



LA MAESTRA
COMMUNITY HEALTH CENTERS
City Heights · El Cajon · National City

La Maestra - Heart
of the Community Campaign



WELL-BEING Update

Volume ONE · ISSUE 1 ·

DECEMBER 2008



Zara's Message

Dear Friends,

Welcome to La Maestra's first issue of the *Well-Being Update*. We are excited to share this with you and look forward to keeping you updated regularly on our programs, community engagement, capital campaign activities and amazing team at La Maestra. In this issue you will read about our "Green" building construction project, Telemedicine program expansion, La Maestra's community holiday events and learn more about our capital campaign's success and ways to get involved. We will keep you informed of our activities in the community and our plans to expand our services in the future.

I hope you enjoy this issue and to you see soon in the coming year. On behalf of all of us at La Maestra, we wish you a happy and healthy holiday season.

Healthy regards,

Zara Marselian

CEO, La Maestra Community Health Centers

La Maestra Secures \$18.5 Million in Bond Funding Through Anthem Blue Cross "Investments in a Healthy California Program"

In October 2008, La Maestra obtained \$18.5 million in bond funding to support the construction of the new 34,660 square foot "green" health care center. When completed, it will house more than 200 staff members and support more than 100,000 patient visits annually.

The bond loan will allow La Maestra to begin construction of the new health care center while continuing fundraising efforts to reach \$24 million through the Heart of the Community Capital Campaign.

Bond financing was made possible via the Anthem Blue Cross "Investment in a Healthy California Program" (IHCP). As part of the 2004 merger, Anthem Blue Cross, Anthem Blue Cross Life and

Health, and Golden West Dental & Vision maintain a \$200 million investment portfolio to provide investment capital to healthcare providers serving low-income urban and rural California communities.

Anthem Blue Cross collaborated with California's Department of Managed Health Care (DMHC), the California Department of Insurance (CDI) and the IHCP advisory committee to ensure the program succeeded in meeting the objectives outlined by the merger agreement. The IHCP advisory committee is comprised of leading health care professionals, and the program is one of the largest of its kind in the country—specifically designed to address the healthcare needs of underserved and low-income populations.

La Maestra Circle of Care Foundation & La Maestra Community Health Centers Provide Toys & Gifts to San Diego Families



John Kueck, Sudanese Cultural Liaison, La Maestra and Santa.

December 18 marks the 18th annual La Maestra Community Holiday Gift Celebration. Last year, La Maestra Circle of Care Foundation in partnership with La Maestra Community Health Centers and Santa Claus distributed more than 4,800 toys and gifts to San Diego families. Gifts are distributed at La Maestra Community Health Centers located in City Heights, El Cajon and National City. Toys and gifts are donated to La Maestra



from various national, regional and local companies and organizations. Foundation and La Maestra staff will begin soliciting and collecting donations for next year's event in January. If you would like to make a donation of a toy, non-perishable food item, clothing, household items or books, please contact us at (619) 717-1866.

La Maestra Circle of Care Foundation was formed in 2007 to provide a funding mechanism to exempt organizations providing community services to low income individuals in San Diego. The types of community services the Foundation supports are healthcare, job training, education and housing assistance to low income individuals.

La Maestra Community Health Centers Expands Telemedicine Program



La Maestra announces Telemedicine Program expansion. Those pictured include:

Healthy regards,
Zara Marselian
CEO, La Maestra Community Health Centers

La Maestra Community Health Centers Expands Telemedicine Program



La Maestra announces Telemedicine Program expansion. Those pictured include: Christine Kehoe, California State Senator; Zara Marselian, CEO La Maestra; Liz David, CFO, La Maestra; Dr. Mumtaz Almansour, Medical Director, La Maestra; Elva Lima, Vice President of Strategic Programs, Verizon.

Continuing efforts to provide state-of-the-art medical care to underserved residents of San Diego County, La Maestra Community Health Centers has expanded its Telemedicine program thanks to a \$73,000 grant from Verizon. Verizon's grant has been used to purchase new equipment including a camera that can be coupled to specialized medical devices such as dermoscopes and ear, nose and throat scopes. The camera allows physicians at facilities elsewhere in the county to perform more thorough examinations of patients at La Maestra's clinic in San Diego's City Heights neighborhood. Images are transmitted over secure point-to-point connections to ensure patient confidentiality.

