

## BOARD OF DIRECTORS

KEITH CASEBOLT, President  
PAUL NICHOLSON, Vice President  
MARY SINCLAIR, Secretary  
JERRY TAYLOR, Treasurer  
DR. CHRIS ALFTINE  
CHRISTIE VAN AKEN  
LISA GREIF  
JUNE MCREYNOLDS  
DR. MINOR MATTHEWS  
TERESA SAYRE  
BRIAN SIMMONS  
BENNY SUAREZ

## SENIOR LEADERSHIP TEAM

BRENDA JOHNSON, CEO  
DANNY DUGAN, Chief Information Officer  
DR. AMY FINE, Dental Director  
TRACI FOSSEN, Clinical Director  
KIM OVESON, Human Resources Director  
MARIA RAMOS UNDERWOOD, Development Director  
DR. KEN RHEE, Medical Director  
ANGELICA RUPPE, Chief Financial Officer  
IDA SAITO, Chief Operations Officer  
JULIE WURTH, Communications Director



# LA CLINICA

AFFORDABLE HEALTH CARE EXCELLENCE FOR ALL

# 2014 Annual Report

 **LA CLINICA**  
3617 S. Pacific Hwy.  
Medford, OR 97501

NONPROFIT  
U.S. POSTAGE  
**PAID**  
PERMIT #10  
MEDFORD, OR

### Lately, when people talk to me

about La Clinica, I hear questions about the creative work we're doing and new models of care, but one topic has been coming up more than any other. Want to guess? It's our growth. Thanks to the Affordable Care Act and expansion of the Oregon Health Plan, there has never been a more urgent demand in our community for care. Our medical department grew 19 percent and our dental department grew 30 percent between the beginning of 2013 and the end of 2014.

But I believe we're also witness to something deeper—a real and meaningful change in our industry that will result in better care for everyone. Our organization and others are scrutinizing our processes as never before, deepening our patients' involvement in how we approach their care, and creating connections between organizations so our service and patients' health improves.

Inside you'll see references to a great example of this change: our recently opened health center inside Jackson County's new Health & Human Services building in downtown Medford. The Birch Grove Health Center, as it is known, is bringing primary care services to people with addictions and mental health concerns through a partnership with Jackson County

Mental Health and two addictions centers, OnTrack Inc. and Addictions Recovery Center.

We're not stopping there. On Biddle Road in Medford we're constructing La Clinica Wellness Center, which will provide primary care services for a high-need community along with complementary wellness services that will guide patients toward healthy lifestyles. We'll work in collaboration with a number of community partners on this project as well.

It is an astoundingly exciting time to be involved in health care—not simply because we're growing, but because we're growing in ways that have the potential to make a significant difference in the well being of our community. We are serious about this work of helping our patients be well.

Our vision continues to be a community with affordable, excellent health care for all residents. We are grateful, always, for your unwavering support as we reach toward that goal.

Yours for a well cared for community,

Brenda Johnson,  
Chief Executive Officer

## JOLIE JOHNSON: A LIFE OF SERVICE



We gratefully acknowledge the profound contributions of Jolie Johnson, a longtime La Clinica board of directors member who died unexpectedly in early 2015.

