

Traverse Health Clinic, 3155 Logan Valley Road, Traverse City, MI., 49684 231.935.0799 www.traversehealthclinic.org

Annual Report, Spring 2012

Health Reform to Impact Traverse Health Clinic

An update from the desk of the Executive Director



A Message for Our Dedicated Supporters:

You have been an important partner in our ability to care for those most in need. As such, I would like to update you on major changes that we are undergoing. You are aware of the challenges that are underway in our health care environment as 'Health Care Reform' is being implemented, and the Clinic is no exception.

Federal and state governments are revising revenue sources and programs that support health care services for the low income population. These changes will significantly impact Clinic revenues. In fact, some of the existing program revenues supporting the Clinic have already begun to decline. Additionally, projections indicate that other major sources of government revenue will be eliminated two years earlier than previously expected.

Beginning in 2014, low income, currently uninsured persons will be able to receive health care coverage through expanded Medicaid programs and subsidized health plans offered on state exchanges. Traverse Health Clinic is making the changes necessary to continue to serve low income individuals in a manner that will make the Clinic eligible for new revenue sources that will in part replace those that are being eliminated.

However, Traverse Health Clinic is facing a significant revenue shortfall during this transition period. As a result, the Clinic must reduce its expenditures to match its reduced revenues. We have been exploring all possible options to reduce costs in a way that minimizes impact on our patients and services. This will result in a reorganization of some of our activities and a consolidation of some services. Planning is still underway for these changes and will be completed by this summer. In the short term, it is necessary for the Clinic to reduce its expenses. A workforce reduction representing 10% to 20% of our staff has begun to be implemented. We will also be exploring all possible opportunities to increase additional revenue sources.

The onsite primary care clinic will continue to be open 5 days a week to serve existing and new patients. All programs that the Clinic provides are continuing, although some modifications in the scope of certain services are being made. We continue to look at all opportunities to reduce cost and increase revenue especially during the next two to three year period.

Your continued support is critical. Trust that we are doing everything possible to continue to be fiscally responsible with your generous gifts and maximize the impact upon those we serve.

