



ROGUE
COMMUNITY
HEALTH



Ashland
Butte Falls
Eagle Point
Medford
White City



2024 Annual Report

Fostering Belonging & Civic Engagement



Left to Right: Daniel Weiner, DO; Leslie Martinez; William North; Christine Winters; Charles Kitzman; Calisa Warnke

Board of Directors

Mary Coombs, President

John Mytinger, President-Elect

Nancy Nordyke, Past-President

Glory Barrios, Secretary

Olivera Wilson, Treasurer

John Caldwell

Jackson Baures

Doug McKenzie

Tina Mondale

Nate Sickler

Roger Howe

Tom Hazel

Mattie Miller

Executive Team

William North, Executive Officer

Daniel Weiner, DO, Medical Officer

Calisa Warnke, Financial & Administrative Officer

Christine Winters, Alliance Officer

Danielle Martin, Human Services Officer

Leslie Martinez, Clinical Operations Officer

Charles Kitzman, Information Officer

Vision

Our community
embraces healthcare
and human services as
a right and a privilege.

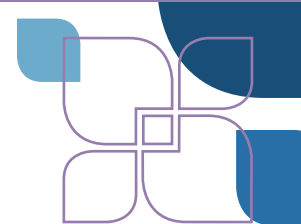
Values

Respect, Integrity
Compassion,
Honesty,
Community

Mission Statement

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





As the healthcare landscape continues to shift swiftly beneath our

feet, our resilience is tested. This is what times of uncertainty do; yet they also offer opportunities to reaffirm our mission and our faith in each other. Our roots were planted with the vision of delivering compassionate healthcare to everyone in our community. This vision remains as vibrant and essential today as it was over 50 years ago. In 2024, we renewed the process by focusing on our core programs and services and we continue that work into 2025.

We believe healthcare is a fundamental right; our programs and services continue to reflect this core principle. We also know that human services and social support are foundational to good health outcomes for our patients. By addressing a broad spectrum of needs—from medical and dental care to behavioral health and human services—we offer a comprehensive and integrated approach that fosters the well-being of all community members.

Collaboration and partnerships have always been at the heart of our strategy. With local, regional, and national partners, we know how to innovate and respond to emerging needs and long-term challenges such as those we have seen in the first part of 2025. It's our relationships that show us the best pathways to help our most vulnerable neighbors. We continue to *invest in strategies and partnerships* that bring Southern Oregon together to maximize our collective impact and solve our most pressing issues.

Your ongoing support is invaluable as we work to alleviate harm and suffering from a lack of access to services. It enables us to uphold and strengthen our community, meeting today and tomorrow's challenges with clear-eyed optimism and resolve.

Thank you for your enduring partnership and support. It is your care and commitment that sustains us as we seek to maintain services during these unprecedented times.

May you be well. May you be happy.

With much appreciation,

William North

William North
Executive Officer

Community Health Quality Recognition

The Health Services Resources Administration (HRSA) annually awards a variety of Community Health Quality Recognition (CHQR) "badges" to health centers achieving performance thresholds during the previous measurement years. Rogue Community Health was awarded two badges in 2024.





Promoting Vibrant Health

by Strengthening Civic Muscle & Belonging

At Rogue Community Health, our approach to whole-person health goes beyond the vital signs taken during a provider visit. As part of our commitment to improving the health of those within our community, in 2024, we focused on deepening our community's sense of belonging and strengthening our civic muscle through hosted events and social media outreach that fostered engagement.

Building partnerships and creating spaces for belonging are among the most powerful ways to promote vibrant health. When we feel connected, we are more likely to engage in their communities, advocate for what we need, and take proactive steps toward better health. Connection and belonging are proven to improve well-being and longevity.

Spring Partnership Mixer

We hosted a Partnership Mixer to deepen the relationships within our network of community organizations. This gathering provided a space for partners to exchange ideas, align efforts, and explore new ways to collaborate.





“The 2024 Annual Rogue Way to Well-Being focused on how connection fosters healing and how we, as both individuals and organizational leaders, can take meaningful steps to strengthen relationships and civic engagement.”

— Rick Bailey, PhD,
President, Southern
Oregon University

Annual Rogue Way to Well-Being Luncheon & Policy Panel

Our Annual Luncheon brought together community leaders, healthcare professionals, and partners to explore how the feeling of belonging is transformative in individual and community well-being.

