



KEEPING HEALTHY THOSE
WHO FEED THE WORLD

2019 ANNUAL REPORT

OTHELLO • CONNELL • WAHLUKE



2019 WAS A REMARKABLE YEAR

Let me begin with a simple thank you: our work is a community effort.

Thanks in part to the addition of our Community Advisory Council, CBHA has been able to improve and expand the services we offer.

CBHA's leadership is confident that these programs will result in better health outcomes for the patients we so proudly serve.

Working together, we'll continue to make our CBHA communities among the safest and healthiest places to live.

EXECUTIVE TEAM



Nieves Gomez
CHIEF EXECUTIVE OFFICER



Joshua Bunch
CHIEF FINANCIAL OFFICER



Kelly Carlson
VP OF ADMINISTRATIVE SERVICES



Dr. Ji Choi
CHIEF DENTAL OFFICER



Leo Gaeta
VICE PRESIDENT OF PROGRAMS



Dr. Hung Miu
CHIEF MEDICAL OFFICER



Randel Stevens
CHIEF INFORMATION OFFICER

INTRODUCING NEW PROVIDERS



Dr. Ji Choi
CHIEF DENTAL OFFICER
DENTIST



Vanessa Frank, ARNP
PEDIATRIC ARNP



Osmark Jauregui
PHARMACIST



Clarissa Jimenez
DENTAL HYGIENIST



Dr. Manuel Jimenez
DENTIST



Bill Fredericksen
PHARMACIST



Dr. Steve Pitcher
DENTIST



Dr. Mengyi (Zed) Zha
FAMILY PRACTICE



Robert McCrorie, PA-C
FAMILY PRACTICE

BOARD OF DIRECTORS



Janelle Andersen



Dora Beraza



Debbie Buss
VICE CHAIR



Everett Cole



Mike Garza
CHAIR



Martin Gallardo



Scott Harris



Martha Holt
SECRETARY



Enrique Miron



Joe Montemayor
TREASURER



Maria Quezada



Maria Rosales



Maxine Taylor

CBHA PATIENT ADVISORY COMMITTEE (CPAC)

Guides CBHA with regards to planning, delivery and evaluation of services and programs during quarterly meetings

All members of our local communities: Othello - 6 • Mattawa - 2 • Connell - 2

STRATEGY AND GOALS



Our intent is to be a nationally recognized leader in patient experience and clinical outcomes, while increasing access to affordable healthcare, promoting health equity, strengthening our financial position, optimizing our intellectual and physical assets and fulfilling our potential as a top 1% of best-performing health centers in the nation.

This 2019-2021 strategic plan presents CBHA's strategic priorities for the next three years. The plan is based on a composite assessment of CBHA's mission, vision, and values; strengths, weaknesses, opportunities, and threats; community health needs identified in our most recent Landscape Analysis; and prioritized health improvement strategies as recognized by the leadership.

THE FOLLOWING SIX INITIATIVES WERE IDENTIFIED FOR 2019-2021:

 <p>FINANCE</p> <p>CBHA will improve the financial viability to support our mission and improve health equity.</p>	 <p>QUALITY</p> <p>CBHA will improve the patient experience by focusing on patient centric, value-based outcomes to improve community health.</p>	 <p>SERVICE</p> <p>CBHA will improve the health and wellness of the communities we serve...one patient at a time.</p>
 <p>PEOPLE</p> <p>CBHA will recruit, recognize, retain and reward top talent across all disciplines and functions. CBHA will pursue people who are passionate about the work we do and who choose to live the CBHA culture out loud.</p>	 <p>GROWTH</p> <p>CBHA will actively pursue and execute growth opportunities to expand access.</p>	 <p>COMMUNITY</p> <p>CBHA will be an active and engaged advocate for wellness in the communities we serve.</p>

For each initiative area, the relevant issues and their importance are explored. Implementation of this Strategic Plan will be monitored and documented in annual reports, and CBHA will update and revise this plan as needed.

