

2013

Columbia Basin
Health Association

Annual Report

LETTER FROM THE CEO



GREG BRANDENBURG

Columbia Basin Health Association is committed to the pursuit of community-wide access to a behaviorally enhanced, patient-centered health care home that provides accountable care for all patients, focusing on the underserved. Our story is a story of determination, innovation, and the steadfast pursuit of one mission: to provide quality healthcare to all persons regardless of their age, sex, color, ethnicity, national origin or their ability to pay. As a non-profit, federally qualified health center (FQHC) we are responsible for maximizing the assets and benefits afforded to us to provide quality health care to those who otherwise would not receive it. With a laser focus on quality improvement, we take full ownership for the well-being of our patients and tirelessly seek ways to improve access and streamline care delivery in order to improve outcomes, reduce costs, and function as a truly accountable provider of care.

In a health care environment riddled with inefficiencies and fragmented care, CBHA continues to thrive as a visionary pioneer – staying ahead of the curve and in tune with the needs of our community. But we don't stop there, CBHA continues to evolve as the environment shifts and the needs of our members change.

While the health care industry undergoes epic transformation, our mission remains at the core of everything we do. Because our development follows a purpose, and because that purpose is well aligned with the concept of accountable care, we are uniquely poised to deliver the kind of health care that is needed in today's market. Our journey has left us with a wealth of hard-earned knowledge essential to creating and implementing models of care that are responsive to the industry's needs and requirements. There is no substitute for this kind of preparation.

Early in our history, CBHA recognized the critical role that information technology should play in the provision of quality health care services. With multiple locations spanning a large geographic service area and a growing patient base, we quickly understood that instant, secure and reliable access to patient health information was necessary to provide our patients with the level of care they deserve. Having been an early adopter of EHR technology and with more than thirteen years of experience refining, customizing and upgrading our systems, CBHA is truly a leader in the field and has assisted many other practices across the nation with their own transitions to electronic health record systems.

CBHA offers a comprehensive health care home for entire families, providing services from conception through end of life. Our model also incorporates dentistry and optometry, services which are typically far removed from the source of medical care. Perhaps more importantly, CBHA's fully integrated behavioral health model ensures that the mind and body are treated in a seamless and cohesive manner. This practice is proven to improve patient outcomes and reduce costs.

Our staff is measured and evaluated using scorecards which includes their performance on quality metrics and health outcomes for patients as well as elements of the patient experience and satisfaction scores. CBHA has a Quality department which is dedicated to accountability and to examining and optimizing every aspect of a patient's interaction with CBHA, both in the clinic setting and beyond.

Cultural competency is a key aspect of truly person-centered care. Providers and care team support staff receive cultural competency training, and many care team members are multi-lingual. Community Health Workers are leveraged to act as patient liaisons and work with patients to help them understand their diagnoses and manage their health with respect for their cultural beliefs. Access to care when and where it is needed most is at the core of CBHA's mission. Because many of our patients have had little or no access to primary care, ensuring that they have ready access to their health care home is vital.

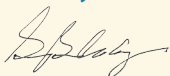
At CBHA, patients have more than just a primary care provider; they have an entire team of health care professionals who know and understand their individual needs and work together to improve and maintain their health. A patient's care team may span multiple disciplines, such as primary care, OB/GYN, pediatrics, behavioral health, pharmacy, dental and eye care. Receptionists, call center, nurses, referral specialists, and records staff are also an integral part of each person's health care team, and the entire team works together to provide seamlessly coordinated care for patients.

The quality and safety of the care we provide is of paramount importance at CBHA. We have been Joint Commission accredited since 2002, and have a team of experienced professionals dedicated to ensuring that we closely follow each and every standard outlined by the Joint Commission as well as additional standards required by the federal government for FQHCs.

Accountability has always been a central component of CBHA's business model, and the health of the people we serve is our foremost concern. CBHA is actively participating in pay-for-performance programs, including shared risk with multiple payors. Analysis shows that patients with CBHA as their health care home have significantly lower rates of emergency department and in-patient utilization than those with other comparable organizations.