Arlene Brennan

Community Impact 2011

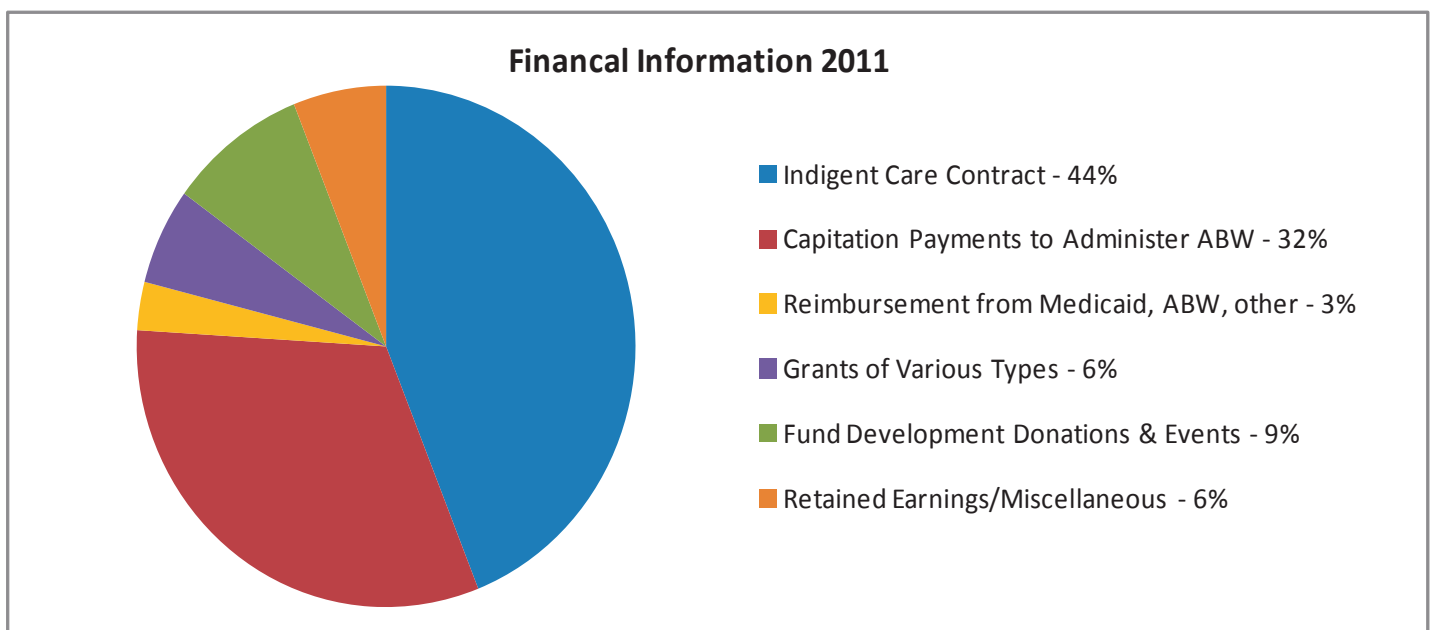
Impact of our Mission on People

- 2,898 People directly helped
- 5,808 On-site clinic primary care visits
- 464 On-site specialty visits
- 1,116 Referrals to specialists of all types
- 545 Referrals for vision care
- 1,468 Dental patient encounters
- 684 Counseling visits
- 542 People provided vital medications

Community Impact

- 79% of community physicians gave uncompensated care
- 5,203 on-site clinic volunteer hours contributed by 216 volunteers
- 40 dedicated staff persons
- An increase of 222 monthly on-site clinic visits provided over last year
- \$7,402,472 worth of health services provided to 2,898 people in need

The Traverse Health Clinic operates with an annual operating budget of \$3.4 million. Sources of revenue are as follows:



A full financial statement, audited by Schepers & Hofstra, PC is available by calling 231-935-0412.

Community Impact 2011

Value of our Mission to Community Members in Need

Direct Services Provided <i>Onsite at No Charge</i>	<i>Number</i>	<i>Value</i>
The onsite clinic is the medical home to	1,800 people	Priceless
Total # of clinic encounters (average value \$75/encounter)	6,272	\$470,000
Mental health service encounters	684	\$54,382
Medications given out (generics, samples)	5,478	<u>\$502,269</u>
<i>Subtotal</i>		<i>\$1,026,651</i>
Services Provided <i>Under Arrangement</i>		<i>Value</i>
Medical services provided at no charge to patient by Munson facilities		\$2,452,128
Donated pharmaceuticals from pharmaceutical companies		\$2,925,156
Primary care physician services — donated		\$131,960
Specialty physician services — donated		\$393,749
Services provided by community dentists, DCN, and U of M Clinics — donated		\$320,296
Vision exams and eyewear — donated		\$67,968
Urgent Care		<u>\$84,564</u>
<i>SubTotal</i>		<i>\$6,375,821</i>
Grand Total Value of Services Provided to Community Members in Need		\$7,402,472

Help When A Person Needs it Most

We don't always know what finally brings a person to our door or what struggles they have undergone before we meet. Some of the people we serve have only known difficult times. Others come to us having had to ask for help for the first time in their lives. Whatever their story, whatever their circumstance, we meet them on their journey with compassion and respect.

We are repaid with hugs, home baked breads, smiles or donations, if the person is able. Sometimes a person takes the time to write a little note. These special gifts demonstrate personal impact better than we could put into words, so we share one such gift with you.



To Clinic Staff and Friends of the Clinic,

The Traverse Health Clinic offered me healthcare during a time in my life in which I was plagued by unemployment and chronic health problems. The dedicated, compassionate staff had the focus that health is what comes first in an individual, not his or her income. There were times in which I could not afford a donation, and yet despite this the clinic cared for me anyway, treating me as a person with dignity and deepest empathy.