BEST PRACTICES

NATIONAL BEST PRACTICES FORUM



"REMOVING ANOTHER BARRIER TO ORAL HEALTH ACCESS"

Dr. Ji Choi (Chief Dental Officer) and Dr. Koday (Yakima Valley Farm Workers Clinic) presented on rural care focusing on teledentistry and medical/dental integration.

MIGRANT BEST PRACTICES FORUM



"CBHA PATIENT EXPERIENCE AND JOURNEY MAPPING"

Hayley Middleton (Director of Quality) and Jonathan Madera (Director of Operations) introduced Iris (Augmented Reality PSR) and the CBHA Patient Experience.

EMPLOYEE ENGAGEMENT



385
USERS

The implementation of the CBHA Pulse App allows employees instant communication opportunities, including the CEO Corner.

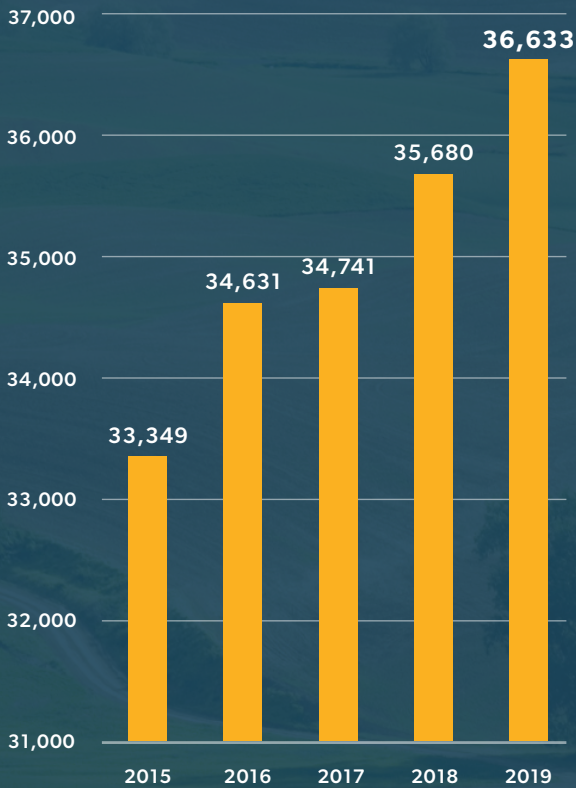
EMPLOYEE GROWTH



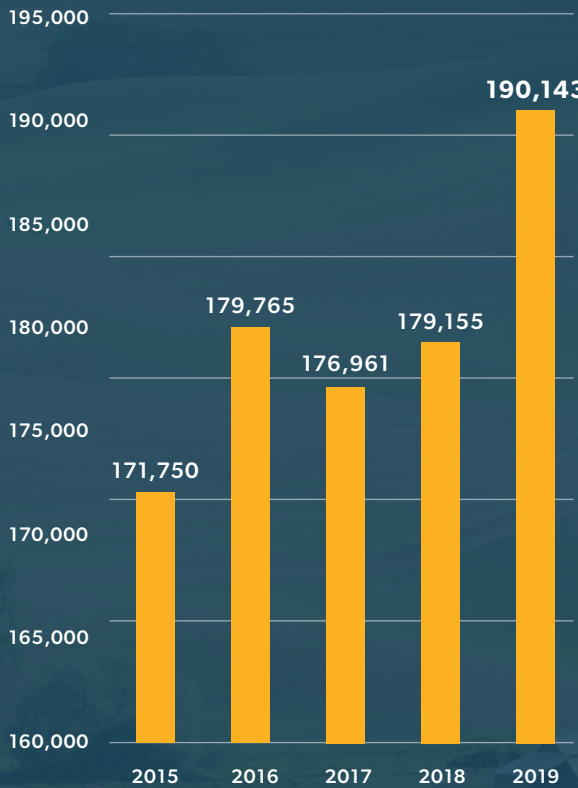
22 employees enhanced their education by receiving advanced certifications such as: Certified Healthcare Financial Professional (CHFP), Certified Revenue Cycle Representative (CRCR), Professional Administrative Certification of Excellence (PACE) and CPC Certification.