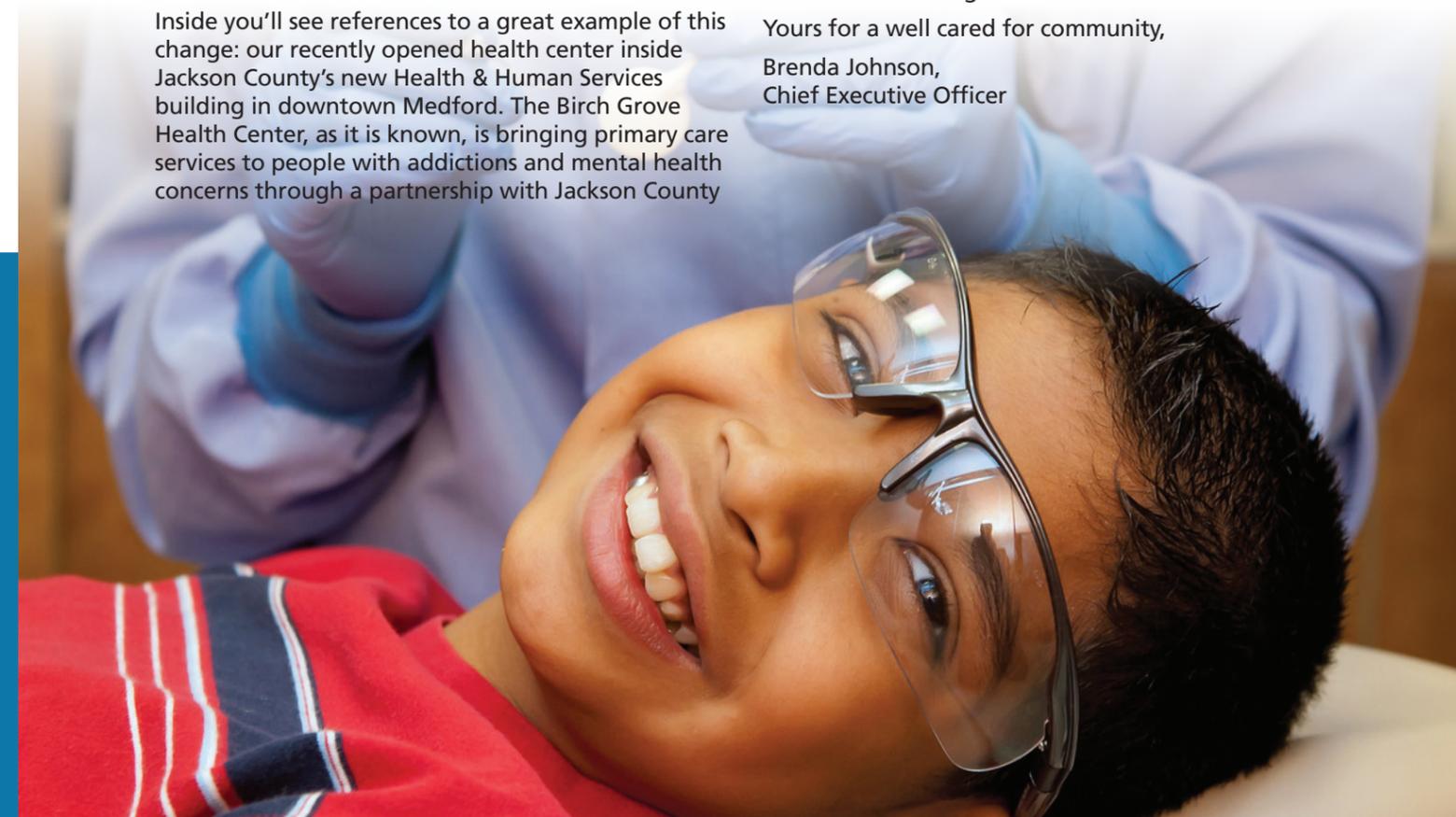
## REACH US

By phone: 541-535-6239  
By mail: 3617 S. Pacific Highway, Medford 97501  
On the web: [www.laclinicahealth.org](http://www.laclinicahealth.org)  
On Facebook: [facebook.com/laclinicahealth](https://www.facebook.com/laclinicahealth)

## OUR SERVICE SITES

Birch Grove Health Center, 140 S. Holly St., Medford  
Central Point Health Center, 4940 Hamrick Road, Central Point  
East Medford Dental Clinic, 1113 Progress Drive, Medford  
Phoenix Health Center, 3617 S. Pacific Highway, Medford  
West Medford Health Center, 1307 W. Main St., Medford  
Women's Health Center, 910 S. Central Ave., Medford  
La Clinica Mobile Health Center

We also operate nine school-based health centers. They are at Jackson, Oak Grove, and Washington elementary schools in the Medford district; at Phoenix Elementary in the Phoenix-Talent district; and at Crater High, Scenic Middle, and Central Point, Jewett, and Mae Richardson elementary schools in the Central Point district.



OUR VISION: WE WILL NOT STOP UNTIL AFFORDABLE HEALTH CARE EXCELLENCE IS AVAILABLE FOR ALL.

## 2014: improving our system and adding depth to our services

### New quality and data muscle

According to the Institute of Medicine, improving the quality of health care requires patient involvement, care provided by teams, a thorough understanding of delivery systems and processes, and a focus on data. La Clinica has incorporated all these elements into its quality improvement and assurance systems. It now has a thorough patient feedback system, anchored by the Patient Advisory Council; team-based care; and as of 2014 a robust process improvement and data analysis team. Pictured are (from left) Chief Information Officer Danny Dugan, Risk and Compliance Coordinator Toni Gauger, Data Analyst Jared Gerschler, Process Improvement Coordinator Tara Kirk, and Clinical Informatics Coordinator Simon Parker-Shames.



### Wellness everywhere

An idea that started with a proposal to build a new wellness-focused health center spread in 2014 to a concept La Clinica is embracing organization wide. The organization has begun to build a wellness-focused practice that will include classes and groups to help patients live healthier lifestyles. La Clinica also will add complementary services such as physical therapy and nutrition counseling. The center that started all the talk, La Clinica Wellness Center, will open in fall 2015 and will include a demonstration kitchen and space for classes.



### New care for kids at school

Students of two high-need elementary schools in Central Point gained the option of getting health care right at school. La Clinica in 2014 opened centers at Central Point Elementary, left, and Mae Richardson Elementary that are staffed with nurses and mental health therapists. The schools are the fourth and fifth in Central Point to have created in-school partnerships with La Clinica.

### Focused nursing visits

In spring 2014 La Clinica launched a program pairing experienced nurses and patients with chronic health issues such as diabetes or high blood pressure. The goal? To help patients explore their lifestyles and find a route to health. More than 200 patients are now part of this program, and early results are promising. Among diabetics, for example, blood sugar levels have moved from high to normal in 9 percent of patients. One patient in the program "said he felt that he had been given a new life, and he was so appreciative," said registered nurse Karen Gonzalez (pictured at left), who is on the team. "The feedback from our nurses is that they really feel like they're making a difference," said Clinical Director Traci Fossen.