CBHA will continue to work toward curing the fragmented and inefficient nature of the current health care system. Each day, we see victories and successes, big and small, in the lives of people who count on us. What we do best is care. We care for those who have never had health insurance. We care for those who have lost their jobs, and their health insurance along with it. We care for the migrant workers, the homeless and the homebound. We care for senior citizens and premature infants. *We care for everyone – regardless of age, sex, color, ethnicity, national origin, or the ability to pay.*

Sincerely,



Greg Brandenburg

CBHA BOARD OF DIRECTORS

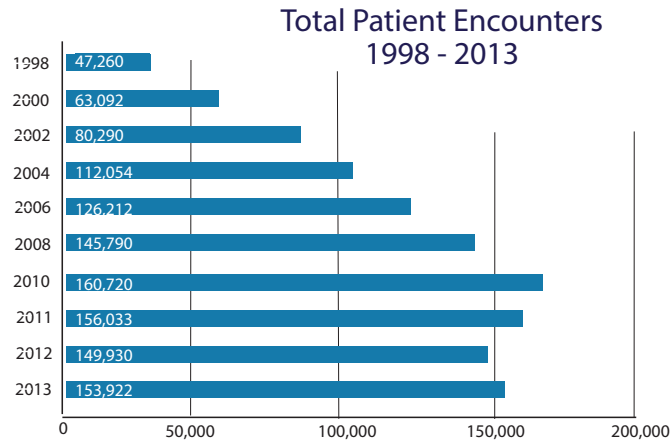
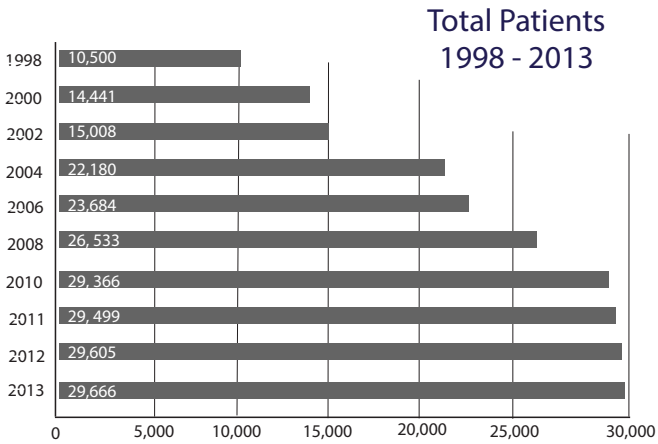
Chair Everett Cole
Vice Chair Kate Brueske
Secretary Maxine Taylor
Treasurer Joe Montemayor