IMPROVING ACCESS

UNIQUE PATIENTS



PATIENT VISITS





PEOPLE



STEVIE AWARD WINNER FOR GREAT EMPLOYERS

CBHA was named the winner of a Bronze Stevie® Award in the health products and services category as well as in the non-profit category in the fourth annual Stevie Awards for Great Employers.

The Stevie Awards for Great Employers recognize the world's best employers and the human resources professionals, teams, achievements and HR-related products and suppliers who help to create and drive great places to work.

Nicknamed "The Stevies" for the Greek word meaning "crowned," the awards were presented to winners at a gala ceremony at the Marriott Marquis Hotel in New York on Friday, September 20, 2019.

More than 600 nominations from organizations of all sizes were submitted this year for consideration in a wide range of HR-related categories.

"We want to recognize and congratulate all of the incredible organizations that we were honored to be



among in the nomination of this award," says Nieves Gomez, CEO of CBHA. "Great employee experiences aren't limited to urban tech companies or suburban corporate headquarters. Here in rural Washington, CBHA strives to improve the employee experience by offering a wealth of benefits -- from employee gyms and cafes to student loan reimbursement -- while creating a culture of learning and respect."

EMPLOYEES RATING CBHA
GOOD OR EXCELLENT

98%

PATIENTS RATING CBHA
GOOD OR EXCELLENT

99%

FULL TIME EQUIVALENT
EMPLOYEES

378

CBHA is focused on creating a culture that makes it the best place for employees to work, for providers to practice, and for patients to receive high quality healthcare.



DR. JI CHOI NEW CHIEF DENTAL OFFICER

Originally from Korea, Dr. Ji Choi immigrated with his family to America when he was ten. Growing up years were spent in Richland, WA. After graduation from high school, undergraduate studies and dental school, he returned to the Pacific Northwest where he spent 14 years doing private practice and working in community health.

He is the process of buying a home in Othello. He and his wife have three children. As a family they enjoy music, movies, board games and camping. He plays piano, enjoys fishing and takes advantage of camping trips to find a lake and go fishing.

Dr. Choi received his BA in Chemistry and Biochemistry from Oberlin College in Oberlin, OH. He graduated from the Michigan School of Dentistry in Ann Arbor, MI.

"I enjoy treating patients of all ages, races and genders. However, I have a special place in my heart for the immigrant population and the population we serve at CBHA. I am a compassionate dentist; I listen to what my patients say and work to heal their whole person and not just their body."



PEOPLE

529 PLAN OFFERED TO ALL EMPLOYEES

An education savings plan designed to help families set aside funds for future college costs and private K-12 tuition.

Typically a 529 is set up by a primary benefactor



DESIGNATED BENEFICIARY: the student on whose behalf the plan is established
Each 529 has a single beneficiary but it can be transferred to another beneficiary such as a sibling or relative

You can use a 529 plan with certain higher education institutions:



Public & Private Undergraduate



Graduate



Some Community Colleges, Vocational & Trade Schools

CONTRIBUTION SCHEDULE 529/LOAN REPAYMENT

CBHA contributes \$250 - \$1500 dependent upon years of service and employment status.

WHAT CAN THE MONEY BE USED FOR?



Books & Supplies



Tuition & Fees



Equipment



Room & Board

A COLLEGE EDUCATION IS A GREAT INVESTMENT.

A college graduate earns on average

\$19,500

more per year than the average high school graduate. Over a lifetime, a college graduate will earn more than

\$650,000

more than a high school graduate.

“ Our vision is to invest in our people so that one day we may experience a full circle outcome. It will be a great day when CBHA recruits a university graduate whose education was supported by the CBHA 529 plan for employees. Our kids are our future. If we invest in them now, our communities benefit soon after. ”

— Nieves Gomez, CEO



QUALITY

2019 AWARDS RECEIVED:

PATIENT CENTERED MEDICAL HOME



PCMHs emphasize the use of health information technology and after-hours access to improve overall access to care when and where patients need it.

