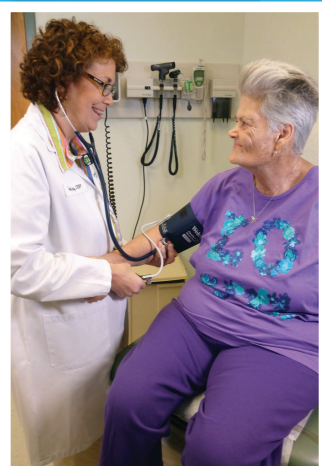




# Westside Family Healthcare

We treat you well.



## 2012 *Community* Impact Report



[www.westsidehealth.org](http://www.westsidehealth.org)



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## Dear Friends,

Westside Family Healthcare's impact in Delaware expands beyond the walls of its health centers – it reaches the families who not only need, but also deserve high quality healthcare, so that they may lead happy and productive lives.

As an emergency medicine physician, I see patients at one of their most vulnerable points in life. As Chair of the Westside Family Healthcare Board of Directors, I am comforted to know that patients who I care for in the emergency department have access to follow-up care, regardless of their health insurance status or ability to pay. I am also comforted to know that Westside will work in partnership with the patient to manage their disease or condition to ensure that their health status improves.

Westside Family Healthcare is a medical home. It is a place focused on comprehensive primary and preventative care, so that people can maintain and improve their quality of life, despite the various barriers that may stand in their way. A place where families and individuals have unmatched access to culturally competent care with evening and weekend hours of operation and with a 24-hour physician on-call to meet the needs of the communities we serve. The care model that Westside utilizes improves health outcomes and reduces the cost on the entire healthcare system by preventing and treating illnesses at the onset, rather than when it is too late.

Each and every day, Westside works to improve the overall health and well-being of the medically underserved communities in Delaware. Westside believes that it takes more than one entity to reach health equity for all – it is through collaboration with community partners that barriers can be broken and eventually eliminated, and families can have the resources that they need in order to thrive. I feel fortunate to be a part of such an effective organization, and I welcome you to learn more about the critical programs and services that we provide.

Yours in good health,



Thomas A. Sweeney, MD  
Board of Directors, Chair



## Executive Leadership Team

**Lolita A. Lopez, FACHE**  
*President & Chief Executive Officer*

**Donna M. Goodman**  
*VP & Chief Finance and Operating Officer*

**Tom Stephens, MD**  
*Chief Medical Officer*

**Teresa A. Cheek, Esq.**  
*Chief Legal and Human Resources Officer*



# A Nonprofit Community Health Center

For more than two decades, Westside Family Healthcare has been a trusted community healthcare provider and a cornerstone in the Delaware healthcare system. Westside provides much needed primary and preventative care to thousands of low-income families – more than 23,000 patients in 2011. Our dedicated clinicians, nurses, and health professionals share Westside's mission and core values, which are focused on the needs of patients and their families as well as eliminating barriers to accessing care.



Westside Family Healthcare is a non-profit community health center with six health centers caring for medically underserved communities in New Castle, Kent, and Western Sussex Counties. Through our services, families have access to culturally competent and linguistically appropriate primary medical, dental, women's health, prenatal, and behavioral healthcare services, regardless of their ability to pay or health insurance status. Patients also receive comprehensive support services, which include chronic disease case management, financial aid assistance, bilingual English/Spanish and language translation services, medication assistance, and a 24 hour Physician-on-Call service.

*Westside's team of qualified health professionals are committed to the values of access, quality, accountability and patient centered care.*

## Community Health Centers 101:

- Highly efficient and cost-effective care, which reduces or eliminates the need for more costly care such as emergency room visits and avoidable hospital stays. This, in turn, generates significant savings to the entire healthcare system.
- More comprehensive and coordinated preventive care, including screening, diagnosis and management of chronic illnesses such as diabetes, asthma, heart and lung disease, depression, cancer and HIV/AIDS.
- Reduced infant mortality in communities served by a health center, and also reduced rates of low infant birth weight.
- Savings to the Medicaid program, while still delivering high quality care and often caring for the most needy patients.
- Patient-centered care, regardless of ability to pay, for the whole family.

## Health Center Locations

### Bear/New Castle

404 Fox Hunt Drive

### Dover

1020 Forrest Avenue

### Newark

27 Marrows Road

### Northeast Wilmington

908-B East 16th Street

### Wilmington/Dental

1802 W. Fourth Street

### Middletown

306 East Main Street

Opening Fall 2012

To schedule an appointment, call:

**New Castle County:**

**(302) 224-6800**

**Kent/Sussex Counties:**

**(302) 678-4622**

[www.westsidehealth.org](http://www.westsidehealth.org)



# Achieving Excellence in Care

Westside Family Healthcare utilizes a holistic medical home model that is person-centered, comprehensive, coordinated, and continuous. This model of care is on the cutting-edge of primary care practices.

Westside is fully accredited by the Joint Commission for our commitment to meeting the highest clinical quality and safety standards. Through the Joint Commission, Westside is on track to becoming a nationally recognized Primary Care Medical Home. Joint Commission accreditation is earned by healthcare organizations that demonstrate continuous quality improvement, in an effort to provide patients with the exceptional care that they deserve.