Had it not been for the clinic, I would have never been diagnosed and treated for some of my conditions. Not only did the staff provide these services for me, but they also referred me to a specialist and found the resources needed so I could be treated. The clinic also provided me with counseling during a difficult crisis that I was facing. The clinic provided me with gynecological services, medication, and so forth, thus allowing me to improve my health and daily functioning.

In my opinion, the Traverse Health Clinic is of utmost importance to the people of northwestern Michigan, especially those of low-income and their families. For such people, like myself, the clinic has served as their lifeline.

Valerie

Wonderful Community Support last summer and fall



The Cooks House 1st Annual Pig Roast 'Giving Back' raised \$2,450 for the CHAP program at the Clinic!

"CHAP helped us out so much when we first moved her that we said when we opened the restaurant, we'd hold an event to raise money for the Clinic and CHAP because of what they did for us and what they are doing for thousands of other people," stated Chef Eric Patterson. Watch for the 2nd annual party next October!

Black Star Farms and the Wineries of Old Mission Peninsula donated \$714 to the Clinic following their December Day of Giving—the 3rd time Black Star graciously chose the Clinic as recipient of a portion of their sales for that event.

Grand Traverse Ophthalmology Clinic (GTOC)

In addition to their physicians donating vision services all year long to CHAP patients, GTOC donated \$1,950 to CHAP following their fall trunk show. Check out their next trunk show May 3rd!



Northern Michigan Association of Health Underwriters



NMAHU once again held their charity outing in June to benefit the Clinic, and brought in a whopping \$4,000 to help those in need access care.

Glen's Market, 8th Street, held a customer donation drive and raised \$500 for the clinic from shoppers in the community. Thank you all who donated! Coming again next summer!



Toy Harbor Clinic Benefit Weekend in November

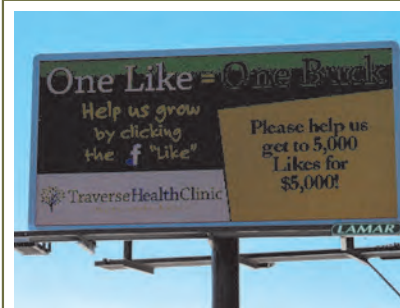
"It is with great pleasure and ever so much appreciation for all you do for the people in our area that I am able, after a busy weekend at Toy Harbor, to send you 15% of our sales. We hope this helps, in some small way." Nancy Walton

Save a Smile

The 3rd annual Toothbrush donation drive brought in a total of 4,183 toothbrushes, floss and toothpaste supplies, plus a generous \$2,000 gift this year. These supplies go to all clinic patients to ensure they have what is needed for proper oral health care. Sponsored by Tom's Food Markets, Northwestern Bank, Media Goat and TV 9&10 Helping Hands. Watch for it this coming September.



Friends of the Clinic designated the Clinic to receive a portion of their purchases in the **Shop your Community Day** in downtown Traverse City which resulted in \$542 raised for patient services!



The Community sure came together in support last summer for the clinic! **Team Elmers** generously offered to donate \$1 for every Facebook 'like' made to our page and theirs during this campaign. In addition to that, The Art and Mary Schmuckal Family Foundation and Daniel and Debra Edson offered a \$25,000 challenge. Then, **Lamar** got on board and promoted both campaigns on their digital billboards, as did **WTCM, Ron Jolly and Classic Rock The Bear**, resulting in successful completion of both challenges. Thank you to the many people involved!

Community Support



Please mark your calendars for the following upcoming events!



MI Blood Drive, April 27, 10-3 — *The Clinic will receive \$10 for every person who attempts to give blood!*
Please pre-register at 935-0412 or simply stop in between 10—3, and in doing so, help us help those we serve as well as help those in our community who need blood. Thank you for sharing.



Wine Women and Wheels May 3 at Brick Wheels

Ladies, you don't want to miss this event! Join hundreds of women—drop in—\$3 gets you in the door for wine, cheese and store discounts. Plus, 100% of silent auction proceeds, the bike raffle and table display raffle benefit women's services at the on-site clinic. Fantastic items in the silent auction—just ask anyone who has been—just in time for Mother's Day. Help us make our goal of \$10,000 for women's health services!



