2017 Super Stars in Business Non-Profit of the Year!
Executive Summary

No one organization can do it all. 2017 was a year of partnership and collaboration as we effectively engaged with other community organizations to pool our collective resources and create the most meaning impact in Sussex County, Delaware.

A few examples of our collaborative efforts include:
• Becoming a clinical rotation site for Delaware Technical & Community College nursing program students
• Partnering with the University of Delaware to support the preparation of APRN primary care nurses (including psych-mental health)
• Expanding access to health care services for seniors by opening a clinical site at the CHEER Ocean View Activity Center
• Absorbing the Women, Infants & Children (WIC) Program into our Georgetown Corporate Site

Other accomplishments include:
• Starting an on-site Vivitrol Program in all three Family Practice Sites
• Renovating our Dental suite

And while we strive to be humble, admittedly it was very rewarding to be honored by the community as...
• Delaware Today recognized three of our Doctors as Top Doctors as voted by their peers
• The News Journal recognized La Red Health Center as a Top 100 Workplace for the second year in a row as voted by our employees
• The Delaware State Chamber of Commerce selected La Red Health Center as the 2017 MARVIN S. GILMAN SUPERSTARS IN BUSINESS Non-Profit of the Year

None of these accomplishments would have been possible without the hard work and dedication of our staff. Thank you for believing in our mission and your continued support of our community health center.

Prue Albright
LRHC Board President

Brian Olson
LRHC Chief Executive Officer
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Director of Development, Marketing & Communications

The Carmelite Sisters joined LRHC for the 2017 Annual Picnic!

Sister Rosa and Gonzalo Martinez stand in front of a dream that did come true!

Several former board members also came back to visit!
**Family Practice - The Collaborative Expansion of Healthcare for Seniors**

La Red Health Center and CHEER partnered to expand health care services to the growing senior population and also as a benefit for the entire Sussex County community by accepting new family practice patients at the CHEER Ocean View Activity Center.

The need for improved access to health care services in Sussex County, Delaware cannot be overstated as SCD is federally designated as a Medically Underserved Area, a low-income Health Professional Shortage Area, (HPSA), a Dental HPSA, and a Mental Health HPSA.

The vast majority of the people moving in to SCD are senior citizens who are retiring and relocating to live here. Overall, in 2015, the SCD population was 212,900 and is expected to grow to 251,900 by 2035 – the fastest growing in the State.

The following services are available at the CHEER Ocean View Activity Center:

- Health education sessions
- Health screenings (vision, depression, diabetes, blood pressure)
- Nutrition Counseling
- Diagnostics and Treatments

In addition to the services listed above, for anyone who chooses LRHC as their Primary Care Provider, the following additional services are available:

- Physical examinations
- Vaccine Administration and/or Prescription for
  - Tdap
  - Shingles
  - Flu
  - Pneumonia
  - MMR
  - Hepatitis A
  - Hepatitis B

Through the delivery of these services, LRHC expects to enhance the quality of life for Sussex County seniors by increasing the percentage of patients 50 years and older that have received immunization for influenza, and by increasing the percentage of patients 65 years and older that have a documented assessment of fall risk and are evaluated for independence with activities of daily living.

Once registered, patients have access to all of the healthcare programs and services offered at LRHC’s family practice sites located in Georgetown, Seaford and Milford.
As an added benefit, LRHC patients who are also Medicare enrollees can reduce their out of pocket expenses for prescription drugs while in the “Donut Hole”, which refers to a coverage gap that Medicare enrollees experience after having more than $3,750 worth of covered drug costs and then have to pay 35% of the cost of brand-name drugs and 44% of generics until their out-of-pocket spending reaches $5,000 and catastrophic coverage begins.

La Red Health Center patients can also participate in a 340B Pharmacy Program through our partnership with Walgreens, which requires drug manufacturers to provide outpatient drugs to eligible health care organizations such as LRHC at significantly reduced prices. LRHC then passes those reduced prices to LRHC patients.

Together, CHEER and LRHC have partnered to ensure the effective delivery of on-site ambulatory health care services and health care education to CHEER members and guests as well as members of the general public allowed to use the CHEER facilities.

