

MY KEY TO *community*



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

Annual Report, Spring 2015



Friends of Traverse Health Clinic,

Thank you for your terrific support over this past year! Through the major commitments and hard work of our staff as well your ongoing support, we have accomplished an important transition at Traverse Health Clinic. We have successfully implemented many changes brought about by the Affordable Care Act (ACA), in addition to having achieved designation as a community health center.

During these times of many changes, our commitment to quality care has been foremost and our results demonstrate that focus. For example, in 2014 among our patients with coronary artery disease, 90% were on blood clot prevention medications, compared to the national average of 74.8% for primary care offices. In addition, we have 82% of cardiac patients on cholesterol lowering medications, as compared to a national average of 75%.

Michigan's expanded Medicaid program, the *Healthy Michigan Plan*, was launched last April. It provides health coverage to residents aged 19 to 64 with annual incomes below 138 percent of the federal poverty level. For a single individual, that equates to \$16,242, or \$33,465 for a family of four. In our five-county area, about 81% of those eligible have enrolled. This is great news for many of the uninsured people we have been serving, and almost 50% of our patients now have some type of Medicaid coverage. As a community health center, Traverse Health Clinic receives enhanced reimbursement for serving people covered by Medicaid. Community health centers are an integral part of the Affordable Care Act (ACA) designed to provide increased access to care, and compliance with strict requirements makes us eligible to receive these enhanced reimbursements as well as federal grants. These funds are helping to replace some of the \$1 million in annual revenue that was discontinued with implementation of the ACA.

Early last year, thanks to a successful Clinical Care Campaign to which our community generously responded, we were able to welcome April Kurkowski, D.O. as a new provider. We are also pleased to announce the recent addition of Anne M. Cavanagh, M.D. to our team. Dr. Cavanagh's position is partially funded by federal grant funds from the Health Resources and Services Administration to help Traverse Health Clinic expand access to care to more people.

The longstanding support of Munson Healthcare has also been very important to us. During our transition, they have provided a financial subsidy to help cover funding lost under the ACA. While this ends in 2015, we are very grateful for the tremendous support. Additionally, we are proud that the Munson Healthcare Community Health Committee awarded its "Community Health Hero" Award to Traverse Health Clinic for nearly 40 years of providing quality health services to our community. They cited our broad efforts to promote health and wellness, manage and prevent chronic disease, and to support community health improvement by focusing on the unmet needs and root causes of poor health in our community.

We continue to be honored by all of our community support. Please accept our sincere thank you for your advocacy, your gifts and your volunteerism.

Sincerely,
Arlene Brennan
Executive Director

Community Impact 2014

Impact of our Mission on People

6,562 Primary Care Encounters
440 Nursing Encounters
961 Mental Health Encounters
227 Counseling Visits Provided at Goodwill Inn
120 Nursing Visits Provided at Goodwill Inn
72 Patients Provided with Language Translation Services during their appointments

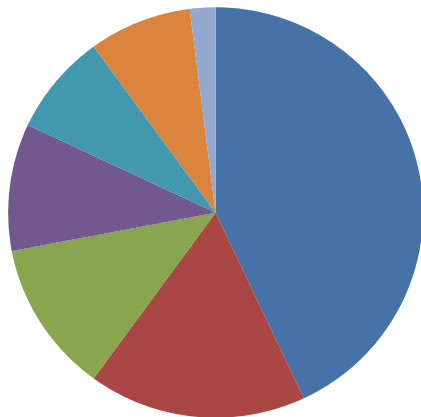
180 patients were provided gas cards and bus passes for transportation to our clinic

712 visits were provided to educate and assist community members with insurance enrollment options available through the Affordable Care Act

611 patients were helped with medication access

Traverse Health Clinic Annual Operating Budget of \$3.5 million.

Sources of Revenue 2014



- Indigent Care Contract - 43%
- Community Health Center Grant - 17%
- Payment/Reimbursement for Services- 12%
- Munson Community Benefit Subsidy - 10%
- ABW Capitation Payments - 8%
- Community Gifts - 8%
- Miscellaneous Grants and other - 2%

A full audit, as prepared by Schepers & Hofstra, PC, is available by calling 231-935-0412.

Community Impact 2014

Value of CHAP Donations 2005-2014

On March 31, 2014, the Traverse Health Clinic's Coalition Health Access Program, or CHAP, closed. It was created to provide low cost or no cost health services for adults without health insurance who met income criteria. The goal of the Affordable Care Act is to create access to health insurance coverage for all, and thus CHAP closed as the "Healthy Michigan Plan" was implemented April 1, 2014. Community contributions to our patients enrolled in CHAP since 2005 are tremendous, and we highlight those total gift amounts, as presented at cost, with sincere appreciation to all:

Dental Services-Community Dentists, Dental Clinics North, and The University of Michigan Clinics	\$1,532,188
Munson Healthcare Facilities donated medical services	\$25,607,421
Optometry Services and donated eyewear	\$457,364
Pharmaceutical Companies donated pharmaceuticals	\$19,956,704
Primary Care and Specialty Physician donated services	\$4,958,693
Traverse Health Clinic donated services	<u>\$3,090,388</u>
Grand Total Value of Services Provided to CHAP Enrollees	\$55,602,758

"If My Story Can Encourage Just One Person..."



Thank you for responding so generously to our year end letter. As you may recall, a very strong woman shared her experiences at Traverse Health Clinic (Traverse Health). Her reasons for doing this are so compelling, we wanted to share them with you.

You recently shared your story which was shared in our year-end annual appeal card. That was courageous. Why were you willing to be so unguarded with your experience?

