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.

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 ygill@laclinicahealth.org.

Get a look at La Clinica's strategic plan online at www.laclinicahealth.org/strategicplan

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.

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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 and signing up for our mailing list.

1989-2014: CELEBRATING 25 YEARS OF SERVICE

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

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
- Jefferson Elementary School
- Oak Grove Elementary School
- Phoenix Elementary School
- Washington Elementary School

Our Vision: We will not stop until affordable health care excellence is available for all.

Peace and joy be with you this season and always.

— Wishing you the happiest of holidays from La Clinica
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

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, 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.

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

**CENTRAL POINT SCHOOL DISTRICT**
Central Point Elementary
Jewett Elementary
Mae Richardson Elementary
Patrick Elementary
Sams Valley Elementary
Scenic Middle School
Crater High School

**ROGUE RIVER SCHOOL DISTRICT**
Phoenix Elementary
Orchard Hill Elementary
Talent Elementary
Phoenix High School

**PHOENIX-TALENT SCHOOL DISTRICT**
Phoenix Elementary

**ROSEBURG SCHOOL DISTRICT**
Roseburg River Elementary

Happy Smiles dental prevention program
Mobile health center site with medical and dental care
Mobile health center site with medical care only