



# LA CLINICA

AFFORDABLE HEALTH CARE EXCELLENCE FOR ALL

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### OUR SERVICE SITES

**La Clinica health centers:**  
Central Point Health Center  
East Medford Dental Clinic  
La Clinica Mobile Health Center  
Phoenix Health Center  
West Medford Health Center  
Women's Health Center

**School-based centers:**  
Crater High School  
Jackson Elementary School  
Jewett Elementary School  
Oak Grove Elementary School  
Phoenix Elementary School  
Washington Elementary School

 **LA CLINICA**  
3617 S. Pacific Hwy.  
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## La Clinica will open health center in partnership with Jackson County

Low-income residents of downtown Medford will have greater access to medical, dental, and behavioral health services when La Clinica opens a health center inside a new Jackson County building downtown.

La Clinica in November won a \$650,000 annually renewable federal grant to operate the center.

Jackson County Health and Human Services is building a new home for county health services at 333 W. Eighth St., Medford (drawing, right), site of the former Medford post office. La Clinica's new health center will be inside the county building, which is due to open in late 2014.

La Clinica will begin reaching out to offer services to nearby low-income residents in early 2014 and expects to begin providing care in a temporary clinic near the new county building by late spring.

We expect our site inside the county building to open when the rest of the facility is ready," said Brenda Johnson, La Clinica CEO. "We're excited that this grant opportunity will allow us to serve more than 3,500 new patients by the end of 2015."



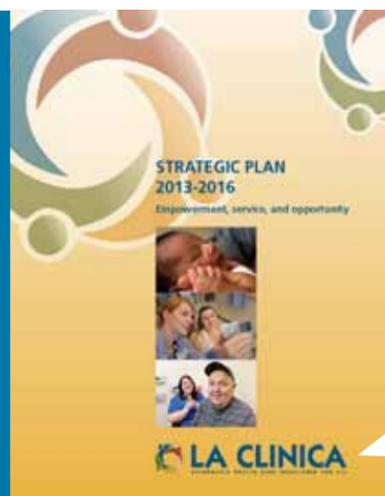
Illustration courtesy of ORW Architecture and Jackson County

This project will also allow La Clinica to partner with the Housing Authority of Jackson County to provide primary care to the residents of two nearby affordable housing complexes: the Grand Hotel apartments at 202 N. Front St. and a soon-to-be built, 50-unit low-income housing project to be constructed at 130 W. Sixth St. La Clinica plans to offer health education services at both sites.

### Keep the La Clinica connection

Would you rather receive this newsletter electronically? Now La Clinica has a system that makes that easy. Sign up for emailed newsletters or to receive other news from us at [www.laclinicahealth.org/subscribe](http://www.laclinicahealth.org/subscribe).

Emails from us will always have an "unsubscribe" link at the bottom that you can use if you no longer want to receive messages electronically. For more information, contact Executive Assistant Yolanda Gil at [ygil@lcv.org](mailto:ygil@lcv.org) or 541-512-3114.



### Strategic plan will guide work

La Clinica has published a strategic plan designed to guide the organization through 2016.

The document outlines La Clinica's plans for quality of care, service, and growth, with a focus on changes already under way in the health care industry, said CEO Brenda Johnson.

Get a look at La Clinica's strategic plan online at [www.laclinicahealth.org/strategicplan](http://www.laclinicahealth.org/strategicplan)

### 1989-2014: CELEBRATING 25 YEARS OF SERVICE

## Enduring commitment to mission inspires La Clinica's successes

In the early days, they worked from a cramped clinic the size of a modest home and timed delicate procedures very carefully—the railroad tracks a few feet away rocked exam rooms when the trains flew by. No one dreamed, said Polly Williams, the director who guided La Clinica's first decade, of the successes to come.

La Clinica will celebrate 25 years of service to the community in 2014 as an organization that looks very little like the tiny clinic where it all started. One piece of our work, however, remains unchanged: absolute devotion to caring for a community in need.

We'll be talking with Polly and others and sharing our organization's fascinating beginnings with the community throughout 2014 as we mark our first quarter century of service. Make sure you stay up to date on events throughout the year by visiting [www.laclinicahealth.org/subscribe](http://www.laclinicahealth.org/subscribe) and signing up for our mailing list.



Then and now: Jim Shames, top right, now Jackson County's medical officer and one of La Clinica's first physicians, and Certified Nurse Midwife Diana Nemirovsky, lower left, visit with patients.

### INSIDE

2014: How we're preparing for change

Raise Your Heart for Health reaches donations record

A look at La Clinica's 2013-16 strategic plan

*Peace and joy be with you this season and always.*

— Wishing you the happiest of holidays from La Clinica



## Fifth annual Raise Your Heart for Health brings in record \$100,000 for dental program

Thank you to everyone who made Raise Your Heart for Health such a great success.

