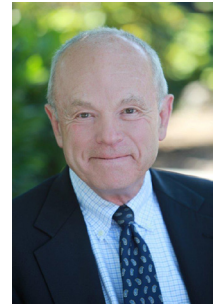
Luncheon Guests

Continued from page 1

cal expertise and his advocations for the health and welfare of lower income people," said Mark Chirgwin.

"Dr. Forsyth's kind and caring advice will not only be missed by our patients, but by the staff. We wish him and his wife, Lynn, health, happiness and safe travels as they pursue a less public, quieter life in retirement."

Dr. Forsyth practiced internal medicine and cardiology in the Rogue Valley from 1970 to 2004. Since then, he has volunteered in a variety of ways to make a difference in people's lives in Southern Oregon. ■



John Forsyth, MD



William North, CEO

Agency Update

By William North, CEO



No doubt you will be pleased to learn that as of October 2014, Rogue Community Health was in the black with revenues covering our expenses. And, we are working to build a rainy day fund and grow operating reserves.

Many challenges remain. The national shortage of medical providers complicates our recruiting efforts just as demand for our services is increasing due to healthcare reform. Rogue Community Health's staff is working hard to assure patients have access to high quality health services. We are actively working on systems and processes that will improve operational productivity.

To describe our progress and assure transparency, we have put together a report that we will share quarterly. We call it our **Balanced Scorecard**. A Balanced Scorecard is where Margin meets Mission. Our network of partnerships in the public, private and nonprofit sectors is very important to us. It includes our donors and patients and we thank you for the trust you have placed in us with your investment.

From everyone at Rogue Community Health, we wish you and your family a very healthy and happy Holiday Season. ■

Announcing New Board President



Mark Chirgwin

Mark Chirgwin joined the Board of Directors in 2010 and was appointed President at the September 2014 board meeting. He brings over 20 years of experience as a financial advisor to the board.

Mark is a member of Medford Rotary Club. He was born and raised Medford.

Meeting Our Mission: Balanced Scorecard

Our new Balanced Scorecard provides information on how we are meeting our Mission. It is designed to show information about the quality of the healthcare we provide, our workforce and volunteers, community partnerships, and our financial health. We plan to update this Scorecard every quarter with the latest information about our programs and services.

We are fine-tuning our Level 3, nationally recognized patient-centered medical home to operate more efficiently, improve access, and provide better services to our patients. For example, **Patient Visit Availability** in our Balanced Scorecard is a measure of accessibility to medical providers for our patients. It shows that on average established patients have same-day access to appointments.

As a federally-qualified health center (FQHC), we are held to high standards of care related to the clinical services we provide. In our Scorecard, 86% of our federal **Clinical Measures** have improved during 2014 as compared to 2013. We provide quality care to our patients!

An area of importance for us this year is our **Community Partnerships**. We partner with patients to improve their health. Donor partners over the years have been unwavering in support of our service to patients. Working with public, private, and nonprofit organizations demonstrates how interconnected we are as a community. Our Scorecard shows we have over 800 partners supporting our Mission.

Thank you!

What We're Measuring in 2014	Goal	Baseline	YTD	QTR 3	Trend
Services					
Clinical Measures <small>Goal: For 90% of federal grant clinical measures to improve over 2013 year-end measurement</small>	90%	76%	86%	86%	↑
Patient Visit Availability <small>Goal: Same-day access for all established patients; 1 day or less until 3rd next available appointment</small>	< 1 day	1.47 days	.60 days	.80 days	↑
Workforce					
Average Length of Employment <small>Goal: Average 60 months for all staff</small>	60	53	48	46	↓
Volunteer Provider Hours <small>Goal: 700 or more hours donated by volunteer specialty providers</small>	700	564	591	164	↑
Community					
Community Partnerships <small>Goal: Increase total formal public, private, non-profit, and individual partners by 3%</small>	773	750	830	830	↑
Finance					
Patient Visits <small>Goal: Increase number of patient visits by 10%</small>	29,451	26,774	19,800	6,386	↓
Financial Stewardship <small>Goal: Create operational sustainability by December 31, 2014</small>	Black	Red	Red	Black	↑
↑ Positive Trend · ↓ Negative Trend					
For more information about our performance measures, visit www.roguecommunityhealth.org/about/balanced-scorecard					



Rogue Community Health

newsletter 3



ASHLAND

99 Central Ave., 97520
Tel 541.482.9741
Fax 541.488.6141

MEDFORD

19 Myrtle St., 97504
Tel 541.773.3863
Fax 541.776.2892

WHITE CITY

8385 Division Rd., 97503
Tel 541.826.5853
Fax 541.826.5843

BUTTE FALLS

722 Laurel Ave., 97522
Tel 541.842.7799
Fax 541.842.7798

PROSPECT

300 Mill Creek Dr. (PO Box 6)
Tel 541.560.1180
Fax 541.560.1194

United Way Helps Here!

Non-Profit Org. U.S. Postage PAID Medford, OR Permit #125
--

Customers Shop. Amazon Gives.

Amazon will donate 0.5% of the price of eligible Amazon-Smile purchases to Rogue Community Health. ■



Go to: <http://www.roguecommunityhealth.org/donations/>

SAVE THE DATE for a special night!

We are pleased to announce that Rogue Community Health is the *performance beneficiary* of Richard Manley's award winning play "A Question of Words." ■

BENEFIT PERFORMANCE

WHEN: Wed., February 4, 2015

TIME: 8:00 pm

WHERE: Camelot Theatre
101 Talent Ave, Talent, 97540
(541) 535-5250

<https://www.camelottheatre.org/boxoffice>

Follow Rogue Community Health on FaceBook at:

www.facebook.com/chcoregon