Mike Garza
Maggie Gutierrez
Dora Beraza
Enrique Miron

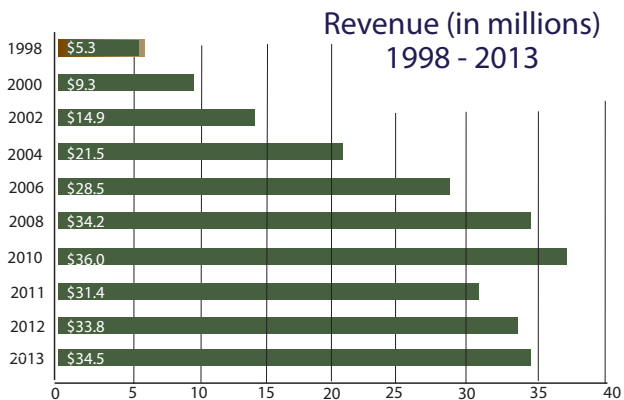
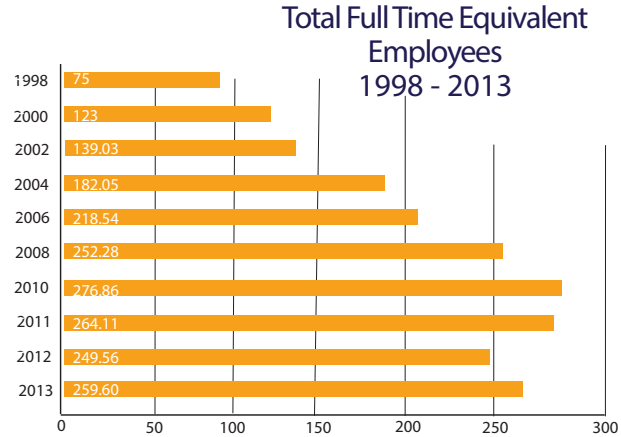
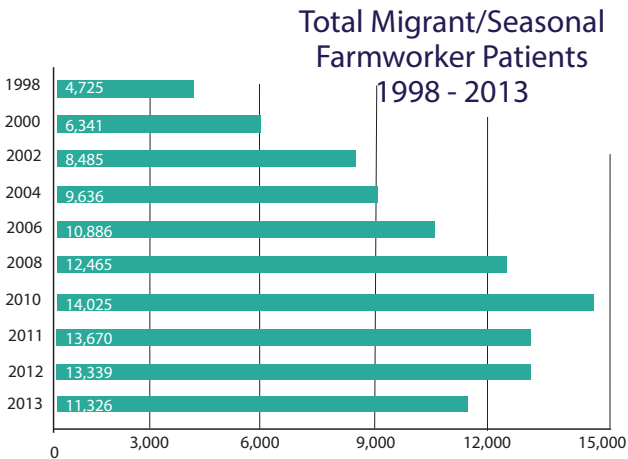
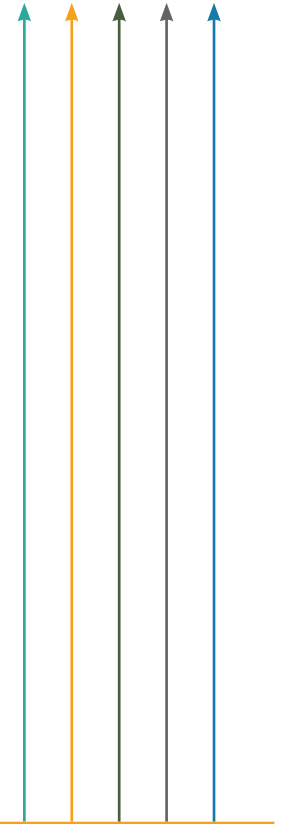
Janelle Andersen
Martin Gallardo
Debbie Buss
Ross Bushong



Keeping Healthy Those Who Feed the World



2013 GROWTH



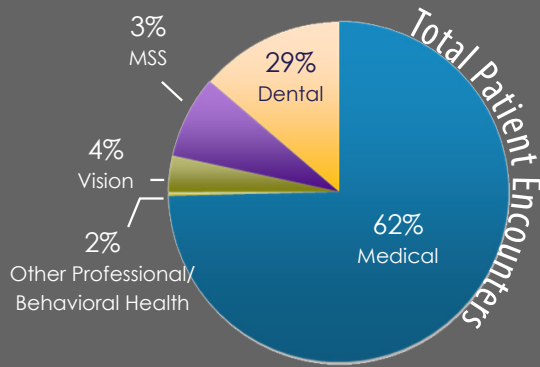
Our Mission

To provide equal access to quality health care to all persons regardless of age, sex, color, ethnicity, national origin, or ability to pay.