I admit I was nervous. Depression is something almost everyone suffers from. People you know don't show or share it, but it's deep within us and a terrible condition. Many people have been surprised to learn that I suffered. Going to Traverse Health saved my life and if I can encourage ONE person to go get help, then it was worth being up front about my fears.

Were there any repercussions or positive results from doing this? How do you feel about them?

Yes. My children were very surprised to learn I was so sick. People have come up to me and said they recognized my face and wanted to know my story. I have repeated it many times and it still hurts to say it, but that's because it was and is very real. Depression doesn't just go away with a few visits. Traverse Health taught me life skills to stay on target, to not be afraid and know that I don't ever have to face it alone again. I am so grateful for the care and compassion of everyone at Traverse Health Clinic. What they do DOES matter.

Can I ask where you are now?

I now have a great full time job with insurance benefits and while I could choose to go anywhere I continue to choose Traverse Health Clinic as MY KEY to health care. It's not just the initial treatment, but the follow up, concern, care and plan that makes Traverse Health so different. Everyone is there because they really DO care about my health, your health and the health of the community as a whole. I plan on keeping on and feeling great and at peace because I have a wonderful home for my health care.

Wonderful Community Support



Community Health Hero Award

Presented to
Traverse Health Clinic
by the Munson
Healthcare Community Health
Committee

Munson Healthcare recently honored Traverse Health Clinic's long-term efforts to ensure all people in the community have access to care.

"Traverse Health Clinic plays a crucial role in providing access to primary care for those who otherwise would not have that opportunity," said Dan Johnson, chair of the Munson Healthcare Community Health Committee. "We applaud their efforts and dedication to the region."

"We recognize the vital services Traverse Health Clinic offers area residents and the commitment of their staff, board, and medical volunteers," said Ed Ness, President and CEO of Munson Healthcare. "This kind of commitment is what makes our communities strong."



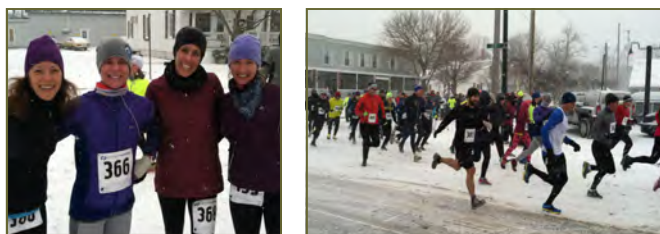
On behalf of our Board of Directors and staff, thank you for the lovely recognition!

Grand Traverse Ophthalmology Clinic (GTOC)

We are grateful for continued support from our partners at GTOC. Thank you for sharing proceeds from your fall trunk show with our mission! Seen here, Meg Lancucki Benner of Traverse Health accepts a check from Drs. Jeffrey Wentzloff, Kenneth Musson and Daniel Thuente.



Resolution Run January 1, 2015



147 hardy runners and walkers raised \$7,603 for care of families in our community. We are grateful to all who participated and helped! Special thanks to race sponsors!

Title sponsors:

Bill Marsh Auto
Blue Cross Blue Shield of Michigan

Platinum sponsors:

Indigo Health Partners
American Proficiency Institute

Excellent in-kind support by Classic Rock The Bear, Rock 105 & Easy 95.5, TV 9&10, TC Office Express and Oryana!



Bras for A Cause Raises \$23,000 for Traverse Health!

We are tremendously grateful to the Bras for a Cause Board of Directors and the Women's Council of Realtors for choosing Traverse Health Clinic as the beneficiary of last October's Bras for a Cause event!

The successful event, which involved many generous businesses and brave men, raised **\$23,000** for Traverse Health which will be used to provide cancer screenings and support for uninsured women who come to us for care.

Generous Support January 1, 2014 - December 31, 2014

Community Grants

Chemical Bank Foundation, \$10,000 for the Clinical Care Campaign
 CVS Caremark, \$5,000 for the Clinical Care Campaign
 Delta Dental Foundation, \$5,000 for The University of Michigan Dental Outreach Clinics
 Grand Traverse Regional Community Foundation, \$2,000 for Homeless Outreach and \$2,500 for the Clinical Care Campaign
 Oleson Foundation, \$10,500 for the Clinical Care Campaign
 Rotary Charities of Traverse City, \$25,000 for the Clinical Care Campaign
 Rotary Club of Traverse City, \$2,500 for the Clinical Care Campaign
 The Art and Mary Schmuckal Family Foundation, \$20,000 for the Clinical Care Campaign
 The Les and Anne Biederman Foundation, \$10,000 for the Clinical Care Campaign
 United Way of Northwest Michigan, \$11,250 for Homeless Outreach

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**Thank you for your gifts!
 Care was taken to ensure
 accuracy of this donor list.**

**If there is an error, we
 apologize and would
 appreciate you letting us
 know: 231-935-0412.**



3155 Logan Valley Road, Traverse City, MI 49684
www.traversehealthclinc.org *NEW!

A Strong Community Advocate

Catherine Allchin is Secretary of Traverse Health Clinic’s Board of Directors, volunteer, donor, entrusts us as her health care home and is a tireless advocate. She shares why.

What compelled you to be such a strong community partner?

“I know what it means to find a trusting health care provider. Even though Traverse Health Clinic has been around 40 years, the service has changed and become stronger and better. They are now able to serve the young and the elderly.

Whole families can choose *one* place for care.

I want the community to know that— and word of mouth can travel fast. People are more willing to go for care to a place that a friend recommends than randomly picking one out of the yellow pages. Traverse Health is amazing and I want everyone to know that. When you find something good, it’s important to share it!”

***Find out more about the impact your gifts make, or make a donation at:
MyKeytoCare.org***

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