Film Screening

We continued the conversation by inviting the community to attend screenings of the widely acclaimed documentary film *Join or Die*. The film is about how participating in clubs and volunteering contributes to happiness and longevity. Each screening included an opportunity for participants to meet with local clubs and organizations.



2024 By the Numbers

Our Financials

\$42,555,064

Revenue

\$44,013,054

Expenses

297
Employees



Slightly lower
than 2023

Visits by Service Type

31,288

Medical Care Visits

12,534

Dental Care Visits

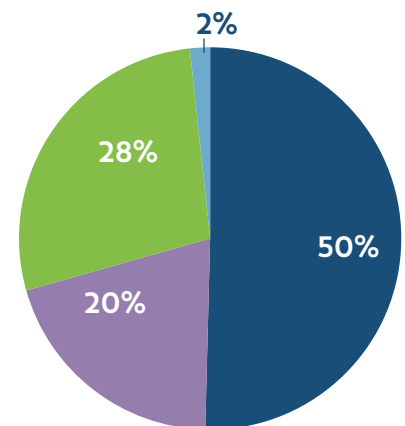
17,191

Behavioral Health Visits



63,039
Member Visits

Visits by Service Type

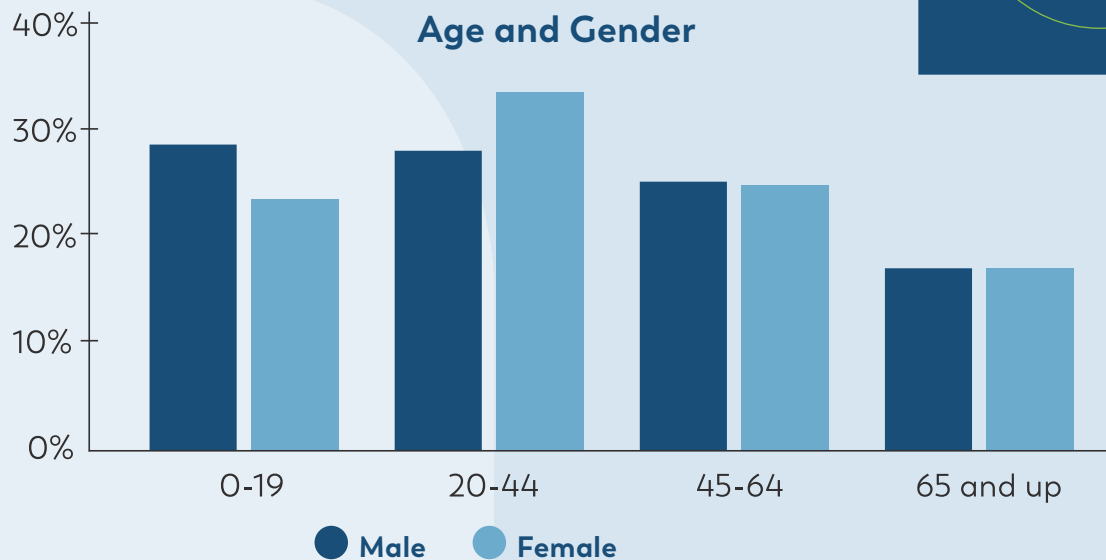


Services Provided

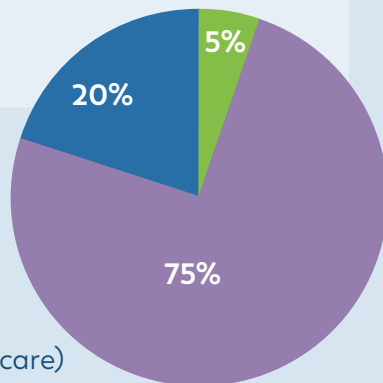
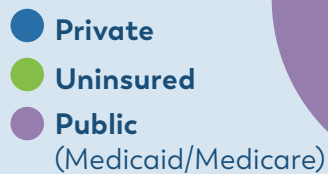
- | | | |
|-------------------|-------------------------------|--------------------------|
| Medical Care | Integrative Health | Medical |
| Dental Care | School-Based Health Centers | Dental |
| Behavioral Health | Pediatrics | Behavioral Health |
| Pharmacy | Community Resource Assistance | Substance Use Counseling |