HRSA ADVANCING HEALTH INFORMATION TECHNOLOGY FOR QUALITY



Health centers that utilized five HIT services and telehealth services to increase access to care and advance quality of care.

HRSA HEALTH CENTER QUALITY LEADER



Achieved the best overall clinical performance among all health centers. Gold represents top 10 for clinical quality measures (CQMs).

GOLD STATUS IMMUNIZATIONS PERFORMANCE RECOGNITION



Recognized by Immunize Washington for having an 80% or higher immunization rate (immunization coverage rates on childhood and adolescent vaccines.)

ACCOUNTABLE COMMUNITIES OF HEALTH HIGH PERFORMER



PARENTS AS TEACHERS BLUE RIBBON AFFILIATE



Parents as Teachers Model Affiliate

CBHA is among the highest quality members of the home visitation and parent education field, implementing the evidence-based Parents as Teachers model with fidelity and quality.



FINANCE

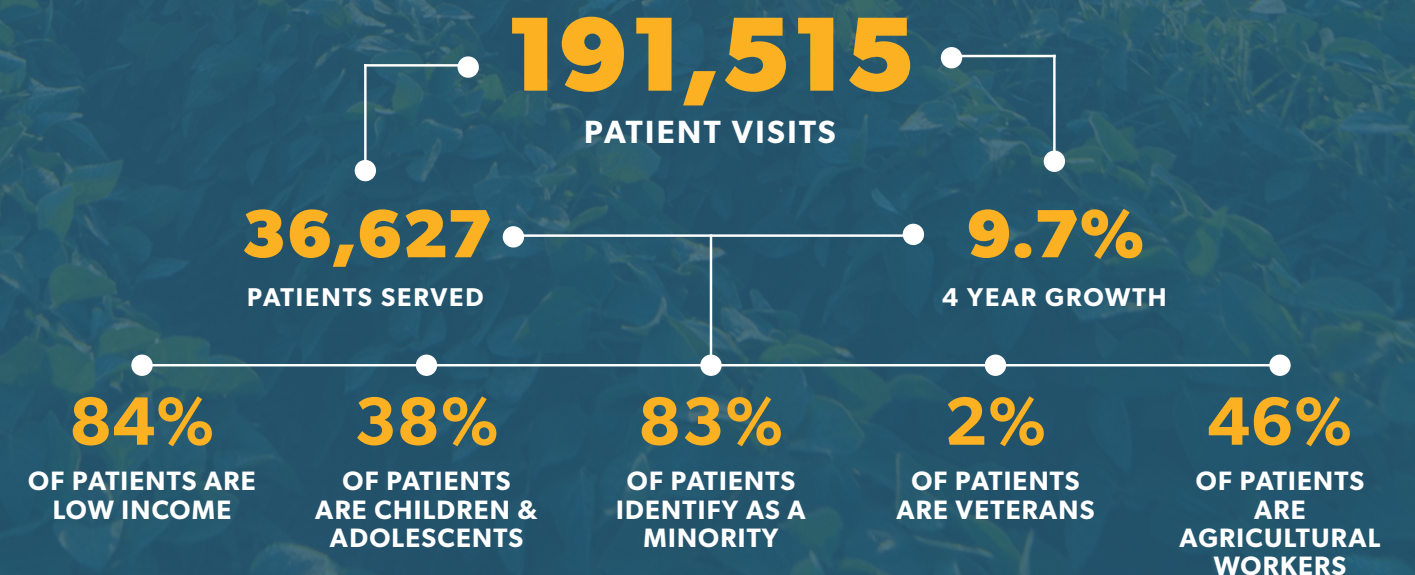
THE VALUE AND IMPACT OF COLUMBIA BASIN HEALTH ASSOCIATION

Health centers provide tremendous value and impact to the communities they serve, including **JOBS** and **ECONOMIC STIMULUS, SAVINGS** to Medicaid, and **ACCESS** to care for vulnerable populations.