Save A Smile
The month of September
Save a Smile Toothbrush Drive
at Tom's Food Markets!



The Cook's House
2nd Annual Dinner Event!
October
More to come—watch for it!

Grants received January 1, 2011 – December 31, 2011

- Blue Cross Blue Shield of Michigan:** mental health program expansion and outreach to homeless shelters \$49,980, and for the free clinic \$15,000
- Goodwill:** nursing outreach clinic at Goodwill Inn \$5,000
- Grand Traverse Regional Community Foundation:** dental program \$5,000, urgent needs fund \$8,500, emergency medications \$2,500, funding for senior diabetic supplies \$1,600, new patient clinics \$6,000, medical director endowment \$7,330.
- Old Mission Women's Club:** women's mental health services \$1,000 and women's dental hygiene services \$1,000.
- Rotary Charities of Traverse City:** funds for marketing services and capacity building \$40,000.
- Seabury Foundation:** dental services for Benzie residents \$20,000.
- The Art and Mary Schmuckal Family Foundation:** *Spread the Health* community matching challenge \$15,000.
- United Way:** mental health program expansion \$6,750.
- Zonta Club of Traverse City:** women's mental health \$1,500 and women's diabetic program \$2,500.



Susan Cogswell, right, board member at the GTRCF presents a giant grant check to Ann Avery, Clinic Director.

Clinic Wish List



- Heavy duty or commercial grade vacuum, gently used or new
- Gently used home use sleep apnea machines
- New laptop for patient navigation to other social service assistance agency information
- BATA bus passes, Benzie bus passes and gas cards for patient transportation
- Unopened medications you no longer need (no narcotics please)

If you can help, please contact Sherri at 231-935-0412 or sfenton@traversehcc.org. Thank you!

March 30 is **National Doctors Day**: Help us Honor Those Whose Volunteerism Touches Many Lives

The Traverse Health Clinic could not provide the care it does without the generous services of many doctors in our community.

Please help us honor the doctor of your choice today by making a tax-deductible gift in honor of one or more doctors who volunteered last year with clinic programs and touched lives of people without options. The Traverse Health Clinic will forward that doctor an acknowledgement of your gift. The amount of your gift will not be mentioned.

Your gift of \$50, made in honor of one of our volunteers, will ensure that someone in need will have access to life changing care for a month. *Your gift of \$676 will ensure that an individual in need has access to comprehensive care for an entire year!* We have enclosed an envelope for your gift. If you wish to make a gift on-line, please go to www.traversehealthclinic.org or call the development office at 231-935-0412.

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Joseph Amalfitano, D.D.S.
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 Jonathan Zoutendam, D.D.S.

Just a handful of
 our awesome
 volunteer doctors,
 caught on camera!



*List includes participating volunteer doctors since January 2011

Generous Support January 1, 2011 - December 31, 2011

PRESIDENT'S CLUB

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Grand Traverse Regional
Community Foundation
Rotary Charities of Traverse City
Seabury Foundation
Mr. & Mrs. Dudley Smith, III
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Clinic Help

Spotlight on a Dedicated Volunteer



The onsite clinic has a new gem, and her name is Jeri. A little over a year ago, Jeri Rouleau, R.N., heard a talk given by our Executive Director, Arlene Brennan. Jeri was so moved by Arlene's passion and excitement for the Clinic's mission, that she immediately offered to volunteer, in addition to holding full time nursing hours at Munson.

Now, a year later, Jeri continues to be a faithful weekly volunteer, helping out every Monday morning, at a time when the clinic is very busy. "I lost my husband last year and this fills a void. It feels right and like where I should be...and where I need to spend more time," she stated.

Jeri helps get patients in exam rooms and ready to see their provider. She recognizes that there is an extreme need for teaching moments with them. "Sometimes the patient needs to pour out what is going on in their life before they can be ready to hear us," she stated. "I can then help teach them to take a few steps to handle some of their health concerns so things don't escalate."