14,401 Members Served

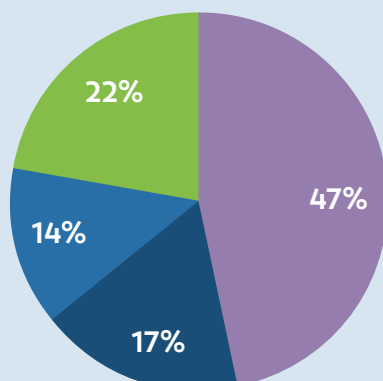
64% Urban
36% Rural



Insurance Type



Income as % of Federal Poverty Level



Who We Serve

White (non-Hispanic)	66%
Hispanic/Latino	10%
More than one race	3%
American Indian/Alaska Native	2%
Black/African American	1%
Asian	1%
Native Hawaiian or Other Pacific Islander	.4%

- Percentages may not add up to 100%.
- Data is self-reported. Patients were able to choose more than one race or ethnicity. Some patients chose not to report ethnicity or were unreported.
- Hispanic/Latino is percentage of patients reporting a Hispanic, Latino/Latina, or Spanish origin.

1,360
Patients served in a
language other than English



Three RCH Community Health Workers pictured, left to right: Carmen Ayala, Jocelyn Rodriguez-Banuelos, and Berenice Maya.

Rogue Way to Health

Caregiver Stories

In 2024, Rogue Community Health employed 27 Community Health Workers (CHWs) to help facilitate access to care and improve the quality of care received for our patient members. As part of their local community, CHWs serve as frontline caregivers, demonstrating a deep understanding of their patients' needs and serving as a champion, advocate, and connector. See story below.

Brent's Story



"I worked at Safeway for 30 years. I have always been a person who worked—until I had a major health issue which resulted in mostly losing the use of my arms and legs. The road back to health has been a long one."

Antonia (Toni) shares, "When I first received his case, Brent was living in a hotel, uninsured, and struggling to access the right resources. He had difficulty walking with his cane. First, we obtained a walker from ACCESS which, over time, has significantly improved his mobility. With the help of Shreveport Insurance, we successfully helped him reinstate his Medicare coverage and, most importantly, we assisted him in securing his own apartment. Hearts with Seniors installed grab bars to enhance his safety and independence. Brent added, "I am taking showers now on a regular basis which has been wonderful."

Then he added, "Toni was phenomenal. She had a glow and wanted to help me. It has changed things 110%."



Investing in Member Wellness

Our patient members have a path to a better life through a community-supported program we call the Success Fund.

The Success Fund provides small scholarships (\$50 to \$1,500) to patient members who have been working with a Community Health Worker for at least 60 days and are poised to make meaningful and lasting change. In support and alignment with the 7 Vital Conditions, investments are made to help with transportation, housing, health, work, childcare, and learning.

Paul's Story

A self-employed general contractor for 27 years, Paul faced a perfect storm when a sudden illness, two emergency room trips, and three months of a construction slow-down converged. Paul and his wife faced the threat of eviction, a repossessed car, and mounting medical expenses. Not knowing where to turn, Paul tried to work with numerous local agencies before finding Rogue Community Health.

During his first visit to RCH, Paul's primary care physician assessed his needs, and the team, including a dedicated Community Health Worker, arranged for assistance with back rent, car payments, and obtaining insurance through the Oregon Health Plan. Now, caught up on bills and attending to his health, Paul is working on a big construction project that began this spring. He will also be able to continue to care for his wife, who has Alzheimer's.

Paul's work with RCH's counseling services has augmented these positive strides. In total, connecting with Rogue Community Health has been life-changing. "All that matters is friends and family—and with the help I've received from Rogue Community Health, I am able to live every day to the fullest," Paul concluded.

"All that matters is friends and family—and with the help I've received from Rogue Community Health, I am able to live every day to the fullest." — Paul



Pictured left to right: Daniel Weiner, DO; Cassandra King; Laura Buckley, PA-C; Christine Winters; Glory Barrios; Representative Pam Marsh; Calisa Warnke; Amy Cervan, PharmD; and Mattie Miller.

Advocating for Vibrant Health

As we look to the future, Rogue Community Health strives to continue developing its role as a regional and national advocate in supporting the needs of our patient population. Through its community partnerships and engagement with federal and state policy makers, RCH holds an active role in facilitating changes that improve quality and affordable access to care.

