Presentation for
Geiger Gibson
Distinguished Visitor
in
Community Health Policy

Rachel A. Gonzales-Hanson, CEO
Community Health Development, Inc.
September 21, 2011
Where the heck is...

Uvalde, Texas?
Health Care: Is it a Right or a Privilege?
America’s Health Centers

• A proven track record for almost 50 yrs
• Comprehensive & integrated health care
• “Coverage” does NOT equal Access
• Serving “Medically Underserved” in a
  “Culturally Appropriate” Manner
• “Culture” refers to more than “ethnicity”
• It’s about “Process” and “Outcomes”
Community Health Development, Inc.

www.CHDI4Health.org

“The Heart of the Community”

Proudly Serving Uvalde, Edwards, Real & parts of Zavala Counties
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>Incorporated as a 501 (c) (3), non-profit organization</td>
</tr>
<tr>
<td>1984</td>
<td>Operated out of an 800-square-foot trailer with four employees and contracted with hospital for physician coverage</td>
</tr>
<tr>
<td>1986</td>
<td>Hired first full-time physician</td>
</tr>
<tr>
<td>1991</td>
<td>Began operating in-house pharmacy</td>
</tr>
<tr>
<td>1993</td>
<td>Opened Rolling Hills Health in Leakey</td>
</tr>
<tr>
<td>2000</td>
<td>Moved to Our Health / <em>Nuestro Centro de Salud</em> on Evans Street</td>
</tr>
<tr>
<td>2001</td>
<td>Began offering on-site Dental Service at Our Health</td>
</tr>
<tr>
<td>2002</td>
<td>Opened Canyon Health Center in Camp Wood</td>
</tr>
<tr>
<td>2009</td>
<td>Opened first of three buildings at new Center for Community Wellness on Evans Street (new home for Dental Dept.)</td>
</tr>
</tbody>
</table>
Mission
To improve the Health and Well-being (*Nuestro Bienestar*) of the community we serve.

Vision
To be the premiere Patient-Centered Health Care Home of choice and the Employer of Choice in the service area.
Principles

CHDI is guided by the following principles:

- Access to quality health care services is a right, not a privilege;
- Every individual that walks through our doors deserves to be treated with respect;
- We believe that every individual is capable of assuming an appropriate/reasonable level of responsibility for their own health;
- We are committed to guiding, healing, advocating for and supporting our patients to achieve wellness; and,
- Every day we influence people’s lives - we must, therefore, be responsible for using our own knowledge and compassion to serve others.

Philosophy

CHDI believes the community’s well being, health and client safety, to be the primary concern in planning and operating all agency activities. CHDI is dedicated to serving its clients without regard to race, sex, age, color, religion, national origin, disability, or ability to pay for services.
WHO WE SERVE

• Uvalde, Real, Edwards, and parts of Zavala Counties
• Patients also come from other surrounding counties
• From all walks of life:
  retail & service workers - pipe layers
  teachers - truck drivers - veterans
  construction workers - veterans
  farmers & farmworkers - the elderly
  young families - ranchers & ranch hands
  oil & gas workers - young families
Current Funding Partners

- DHHS/HRSA Section 330 Funds
- State of Texas
- County of Uvalde
- City of Uvalde
- Methodist Health Care Ministries of South Texas, Inc.
- Pfizer’s Share the Care Program
- Those we serve!
| City of Uvalde | City of Leakey | City of Camp Wood |
| City of Uvalde County | Real County | Edwards County |
| Astra Zeneca | Pfizer | Wal-Mart |
| DSHS | HEB | Uvalde County Extension Office |
| Area Workforce Centers | Area Housing Projects | Area Faith-Based Groups |
| Area Civic Clubs | Veteran’s Groups | Area Chambers of Commerce |
| Family Services Assoc. | Uvalde Police Dept. | Southwest Texas Junior College |
| Area Sheriff’s Offices | Wesley Nurse Program | Area Adult Day Care Centers |
| Morningside Ministries | Union Pacific Railroad | Area Libraries |
| Area Head Start Programs | Uvalde Ministerial Alliance | Uvalde Memorial Hospital |
| Area School Districts | | Area Nutrition Centers for the Elderly |
| Area Newspapers & Radio Stations | | Sul Ross State University Rio Grande College |
| 38th Judicial District Treatment Center | | Quad Counties Council on Alcohol & Drug Abuse |