At this year's annual fundraising event at Grizzly Peak Winery near Ashland, our community raised about \$100,000 to support La Clinica's East Medford Dental Clinic. This is an incredible gift to our community—thank you everyone who participated!

It's not too early to save the date for 2014's Raise Your Heart for Health, scheduled for Sunday, Aug. 24.

Board of directors President Jerry Taylor, right, throws down a challenge during Raise Your Heart for Health's annual dessert auction.



## 2014: meeting the challenge of change

La Clinica initiatives focus on service, access, quality of care

2014 is all but here, and this time the new year is about more than a new calendar. The final pieces of the Affordable Care Act fall into place beginning in January, and La Clinica has spent most of 2013 getting ready for the transitions it will bring.

- We have hired and are continuing to hire new medical and dental providers to meet increased demand expected in 2014 when more Jackson County residents are insured.
- Using money from grants awarded earlier in the year, we have added a staff of several to help patients understand and take advantage of the expansion of the Oregon Health Plan or find other insurance available through Oregon's new insurance exchange, Cover Oregon.
- We have increased our focus on patient-centered care, measuring quality, access, and consistency. This approach has earned recognition from the National Committee for Quality Assurance, an industry quality control group. We also have formed a Patient Advisory Council, a group that brings staff and patients together monthly to talk about how La Clinica can best serve.

"The changes we see in health care right now are more significant than any we've seen in La Clinica's history. We're spending a lot of time making sure we're able to continue to provide excellent care to those we serve while also preparing ourselves for those who we anticipate will need our services and support."

— Brenda Johnson, CEO



## Dental, medical, mobile services available at more schools

La Clinica is expanding its reach to schools as well as the community as a whole. This month La Clinica's Mobile Health Center began making weekly stops at North Medford and South Medford high schools. In February, La Clinica will open a new school-based health center at its first middle school, Scenic in Central Point.

These new additions will increase the number of schools where La Clinica provides health care services to 22. Services range from comprehensive medical and dental care provided through on-site health centers and La Clinica's Mobile Health Center to dental prevention services offered by a program called Happy Smiles.

Schools are selected for these programs based on student need. Twenty-one of the schools are deemed Title 1, with more than 50 percent of students eligible for the federal free and reduced lunch program because of their family income. Seventeen of the schools exceed state averages for student enrollment.

Here's how the services shape up:

### MEDFORD SCHOOL DISTRICT

- Howard Elementary 🦷
- Jackson Elementary ❤️ 🦷
- Jefferson Elementary 🦷
- Kennedy Elementary 🦷
- Oak Grove Elementary ❤️ 🦷
- Roosevelt Elementary 🦷 🚚\*\*
- Washington Elementary ❤️ 🦷
- Wilson Elementary 🦷 🚚\*\*
- North Medford High 🚚\*
- South Medford High 🚚\*

### ROGUE RIVER SCHOOL DISTRICT

- Rogue River Elementary 🦷

### CENTRAL POINT SCHOOL DISTRICT

- Central Point Elementary ❤️\* 🦷
- Jewett Elementary ❤️ 🦷
- Mae Richardson Elementary ❤️\*
- Patrick Elementary 🦷
- Sams Valley Elementary 🦷
- Scenic Middle School ❤️
- Crater High School ❤️

### PHOENIX-TALENT SCHOOL DISTRICT

- Phoenix Elementary ❤️ 🦷
- Orchard Hill Elementary 🦷
- Talent Elementary 🦷
- Phoenix High School 🚚\*

- ❤️ Health center site
- ❤️\* Nursing services only
- 🦷 Happy Smiles dental prevention program
- 🚚\*\* Mobile health center site with medical and dental care
- 🚚\* Mobile health center site with medical care only

## Help our community this holiday season by giving the best gift of all—good health!

Happy holidays! And thank you from the bottom of our hearts for your generous support of La Clinica.

As 2013 comes to an end, we're reflecting on our many achievements—the opening of a school-based health center at Crater High School, achieving the highly sought after National Committee for Quality Assurance status, and greatly expanding both our medical and dental health programs.

Through these efforts, we are on track to serve 22,000 unduplicated patients in 2013!

Despite our growth, the need in our community for affordable health care services continues to grow. Tens of thousands are still not getting the care they need in a timely fashion. We need your help to serve them.

By supporting our vision to provide affordable health care to all, regardless of income or insurance status, you're not only caring for our community but your investment is helping reduce overall health care costs.

When people have easy access to affordable primary and preventive care, they rely less on expensive hospital and other higher level health services. Your contributions are absolutely vital to our mission.

There are many ways to give. You may use the enclosed envelope, donate via Pay Pal at [www.laclinicahealth.org](http://www.laclinicahealth.org), or call our development office, 541-512-3152, for other options.

La Clinica is a 501c3 non-profit organization, and your gift is tax deductible.