In support of this goal, Rogue Community Health sent a delegation comprised of both staff and board members to participate in the Oregon Primary Care Association's Day at the Capitol on April 3, 2025. Together with Community Health Centers throughout the state, patient board members shared stories to express the need for accessible, affordable healthcare and how access impacts them, their neighbors, and our community. This day of collaboration, learning, and advocacy led to the start of meaningful relationships that will further guide Rogue Community Health's efforts to advocate for the well-being of all in Southern Oregon, especially the most vulnerable.



Power of Partnership

Pear Blossom 2025

For over a decade, RCH has been proud to partner with the YMCA at the annual Pear Blossom Run.

Building a Vibrant, Healthy Community Together

Thank you to the individuals, service organizations, businesses, and foundations that contributed to our mission in 2024 to transform the lives of the members we serve!

Individuals

Teresa Anderson	Stacey Daniszewski	Tom & Jean Keevil	Ceci Robe
Jordan Arnold	Gabe Dawson	Misha King	Patricia Robins
Rosie Atkinson	Kathleen R. Donham	Jason Kuhl	Brittney Rosquette
Baylee Baker	Donna Duval	Chris Kukula	Brad Russell
Glory Barrios	James C. Ellis	Ashlyn Labelle	Carolyn Schenler
Katelyn Bean	John & Diane Engelhardt	Janet C. Lilly	Nate Sickler
Bud & Mary Jo Bergstrom	Gordon Enns	Kristen Long	Adrienne Simmons
Saira Berry	Tom Fanelli	Brandy MacDonald	Jennifer & Kenneth Snook
Colette Boehmer	John Forsyth	Pam Marsh	David & Lori Sours
Julie Bostwick	Caden Gallagher	Kari May	Bill Southworth
Summer Brandon	Christian Gold Stagg	Doug McKenzie	Alexandra Stout
Katherine Bryon	Joanna Gonzalez	Lee Merwin	Wayne & Carol Brown Thomas
Laura Buckley	Dana Green	Angela Miller	Pat Tipton
Peter Buckley	Leann Gustafson	Michelle Mitzel	Jill Turner
Philip Buckley	Whytney Guy	Kourtnee Morrison	Cynthia Valdovinos
Steve Buckley	Kim Handloser	Danette Moss	Ed & Nancy Vaughn
Cindy Carr	Rich & Elizabeth Hansen	Sara Mosser	Fred & Eleanor Williams
Julie Chapman	Hannah Hart	Chelsea Murray	J. Dwight Wilson
Mark & Peggy Chirgwin	Samantha Howard	Tighe O'Meara	Christine Winters
Shantelle Clark	Martha Howard-Bullen	Tracy Owen	Breann Wright
Hazel Clements	Barbara Howe	Fariborz Pakseresht	
Mary Coombs	Roger Howe	Reider Peterson	
Philip & Elizabeth Cooper	Jane Hritz Hall	Thomas Treger & Ruth Rabinovitch	
Michelle Corradetti	Kevan Hunt	Marie Radke	
Lola Curl	Marsha Irby	Crosby Ritter	
Colleen Curran	Tim Jacob		

Businesses

AllCare Health	Harry and David	Nonstop Insurance	Soroptimist International /
Angel's Intuitive Touch	Henry Schein, Inc.	Oregon Shakespeare Festival	Ashland
Massage	Jackson Care Connect	Rogue Community College	TC Chevrolet, Inc.
Avista Foundation	Lithia & Driveway	Rogue Disposal & Recycling	Trader Joe's
Burkhart Dental Supply Co.	McNamara Engineering	Rogue Valley Country Club	
Dunbar Farms	Natural Grocers	Scrub Hub, LLC	

Foundations

Anna May Family Foundation	Cow Creek/Umpqua Indian	Raymond Family Foundation	The Quinn Hill Foundation
Carpenter Foundation	Foundation	Roundhouse Foundation	
Carrico Family Foundation	Pacific Power Foundation	H. Charles Greene Foundation	

Save the Date: November 5, 2025



You're invited to the **ROGUE WAY TO WELL-BEING LUNCHEON**

Wednesday, November 5, 2025 at 12:00 noon – Ashland Hills Hotel



Join us in shaping the health of our community as we convene RCH staff and board members, state and local policy leaders, community partners, and community members at the Rogue Way to Well-Being. This keystone event provides a wonderful opportunity for inspiration, collaboration, and action as we work together to create vibrant health for everyone in our community.