La Maestra has been a Telemedicine provider since 2005 and is the first urban clinic in San Diego to implement a Telemedicine program. Presently, La Maestra provides mental-health services to rural clinics in San Diego and Imperial counties and has created a network of specialty providers willing to participate in this innovative approach to increase access for patient care including Scripps Mercy Cardiology department.



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New Building Construction La Maestra Strives for LEED Gold

Construction has begun on La Maestra's new "green" 34,660 sq. ft. health care facility. The new health care center will be located at the corner of Fairmount & University Avenues in City Heights.

Due to its anticipated USGBC LEED Gold certification, La Maestra is striving to be the first health care center of its kind in the country, featuring state-of-the-art energy efficient and environmentally responsible materials, fixtures and operations. LEED is the acronym for the Leadership in Energy and Environmental Design Green Building Rating System™ the nationally accepted benchmark for the design, construction, and operation of high performance green buildings.

La Maestra has sought out the support and services of some of the top green building product manufacturers in the country. Unique to the green building process, owners can reach out to manufacturers directly. La Maestra's capital campaign team developed a Heart of Gold Preferred Vendor Program. This program is a unique partnership between La Maestra with local and national manufacturers and service providers.

In order to achieve the highest level of green possible La Maestra has retained the services of one of California's top LEED experts, Hernando Miranda, LEED AP of Soltierra Inc. In order to achieve the Gold level certification, the project team is highly integrated. Mr. Miranda is working closely with Linas Naujokaitis, owner's representative and project manager of LMA Consulting Group, Zara Marselian of La Maestra and Joe Troya of Consolidated Contracting Services through the duration of the project.

The new health care center will house a family practice and wellness center, laboratory, pharmacy, walk-in clinic, pediatrics, women's clinic, senior medical center, vision and dental centers, mental health office, food pantry, children's and environmental literacy program, job training and employment counseling, health promotions office, and teleconferencing and community meeting room. Administrative offices are planned for the third floor, with 7,500 square feet of retail space available on the first floor.

La Maestra hopes the health center will serve as a dynamic "hub" of learning, entrepreneurship and health and well-being for families, youth, seniors, businesses and all who live in the community. The health center is expected to open Summer 2010.

La Maestra's Heart of Gold Preferred Vendors

Custom Mechanical Sales - Forbo - Frazee - Kohler - Newmatic Engineering
Phillips - Powersmiths - Sarnafil - Sustainable Communities SDG&E - USG

La Maestra Heart of the Community Campaign

The La Maestra Heart of the Community Campaign is dedicated to raising funds to support the construction of the new green health facility in City Heights. The goal of the campaign is to raise \$24 million, \$14.9 million of which is for construction only. Gifts of any amount make a difference. Neighbors, employees, businesses and local, regional and state organizations including green vendors are all being asked to invest in our future. We want to count on you for your support today.

We Need Your Help Today!

It takes the financial support of an entire community to successfully build a new health care facility. We need your help. Please contact us at (619)717-1866 to make your gift – a gift that will change lives for generations.



La Maestra Heart of the Community Campaign Team: Carole Spychalski, San Diego State University; Linas Naujokaitis, LMA Consulting Group; Bill Littlejohn, Chair, La Maestra Campaign, Sharp HealthCare Foundation; Zara Marselian, La Maestra Community Health Centers; Carole Fish, Fish+Lewis Consulting; Pat Rose Callaway, Price Charities; David Heller, UltraTech Imaging and Alexei Ochoa, La Maestra Community Health Centers.

LA MAESTRA HEART OF THE COMMUNITY CAMPAIGN DONORS

Every contribution made to the La Maestra Heart of the Community Campaign is appreciated and recognized as an extraordinary act of generosity and an investment in the future health and well-being of the City Heights Community. We proudly thank the following contributors and sponsors for their outstanding support.

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Thanks for Your Partnership and Happy Holidays!