### Mental health expansion

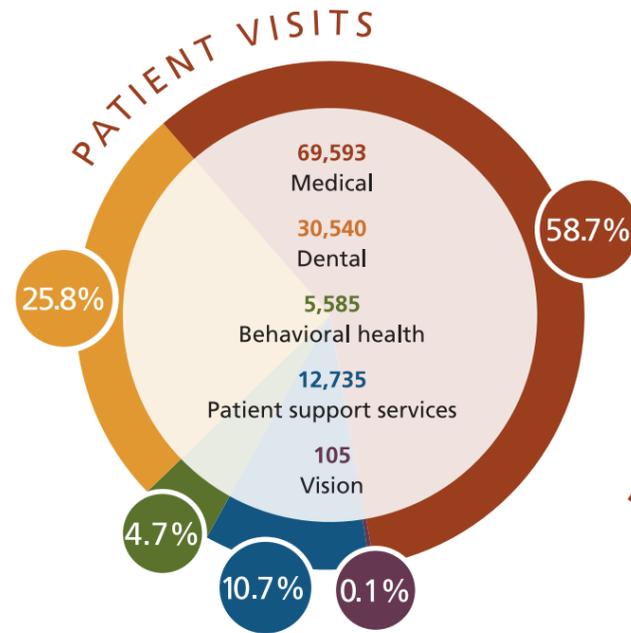
Care for the body and care for the mind go hand in hand at the health center La Clinica opened in downtown Medford in 2014. Birch Grove Health Center is providing primary care services inside the new Jackson County Health & Human Services building, and many of the patients are also recovering addicts or working through mental health issues. The organization also added a psychiatric nurse practitioner in 2014 to support physicians and help bring patients together with mental health providers.

# LA CLINICA

## 2014 SERVICE REPORT

Between the beginning of 2013 and the end of 2014, La Clinica's medical program grew by 19 percent and its dental program by 30 percent. This growth came as the organization worked to meet an unprecedented demand for services.

OVERVIEW **24,949** patients served **118,392** patient visits **306** employees



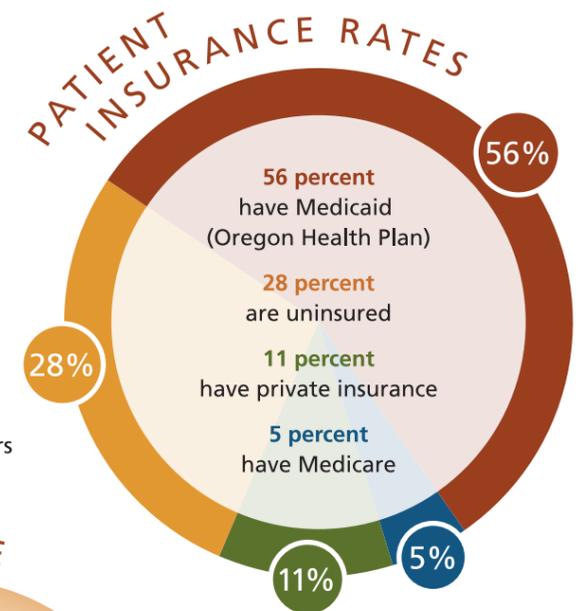
### NEW SERVICE SITES

School-based health centers at Mae Richardson Elementary and Central Point Elementary

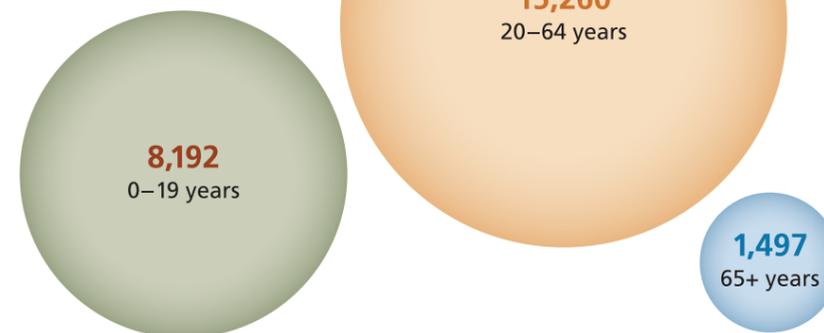
Permanent placement of the Birch Grove Health Center (formerly known as the Downtown Medford Health Center) in its new home at the new Jackson County Health & Human Services building.

### PATIENT DEMOGRAPHICS

- 6,645 patients are Latino (18,304 are non-Latino)
- 2,326 patients are migrant and seasonal farmworkers or their dependents
- 3,435 patients are homeless
- 548 patients are veterans



### PATIENTS BY AGE



### PATIENT INCOME LEVELS

83 percent of patients, or 20,800, are low-income and earn at or below 200 percent of the federal poverty level (FPL).

- 15,730 patients 100% or below FPL
- 3,457 patients 101-150% of FPL
- 1,613 patients 151-200% of FPL
- 4,149 patients over 200% of FPL