Gerald W. Hocker, State Senator from the 20th Senatorial District voiced his support of the collaboration!

Lieutenant Governor, Bethany A. Hall-Long spoke highly of the LRHC/CHEER partnership!

Several members of LRHC’s Board of Directors, Administrative and Clinical teams took time for a quick photo after the ribbon cutting!
Prenatal - The Delaware Women, Infants & Children (WIC)
Supplemental Nutrition Program relocated to LRHC’s Georgetown Site!

La Red Health Center partnered with the Division of Public Health (DPH) to move the Delaware Women, Infants and Children (WIC) Supplemental Nutrition Program to LRHC’s Georgetown Family Practice Site and held a grand opening and ribbon cutting ceremony in August that included Dr. Karl T. Rattay, Director of Public Health and representatives from the USDA’s Food and Nutrition Service.

Together, LRHC and DPH collaborated to offer medical and social services at LRHC’s Georgetown Family Practice site for enrolled WIC clients. The WIC program serves women who are pregnant, breastfeeding, or postpartum, and children and infants less than 5 years old by providing supplemental nutritious foods and supplemental formula at no cost. As an added benefit, LRHC is within walking distance to WIC vendors such as Wal-Mart and Redner’s.

WIC clients who visit LRHC for their quarterly WIC appointments now have access to LRHC’s primary, pediatric, prenatal, behavioral and oral health care providers along with access to LRHC’s Medicaid Eligibility and Enrollment and Screening for Life programs. Through this partnership, it is much easier for pregnant women, new mothers, and young children who are enrolled in WIC to obtain access to high quality health care and other needed social services.

In addition, the partnership helps overcome language and transportation barriers to health care as LRHC offers two critical patient enabling services, interpretation and when available transportation for patients without insurance for both appointments at LRHC and/or to medical specialists that the patients have been referred to for further specialized follow-up.

Through this collaborative effort, LRHC and DPH are providing the people of Sussex County with the benefit of centralized social services and increased access to high quality health care.

Karyl T. Rattay, MD, MS Director of Public Health, addresses the crowd.
Bounty Mongare, WIC Education Specialist for the FOOD BANK OF DELAWARE, conducted a cooking healthy demonstration.
Provider Profile

Maria Castillo, LCSW

Maria received her MSW from Hunter College in New York City.

Maria is a bilingual Licensed Clinical Social Worker with over 30 years of experience. Maria has worked with a variety of clients and issues as a therapist, taught Social Work as an adjunct professor, and is certified in hypnotherapy. Maria has had specialized training in partner violence, Post Traumatic Stress Disorder, and sexual assault. Maria enjoys presenting workshops on relationship issues, grief, relaxation, and meditation.

Maria is a member of National Association of Social Workers and ACSW.

Overall Statistics

2017 Demographics

<table>
<thead>
<tr>
<th>Unduplicated Users:</th>
<th>12,527</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Visits:</td>
<td>47,430</td>
</tr>
</tbody>
</table>

Patient Age Group:
- Children (0-19) 4176 (33%)
- Adult (20-64) 7100 (57%)
- Geriatric (65+) 1251 (10%)

Patient Utilization by Service: (#’s not%)
- Medical 10,559
- Mental Health 1,452
- Dental 2,740

Patient Racial Breakdown
- Latino/Hispanic: 43%
- Caucasian: 32%
- African American: 17%
- Other: 8%

Patient Payment Source
- Uninsured 3466 (28%)
- Medicaid 4442 (35%)
- Medicare 1240 (10%)
- Commercial 3379 (27%)

Language Best Served In:
- English 6,908 (55.1%)
- Spanish 5,057 (40.4%)
- Creole 394 (3.2%)
- Other 168 (1.3%)

La Red Health Center Mission Statement

La Red Health Center's Mission is to be a Center of Excellence, which provides quality patient centered care to the diverse members of our community.
Oral Health - Dental Renovations

During the first quarter of 2017, La Red Health Center completed renovations to its dental suite!

The renovations to the dental suite were made possible via a federal grant award from the U.S Department of Health and Human Services, Health Resources and Services Administration. The project included the renovation of two dental operatories to expand LRHC’s capacity to deliver high quality oral health services to more residents of Sussex County. The renovation work included changes to the reception area to allow for a more efficient, less time consuming check-in and check-out process and created wall separators to increase patient privacy and enhance practitioner/patient confidentiality.