ECONOMIC STIMULUS



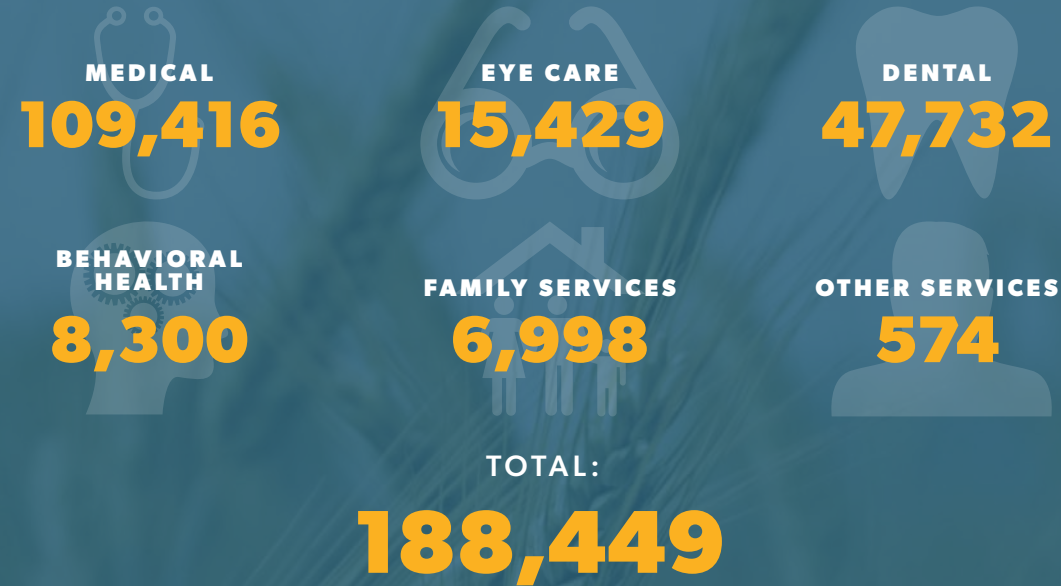
VULNERABLE POPULATIONS



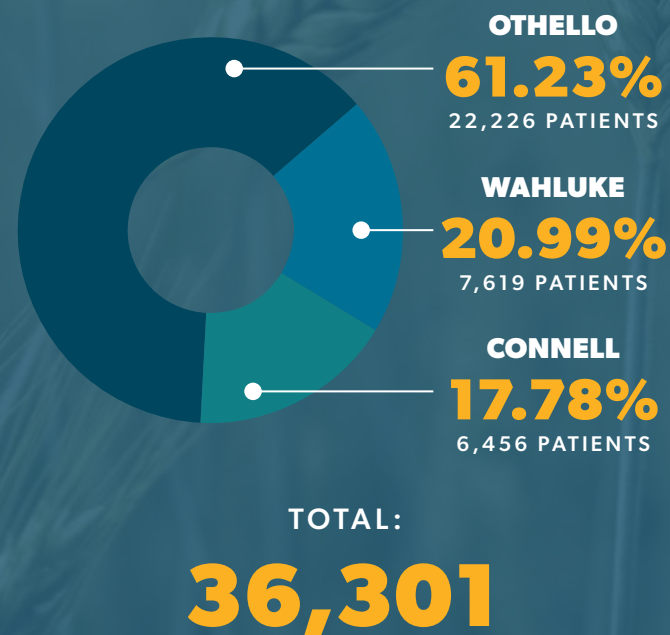
SOURCE: CAPITAL LINK - 2019 UDS DATA

SERVICE

VISITS BY SERVICE LINE



PATIENTS BY CLINIC LOCATIONS



465 BABIES
DELIVERED BY CBHA PROVIDERS

WELLNESS PROGRAM SUCCESS

Ruben Alatorre-Padilla was tired of feeling sluggish and fatigued all the time.

The Royal City High School senior often struggled to get through the day, his energy and motivation at an all-time low. He wasn't able to play sports like he used to and that was frustrating. Despite being so fatigued, Ruben also wasn't sleeping well. He woke up frequently during the night and seldom started the day feeling rested.

He knew he was too young to feel this way and he wondered if losing weight might help.