Our Vision

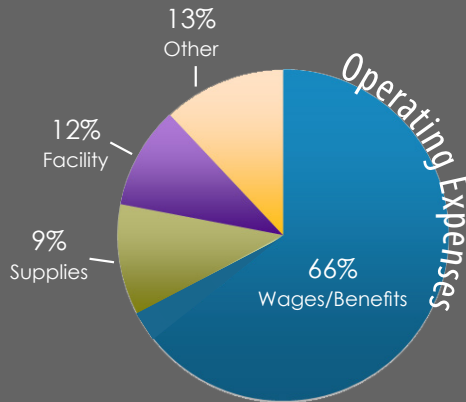
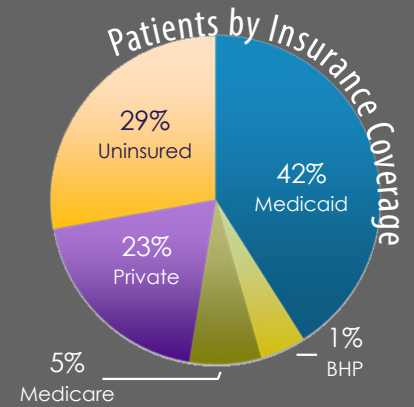
To be a model of excellence in patient satisfaction in community and migrant health care and a community leader in initiating and developing collaborative relationships.

2013 OVERVIEW



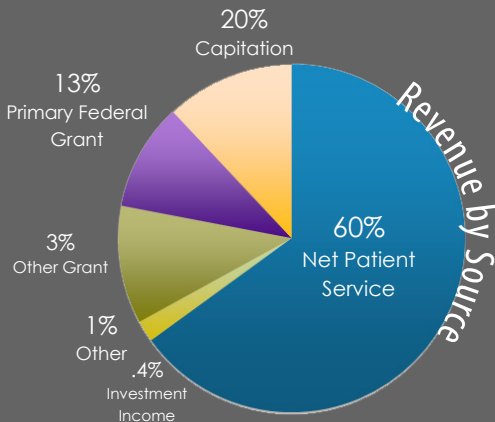
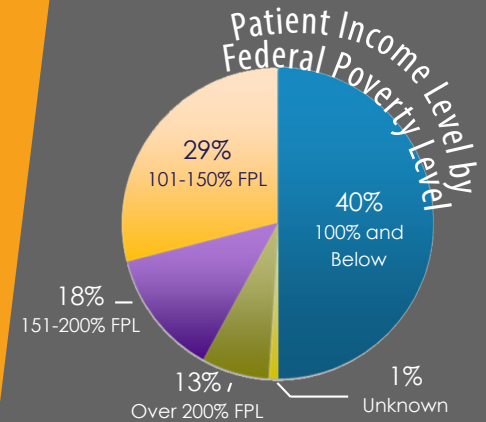
PROVIDER OF THE YEAR

Dr. Hung Miu
Obstetrics



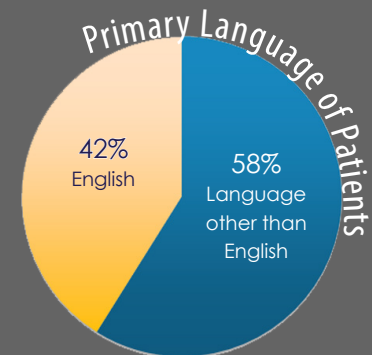
SUPERVISOR OF THE YEAR

Dulcye Field
Director of Quality



EMPLOYEE OF THE YEAR

Enedelia Gonzalez
LPN



CLINICAL SERVICES



Family Medicine

Complete medical care for the whole family.

EyeCare

Complete vision services as well as a large eye care and contact lens selection.



OB/GYN

Complete healthcare for women.

Lab and X-ray

In-house X-rays. In-house lab services provided by Interpath Laboratories.



Pediatrics

Immunizations, well-child exams, sports physicals and more for your growing children.

WIC Nutrition Program

Education, counselling and supplemental foods for pregnant women, post-partum woman and children up to age 5.



Dental Care

Dental and orthodontic services for adults and children.

Maternity Support

Prenatal and high-risk care management as well as education for pregnant and post-partum women.



Pharmacy

Located in OFC, WFC and CFC.
Available to all CBHA patients.

Behavioural Health

Support and guidance for mental health and well-being.