LRHC also welcomed another dentist!

Dr. Colombaro received her Doctor of Dental Surgery from the Medical College of Virginia, School of Dentistry and a M.S. in Microbiology from McNeese State University. Since 1987, Dr. Colombaro has worked as an associate in different private practices and in 1994, she opened her own private practice and provided dental care to all age groups. Dr. Colombaro's philosophy has always been, "Patient First." Now, she shares the philosophy of "Patient First" with La Red Health Center, which is a patient centered medical home that provides a network of quality care centered around a patient and their family. "Together, we will offer comprehensive oral health care services to all members of our community," said Dr. Colombaro.

Dr. Colombaro has a significant amount of experience, which will help her address the oral health care needs of the diverse population LRHC serves in Sussex County, Delaware.

LRHC offers a sliding fee scale based on income and family size for uninsured patients, and accepts Medicaid and most other dental plans.
Behavioral Health - Integrated VIVITROL Substance Abuse Treatment & Counseling Program

Under the supervision of its Chief Medical Officer, Fabricio Alarcón MD, FACP and Behavior Health Administrator, Janet Urdahl, LCSW, CADC, LRHC further expanded the integration of its family practice and behavioral health care programs by providing VIVITROL for patients suffering from opioid addiction along with individual counseling sessions. When needed, emergency funds were offered to help individuals experiencing a personal crisis such as a lack of shelter; food, adequate clothing or if they were facing the immediate loss of needed utilities and/or housing.

VIVITROL blocks the effects of opioids, such as heroin or opioid medicines and is a non-addictive, once-monthly treatment proven to prevent relapse when used with professional counseling following detoxification. In addition, it is also used for alcohol dependence.

On November 16, 2017, Governor Carney appointed Janet as a member of the State of Delaware Addiction Action Committee. According to Janet, “Once a potential patient has been identified, treatment will begin after the patient has remained free of opioids for 7 to 10 days. Opioid abstinence will be verified by a urine analysis. A once a month injection of VIVITROL will coincide with a behavioral health counseling visit with an appropriately credential behavioral health provider”. Introduction of use for alcohol dependence is a slightly different protocol.

Based on the DEA Intelligence Report of November 2017, drug-related overdose deaths in Sussex County increased significantly to 76 deaths in 2016. According to a study commissioned by the Delaware Department of Corrections (DOC) and conducted by a public sector research company, the approximate number of Delaware residents with opioid use disorder has increased from 6,000 to 11,000 since 2007. Over the same time period, the number of citizens receiving treatment for opioid use disorders increased by 500 percent, but despite the vast increase in the number of opioid use disorder treatment patients, as of 2014, an estimated 6,000 people remained in need of treatment.

The Centers for Disease Control ranks Delaware, compared to the rest of the nation, as No. 1 in the rate at which high-dose opioid pain relievers are prescribed (at 8.8 per 100 people), which indicates an opioid addiction epidemic.

Through its Integrated VIVITROL Substance Abuse Treatment & Counseling Program, LRHC seeks to proactively address the public health epidemic related to substance abuse in Sussex County.

La Red Health Center will pursue a Substance Abuse Treatment License to further expand our Substance Abuse Treatment Services.
Awards - Delaware State Chamber Non-Profit of the Year

La Red Health Center was honored to receive the 2017 Marvin S. Gilman SUPERSTARS IN BUSINESS - NON PROFIT OF THE YEAR AWARD at the Hotel DuPont!

The Superstars in Business Award honors businesses and nonprofits for their outstanding achievements and model approaches to business and management. Established in 1998, the awards are given annually to extraordinary businesses in honor of Marvin S. Gilman, who was a distinguished small business leader in Delaware.

It was a great privilege to be recognized by the Delaware State Chamber for the health care services LRHC provides as a nonprofit organization serving Sussex County, Delaware. LRHC strives to create awareness within the business community of the health care services it provides, and how LRHC can be a resource for a business to ensure its full and part time employees, as well as its seasonal workers and customers can receive the health care they need. Recognition through this award has created additional exposure for LRHC within the business community and has helped create awareness of the programs and services LRHC provides to help the underserved populations within Sussex County.