"I wanted to start a diet, but I wasn't sure the best way to go about it. So I made an appointment with CBHA," Ruben recalls.

After Ruben had a complete physical to rule out any other health condition that could be contributing to his fatigue and lack of energy, he was given the green light to proceed with a weight loss plan. "I just knew that I wanted to get to my 'right weight' as fast as I could. I was told about two plans, OPTIFAST® and TotalYou Focus. My family and I decided that the OPTIFAST® plan would be the best one for me."

Ruben began the OPTIFAST® program in October 2018. He met with CBHA registered dietician Karlee Kerr, and was monitored by Dr. Elali. "What makes Ruben special is his focused determination to be healthy," says Karlee. "He's come to every appointment engaged and eager to make changes in his life. It's inspiring."

By January 2019, **Ruben had lost more than 100 pounds.** Better still, the diabetes went away — Dr. Elali was right! Ruben says, "I don't have diabetes anymore, and it's really all because of the weight I lost. That's probably the best part. That, and I added to my lifetime by getting to a healthier weight. So it was totally worth it."

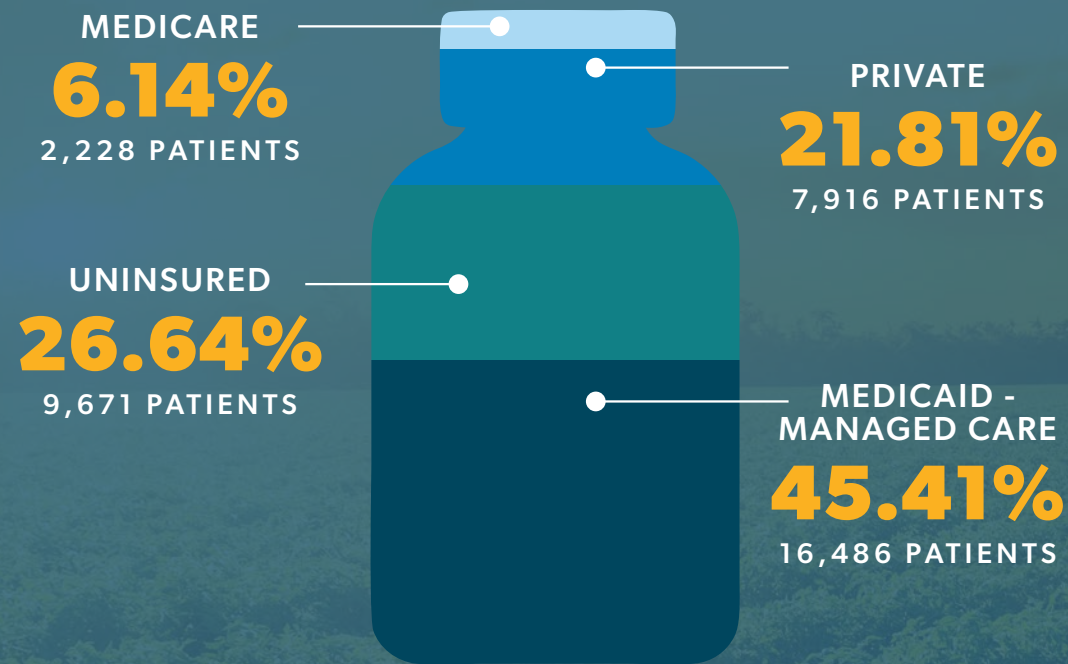
"I feel better, stronger, and I have more energy to do the things I need to do for my family. I'm very glad I tried the TotalYou program," Ruben says.