Other Services

Transportation
Interpretive services
Specialist referrals

2013

in Review

December

*Health Center Controlled Network Grant Award to Best Practices LLC totaling \$1,182,493. Columbia Basin Health Association is part of the Community Health Best Practices LLC, of Santa Fe, NM. Grant will help us improve the quality of care that we provide through the continued implementation of health information technology.

*An organizational restructuring occurred where the Nursing Department will now be under the Quality Department. Previously Nursing reported to Operations, and we felt that this was a good move as Nursing has a significant impact on our quality measures. Four Nurse Managers have been added to facilitate this transition.

January

*Implemented Director of Health Connections (DHC). With the implementation of health care reform through the Affordable Care Act (Obama Care), the DHC will lead in the development, growth and operational effectiveness to fulfill CBHA's commitment to promote, educate, and enroll community members into available health coverage options to help ensure healthy communities through various outreach opportunities. Developing Community Training for the Affordable Care Act.

February

*EMR Optimization begins as CBHA has contracted with a consulting firm to improve patient care by refining workflows and processes, streamlining access to data, facilitating clinician collaboration, and strengthening outcomes.

March

*Health Professional Shortage Area (HPSA) Designation improved to help recruiting of health care professionals receive loan repayment.

April

May

*CBHA implements state of the art Video Conferencing capability.

*Pharmacy Interactive Voice Response System (IVR) is implemented.

June

July

*CBHA receives HRSA Outreach and Enrollment Assistance in the amount of \$158,616 for the period of July 1st, 2013 thru June 30th, 2014 to enroll uninsured Americans in new health coverage options made available by the Affordable Care Act.

*FY 2013-2015 Strategic Plan is finalized. CBHA receives HFMA's MAP Award for Performance Improvement in Revenue Cycle Redesign. CBHA receives a Notice of Grant Award for a base adjustment in the amount of \$250,000 directed for our Migrant (329) program and provides an ongoing base adjustment to our Migrant Program funding level.

August

*CBHA receives a Notice of Grant Award and also a base adjustment in the amount of \$52,355, of which \$19,874 was directed to our Community Health Center Program (330) and \$32,481 was direct to our Migrant (329) program.

*Our new 14th Ave. Dental Center opened on Monday, September 23rd.

September

*CFC Pharmacy converts from a telepharmacy filling 35 prescriptions per day to a full service pharmacy.

*A Leadership Retreat was held at the Suncadia Resort near Cle Elum, WA on the weekend of October 25-27 laying the groundwork for the 3 year Studer Initiative.

October

*CBHA begins Strategic Facilities and Land Development Planning.
*Thanksgiving Food Baskets.

November



Othello Family Clinic | 140 E. Main | Othello, WA | (509) 488-5256

Medical Hours:

9 am - 8 pm, M-Th;
9 am - 6 pm, F

Dental Hours:

7 am - 6 pm, M-F

EyeCare Hours:

8 am - 5 pm, M, W-F
10 am - 7pm, T

Pharmacy Hours:

9 am - 7 pm, M-Th
9 am - 6 pm, F

Wahluke Family Clinic | 601 Government Way | Mattawa, WA | (509) 932-3535

Medical Hours:

9 am - 6 pm, M-F

Dental Hours:

8 am - 5 pm, M-F

EyeCare Hours:

9 am - 5pm, M-F

Pharmacy Hours:

10 am - 6 pm, M-F

14th Avenue Medical & Dental Center | 475 N. 14th Avenue | Othello, WA | (509) 488-5256

Medical Hours:

8 am - 5 pm, M-F

Dental Hours:

7 am - 6 pm, M-F

Connell Family Clinic | 1051 S. Columbia Avenue | Connell, WA | (509) 234-0866

Medical Hours:

8 am - 5 pm, M-F

Dental Hours:

7:30 am - 5:30 pm, M-F

EyeCare Hours:

9 am - 5 pm, M-F

Pharmacy Hours:

9 am - 1 pm, M-F
2 pm - 5 pm, M-F