As a growing business, LRHC has increased access to health care through its expansion efforts. Today, LRHC provides clinical care at its Family Practice sites in Georgetown, Milford, and Seaford, the CHEER Oceanview Activity Center, a GYN site in Seaford and the Wellness Center at Sussex Tech High School. As a result, LRHC has seen a significant increase in the number of patients served and had 47,430 patient visits in 2017.

LRHC plans to continue to grow and help address the unmet health care needs of Sussex County. Through a community and patient-centric approach, LRHC is improving health care for all the people of Sussex County including those who work in local area businesses.
Awards – Continued

Delaware Today Top Doctors!

Based on a survey conducted by Delaware Today that included 2,500 Delaware-based, licensed physicians who were asked what doctors they would most recommend to a loved one, three of La Red Health Center doctors, James P. Rupp, MD, GYN, Abha Gupta, MD, OBGYN and Ian Baxter DO, OBGYN, were selected by their professional peers as Top Doctors in the State of Delaware! This recognition is a powerful testament to the positive impact they have had in the Sussex County community.

The News Journal recognized La Red Health Center as a Top 100 Workplace!

Getting feedback from employees is very important to La Red Health Center’s Board of Directors and Senior Management, and whether it is through informal gatherings, sharing patient success stories, or participating in The News Journal’s employee survey, LRHC listens to its employees. And for the second year in a row, based solely on employee feedback, LRHC has been recognized as a Top Work Place by The News Journal.

The employee survey gathered responses on several areas, including organizational health factors that measure how well employees are working together toward a common cause.

Consideration is given to things such as:

- Alignment – where the company is headed, its values, cooperation
- Effectiveness – doing things well, sharing different viewpoints, encouraging new ideas
- Connection – employees feel appreciated, their work is meaningful
- Employee Engagement – motivation, retention and referral
- Leadership – confidence in company leadership
- The Basics – pay, benefits, flexibility, training, expectations
Programs and Services

Pediatric/Adolescent Services
- Infant Care
- Childhood Immunizations
- Chronic Disease Management
- Acute Illness Treatment
- Referrals for Lead Poisoning Screenings
- School and Sports Physicals
- Vision Screenings
- Childhood Nutrition Counseling
- Vaccines for Children

Adult & Senior Services
- Acute Illness Treatment
- Chronic Disease Management
- Flu Shots
- Tetanus & Other Immunizations
- Employment Screenings
- Annual Physicals
- Adult Nutrition Counseling

Women’s Health Services
- Routine Gynecological and Obstetrical Care
- Reproductive Health Services
- Prenatal & Perinatal Services
- Postpartum Services
- Breast Feeding Support and Education
- Nutrition Counseling

Screening Services for Chronic Diseases
- Heart Disease
- Diabetes
- Cervical, Breast, Colorectal & Prostate Cancer
- Sexually Transmitted Diseases and HIV
- Hypertension
- Obesity
- Depression

Ivan, one of LRHC’s Lead Nurses takes a blood pressure reading.

LRHC has been recognized by the National Committee for Quality Assurance as a Patient Centered Medical Home at all three of its Family Practice sites!

Some of the members of LRHC’s Prenatal Team take a moment to share a smile!
Programs and Services

**Behavioral Health Services for Children & Adults**
- Counseling for Children & Adults
- Medication Mgmt.
- Group Intervention
- Patient Child Interactive Therapy
- Psychiatric Therapy

**Oral Health Services**
- Examinations
- Screenings
- Cleanings
- Extractions
- Fillings
- Periodontal Services
- Endodontic Services
- Crowns and Bridges
- Partial and Complete Dentures

**Other Services**
- Screening for Life
- Community Healthcare Access Program (CHAP)
- Medicaid Eligibility & Enrollment
- Referral to Women, Infants & Children, (WIC)
- Access to Transportation
- Access to Medications
- Web Based Access to Personal Health Information,(Patient Portal)
Sussex Tech Wellness Center

LRHC completed its seventh full year operating the Wellness Center at Sussex Tech High School with an emphasis that continues to focus on ensuring that students have easy access to high quality individual medical and emotional health services.