"Sometimes the patient needs to pour out what is going on in their life before they can be ready to hear us."

Jeri's compassionate nature shines through when she states, "The greatest thing I can do for a patient is to teach them how important it is to follow a regimen, to take ownership for his/her own health and to let the patient know that we are here for them if they have questions."

Thank you Jeri!

Immediate Clinic Volunteer Needs:

- **Physicians to volunteer at the clinic with new patients**—new patient numbers are exceeding 40/month and presenting with multiple needs. If you have time to volunteer on a regular basis, with a minimum of 4 hours/month, we need you.
- Additional **specialists in sleep medicine** who can regularly volunteer for a minimum of 4 hours/month.

Please contact Ann Avery, Clinic Director, at aavery@traversehcc.org or call 935-0668 if you can volunteer.

"I'm not a doctor. How else can I help the Clinic in ways other than financial?"

As the Clinic's development professional, I am often asked, "how can we as community members help your mission in addition to financial gifts?" I ask everybody to consider their strengths, networks, business services and personal interests.

Many community members and businesses have looked at their resources and helped us by doing what comes natural for them...and it ends up filling a need we have.

For example, do you own a business? We depend upon donated ad space, promotion and printing services—could you help in this way? If you enjoy coordinating small events, we welcome extra hands. If you own a restaurant, would you be willing to hold a benefit dinner for the clinic or designate a portion of dinner sales for a week? If you own a store, you might consider designating a portion of your sales for a period of time to benefit one of our programs. Have the gift of hospitality? Would you host a small gathering for us in your home so we can introduce our mission to your friends. These are just a few, but I hope these ideas get you thinking and are helpful!

If you're not sure how you can help, give me a call and we'll uncover how your gifts and resources could best serve our mission. Help comes in many ways, and we need you. Thank you!

Sherri Fenton, Development and Marketing Director 231.935.0412, sfenton@traversehcc.org

Memorials and Honorariums given January 1, 2011-December 31, 2011 Gifts were made in Memory or Honor of the names in bold

All the clinic's dedicated nurses

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*Unmistakable Gratitude
 Unarguable life changes
 Patient's words...*

"I only wish to thank each and everyone involved from the bottom of my heart."
 7/13/11

"I am thankful this program is available to me. I am in better health today because you are here." 11/2/11

"Being self-employed, single with low and uneven income, CHAP has been a Godsend for me and I am very thankful for this program." 11/23/11

"I feel much better than I did before I got CHAP." 9/6/11

"Not a day goes by that I don't feel grateful being part of this amazing program. Having people help me with my health has affected the way I think about my health in a positive way." 11/16/11

"Thank you, so much for your program. It has definitely been helpful and is there if needed, which eases my weight in this economy."
 7/6/11



3155 Logan Valley Road, Traverse City MI 49684

Access to Health Services in Greatest Times of Need

Traverse Health Clinic is *The Local Safety Net* for over 2,500 people every month who have no other options to access health care on their own.

Thank you for being a part of the local health care solution for the underserved by being invested in the mission of Traverse Health Clinic.

"Rhonda and I have been blessed with the means necessary to ensure quality health care benefits for our family. For those of inadequate means, we truly appreciate the community assistance provided to those in need by the Traverse Health Clinic.

Mayor Michael & Rhonda Estes

"This is one check we really enjoy writing every month, and we are so happy you make healthcare available to people who might not have this option. Keep up the good work!"

Ross Richardson and Ann Laurence

We support the Traverse Health Clinic in spirit as well as financially and encourage those able to also assist. It's all about our friends and our community."

"With deep gratitude to all those who give generously to vastly improve the quality of life for these worthy individuals, we are tremendously proud of the Traverse Health Clinic and the wonderful service they provide for the community."

Bret and Linda Bell

Learn more about us at www.traversehealthclinc.org

Conveniently donate online

Follow our news & events on Facebook

Refer a friend in need by sharing our number: 231.935.0799

Newsletter paid for in part by a generous grant from Rotary Charities of Traverse City!