SERVICE

PATIENTS BY PAYOR MIX



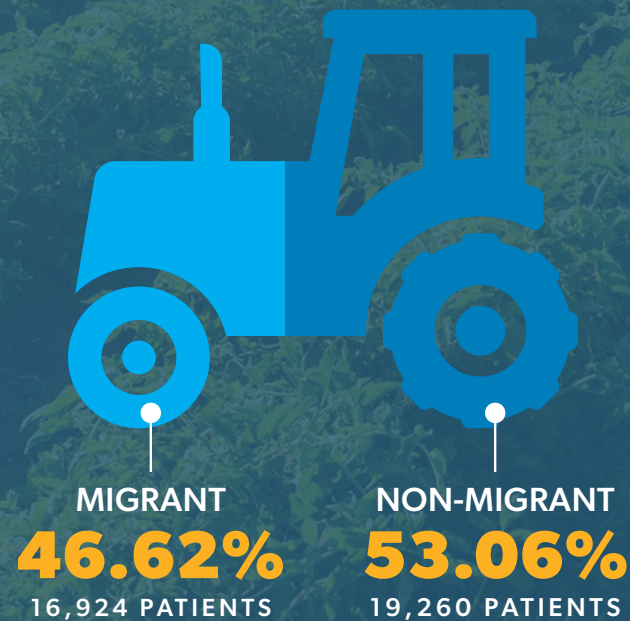
INTEGRATED HEALTHCARE

Oral health services are being delivered in the same room as the well child exams. Patients are offered dental screenings, fluoride varnish and education at the time of the well-child exam. Assistance is provided in making follow-up dental appointments as needed.

PATIENTS BY PREFERRED LANGUAGE



PATIENTS BY AGRICULTURE STATUS



INTRODUCING DIABETES PREVENTION PROGRAM

70

PARTICIPANTS

A yearlong lifestyle change program that focuses on patients that have been identified at-risk for diabetes. The program uses a peer-to-peer learning and facilitating coaching model to promote behavioral changes that results in healthier lifestyles and overall wellbeing.





GROWTH



2,057

GLASSES EDGED

CBHA IS THE **ONLY** HEALTH CENTER IN THE NATION TO HAVE A FULL TIME EDGING LAB

HEALTHY KIDS = HEALTHY LEARNERS

Partnering with Othello, Connell and Mattawa school districts to keep kids healthy.



1,021

DENTAL SCREENINGS



1,039

VISION SCREENINGS



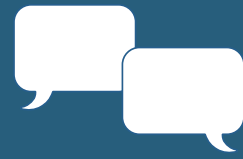
1,039

HEARING SCREENINGS

PARTNERING WITH LOCAL SCHOOLS AND UNIVERSITIES



NEW PARTNERSHIP AGREEMENT REACHED WITH WSU SCHOOL OF MEDICINE PROGRAM TO FOCUS ON FAMILY PRACTICE



COMMUNITY

MOTHER'S DAY CELEBRATION



THANKSGIVING FOOD BASKETS



CBHA 5K COLOR RUN



CHRISTMAS TOY DRIVE



EXPANDING CBHA REACH

The annual fall festival begins the last weekend in September and runs every weekend through October. The Middleton Family farms 3,000 acres. They developed the fall festival to be family friendly.

The family starts preparing for the festival early in the year. "The straw maze was cut the 3rd weekend in July

this year and has been mowed and maintained every week since while the corn grew up around it," Hayley Middleton said. "The design of the maze was revealed the end of September and features CBHA's logo!"

CBHA is the festival's main sponsor. "The CBHA experience extends from our patients to our employees. We are always looking for ways that can get families together for activities that are affordable, wholesome and fun," Nieves Gomez, CBHA CEO, said.

"That is why we had a CBHA day on October 12th at the Middleton Farm Festival! We had over 300 staff and their families out to enjoy all the activities with their families and we had a great time.



CBHA EXPANDED REACH TO
51,000
PEOPLE THAT WERE IN ATTENDANCE AT THE FESTIVAL

\$100k

PROVIDED IN COMMUNITY SUPPORT

100

COMMUNITY EVENTS ATTENDED

3,730+

PARTICIPANTS IN COMMUNITY EVENTS

6 SCHOLARSHIPS

WERE AWARDED THROUGH CBHA'S HEALTHY FUTURE SCHOLARSHIPS.

6 INTERNSHIPS

WERE HIRED IN FAMILY SERVICES, CALL CENTER, QUALITY, ADMIN & INFORMATION TECHNOLOGY.