During 2017, as LRHC added behavioral health staff at its primary care sites it also increased the professional collaboration with the Wellness Center. Monthly behavioral health staff meetings were held and a peer chart review process was implemented. This allowed the Wellness Center Social Worker an opportunity to collaborate and utilize the referral resource with the behavioral health staff.

As you can see on the chart below, the number of student patients and patient visits has continued to grow as this successful collaboration continues!

![Chart showing patient and visit numbers]

The Milford Site adds a Behavioral Heath Consultant!

LRHC was thrilled to announce the hiring of Carol Marquez-Dyer as a Behavioral Health Consultant.

Carol’s position was partially funded by a grant from the Arsht-Cannon Fund at the Delaware Community Foundation to increase access to behavioral health care at LRHC’s Milford Family Practice Site.

As the Behavioral Health Consultant in our integrated Milford Family Practice site, Carol received referrals from the family practitioners once a behavioral health need was identified.
2017 Income & Expenses

Income

Total $10,893,277
- Federal Grants $3,669,668
- State Grants $1,254,807
- Patient Revenue $5,130,130
- Other Income $838,672

Expenses

Total $10,563,124
- Payroll $6,122,020
- Contract Expenses $135,405
- Equipment & Sales $1,008,109
- Other Expenses $3,297,590
Support La Red Health Center!

La Red Health Center welcomes the philanthropic support of corporations, organizations, foundations and individuals. Your financial support enables us to bring quality health care and support services to the Sussex County residents who most need it and can least afford it. You can target your gift in various ways such as:

**La Red Health Center's Capital Campaign** – To help renovate, expand and build La Red Health Center facilities!

**The Emergency Assistance Fund** – To help patients with emergency medical needs such as co pays and medications.

**The Better Babies & Healthy Families Fund** – To support prenatal care, child wellness and family strengthening programs.

**The Social Work Discretionary Fund** – To provide emergency cash to help individuals who are experiencing a personal crisis.

**Linkages to Specialty Care Program** - To help patients with high-risk chronic conditions receive medical services.

To make a donation through our secure giving site, click here!
You can also donate to La Red Health Center via our United Way Partner Code 9620.
Board of Directors, Advisory Board, & Administrative Staff

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- President - Prue Albright
- Vice President - Yelma Norwood
- Secretary - Barbara DeBastiani
- Treasurer - George Walker
- Allen “Butch” Briggs
- Randall Cash
- Helena Gibbs
- Judy Johnson
- Rodney Joyner
- Bianca Mojica
- Chris Sadowski
- Ayrton Sosa-Suarez
- George Walker

**Advisory Board:**
- William A. McGowan, Ed.D
- Allison Burris Castellanos
- Dave Pedersen
- Dr. Frank Rodriquez
- Jim Hartstein
- Jose Somalo

**Administrative Staff:**
- Brian S. Olson, Chief Executive Officer
- Rosa Rivera, Chief Operations Officer
- Fabricio Alarcón, M.D., Chief Medical Officer
- Phyllis Colombaro, D.D.S, Chief Dental Officer
- Janet Urdahl, LCSW, CADC Behavioral Health Administrator
- Beatrice Chiemelu, Chief Financial Officer
- Mary Kay Rosolie, Director of Human Resources
- Kevin Loftus, Director of Development, Marketing & Communications
- Brenda Pusey, Director of Quality Improvement
- Saulo Chavez, Executive Assistant
Locations

Seaford Family Practice
300 High Street
Seaford, DE 19973
Telephone: 302-855-1233

Seaford GYN Associates
105 North Front Street, Suite B
Seaford, DE 19973
Telephone: 302-629-2434

Georgetown Family Practice & Administrative Office
21444 Carmean Way
Georgetown, DE 19947

Milford Family Practice
1 Sussex Avenue
Milford, DE 19963
Telephone: 302-855-1233

CHEER Ocean View Activity Center
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Ocean View, DE 19970
Telephone: 302-855-1233

The Wellness Center at Sussex Technical High School
17099 County Seat Highway
Georgetown, DE 19947
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