Methodist Healthcare Ministries of South Texas, Inc.  
and  
TEAM Uvalde  
(a collaboration of over 30 area social service agencies)
BUDGET SUPPORTS OVER 100 STAFF, INCLUDING:
4 Family Physicians - 5 PA’s/NP’s - 3 Dentists - 1 Dental Hygienist

COST EFFECTIVENESS:
Total Cost per Total Patient Care is less than $600 per year

PROVIDER OF CHOICE:
15% of Patients have Private Insurance

PENETRATION RATE:
Serving 74% of the area’s poor and 60% of the area’s uninsured

ECONOMIC IMPACT:
1 ½ times operating budget, most spent locally
## Improved Outcomes = Quality Care

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Women w/Pap Test</td>
<td>62.9%</td>
<td>62.9%</td>
<td>67.1%</td>
</tr>
<tr>
<td>% of Children Age 2 Immunized</td>
<td>61.8%</td>
<td>64.3%</td>
<td>65.7%</td>
</tr>
<tr>
<td>% of Diabetic Pts w/HbA1c Less than 9%</td>
<td>78.6%</td>
<td>75.7%</td>
<td>81.4%</td>
</tr>
<tr>
<td>% of Diabetic Pts w/HbA1c Greater than 9%</td>
<td>21.4%</td>
<td>24.3%</td>
<td>18.6%</td>
</tr>
<tr>
<td>% Hypertensive Pts w/BP &lt;140/90</td>
<td>51.4%</td>
<td>58.6%</td>
<td>67.1%</td>
</tr>
</tbody>
</table>
Humble Beginnings
## CHDI Growth Indicators: 2000-2010

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2000</th>
<th>2006</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unduplicated Clients Served</td>
<td>5,723</td>
<td>8,950</td>
<td>10,726</td>
</tr>
<tr>
<td>Dental Clients Served</td>
<td>22</td>
<td>2,196</td>
<td>2,855</td>
</tr>
<tr>
<td>OB/Prenatal Clients Served</td>
<td>0</td>
<td>184</td>
<td>0</td>
</tr>
<tr>
<td>State Services Contracts</td>
<td>2</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Operating Budget</td>
<td>$1,309,832</td>
<td>$5,616,705</td>
<td>$6,405,120</td>
</tr>
</tbody>
</table>
## Scope of Service Comparison: 2000-2010

**Service Delivery Method**

(✓ = Provided on-site by CHDI)

<table>
<thead>
<tr>
<th>Service</th>
<th>Pre-2000</th>
<th>2006</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Primary Medical Care</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On-Site X-ray</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Obstetrics/Prenatal Care</td>
<td>By Referral</td>
<td>✓</td>
<td>By Referral</td>
</tr>
<tr>
<td>Family Planning Services</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dysplasia Services</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>General Dental Services</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Oral Surgery</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Denture Services</td>
<td>By Referral</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Convenient Locations

Our Health / Nuestro Centro de Salud
Uvalde

Rolling Hills Health
Leakey

Canyon Health Center
Camp Wood

The Center for Community Wellness
Uvalde
Some People Still Don’t Get It!

- The on-going struggle at local, state and federal levels
- The stigmas and misperceptions
- Taking care of “Business”
TACHC and NACHC

• Membership: You can’t put a price on it!
• Policy & Advocacy: One Voice - One Message
• Economies of Scale: Group purchasing, shared services
• Education & Training: Learning from the experts
• Leveraging Resources: Getting us to the table
• Political Clout: Keeping us at the table
Factors of Success

• Community-Controlled/Driven

• Multi-Disciplined, Comprehensive and Integrated Model

• Chronic Care Model

• Outreach Program

• Fiscal Conservatism and Accountability
Bringing About Long-Term Change and Growth

• Tell the Story – To Everybody, All The Time, Over and Over Again

• Make Decision-Makers “Care” About What Is Important To You

• Establish Your Credibility with Decision-Makers

• Networking, Networking, Networking

• Strategic Planning - It is not enough to care; you must care enough to do something
Bringing About Long-term Change and Growth
(cont’d)

• It is about “Comunidad” – Giving Back to Community
• Staying True to the Mission:
  The Community Must Come First
• Everything is Possible with:
  Perseverance, Politics,
  and …
  Lots of Prayers!
“We cannot seek achievement for ourselves and forget about progress and prosperity for our community... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own.”

- Cesar Chavez