Westside's model of care engages, educates, and empowers patients. It is a way to provide healthcare that puts the patient at the center of healthcare decision-making, and patients are partners in their care. It is tailored to match their healthcare needs, fit their lifestyles, and work to ensure the patients have the additional resources they need to stay healthy, such as transportation vouchers so they can go to their healthcare appointments.

As a medical home, Westside provides coordinated care through a comprehensive range of patient health and support services. Care coordination is essential to providing excellent care across patient services and locations. Westside has an electronic health record system that enables medical providers, dental providers, nurses, social workers, and other staff, as needed, to work together to improve health outcomes. Additionally, Westside has strong subspecialty partnerships with hospitals, disease-specific organizations, and other community providers, such as Christiana Care Health System, Bayhealth Medical Center, Delaware Breast Cancer Coalition, and the Delaware Division of Public Health.



## 12 years

*Westside Family Healthcare has been Joint Commission Accredited for 12 years and counting.*

# Helping our Communities Thrive

The people we serve are at the heart of Westside's mission. The communities throughout our state are dynamic, unique, and rich in culture. These characteristics play a vital role in patient care within and beyond the walls of the health centers.

Westside's robust health education and outreach program reaches individuals and families where they socialize, reside, and worship. Since the beginning of the year, Westside has participated in more than 36 health fairs and has spent more than 140 hours working directly in the community. Through a grant funded by the Delaware Division of Public Health and in collaboration with Christiana Care Health System, Westside is a participant in the Wilmington Health Ambassador program. Westside has two Health Ambassadors who are working within the City of Wilmington to connect families to health and social resources available in their neighborhoods. This grassroots outreach program builds social cohesion among the distinct Wilmington neighborhoods, increases access to and awareness of medical/social services, and enhances self-sufficiency.

Within Westside Family Healthcare, we strive to be a non-profit economic engine in an effort to help communities thrive each and every day. Among the 220 Westside employees, a majority live within the communities we serve, and are recognized by their neighbors as health educators and advocates. Westside employees have opportunities to excel in their career in the healthcare field through tuition reimbursement and professional development.



## 140+Hours

*Spent conducting health outreach and education within our communities since January 2012.*

# Impact in Stories

## Lowan

"Growing up in the Riverside neighborhood of Wilmington, I learned firsthand the daily struggles families face. I was one of those kids who wanted to move out of Riverside – so I joined the military and eventually went back to school to find a career. That's when nursing found me. Once I completed my degree and worked in HIV research at Johns Hopkins University, I knew I needed to give back to the community where I grew up. I was hired as a prenatal nurse at Westside. I am motivated every day to help moms-to-be take care of their health so their baby is healthy. It is great to know personally that my community is getting the healthcare they deserve to make their lives that much better."



# Expanding Access to Care



Westside Family Healthcare is dedicated to eliminating gaps in access to affordable, quality healthcare in communities that are most in need. This commitment is what motivates our organization to seek support from public and private sources to expand access to healthcare in medically underserved communities in Delaware.

## New Health Center in Middletown

Grant funding through the Health Resources and Service Administration (HRSA) of the U.S. Department of Health and Human Services will provide the opportunity to open Westside Family Healthcare's sixth comprehensive health center, located in Middletown, serving Southern New Castle and Northern Kent Counties. The population that resides in this community totals more than 72,608 people. Of these, 28.9% of the residents live below 200% of the federal poverty level, 23.0% of whom are uninsured. The Middletown health center will open in the Fall of 2012, and will provide access to primary medical, prenatal, and behavioral health as well as comprehensive support services.

## Mobile Health Outreach Program

Westside Family Healthcare recently acquired a mobile health unit to provide off-site primary and preventative health services to the Migrant and Seasonal Farmworker (MSFW) population, and other low-income medically disenfranchised persons and communities residing in Kent and Western Sussex Counties.

Westside received funding from Highmark Blue Cross Blue Shield of Delaware through its *BluePrints for the Community* grant program to support the purchase of the mobile health unit. This medical home on wheels enhances access and services provided currently through the MSFW Health Outreach Program, as well as community health education efforts. Services offered through the mobile health unit include preventative and primary care, such as immunizations, annual exams, and acute care.

In collaboration with key community organizations, Westside has formed the Farmworker Health Advisory Council (FHAC) in an effort to ensure Migrant and Seasonal Farmworkers receive the health and social resources they need to live healthy and productive lives. Co-led by La Esperanza Community Center and Westside Family Healthcare, the FHAC is tasked with assessing the needs of the Migrant and Seasonal Farmworkers in Kent and Western Sussex counties and offering recommendations for providing optimal health services to this population. Additional members of the FHAC include Bayhealth Medical Center, Delaware Breast Cancer Coalition, Delaware Department of Education, Food Bank of Delaware, Fruit & Vegetable Growers Association of Delaware, Kent Sussex Counseling, Laurel State Service Center, Nanticoke Health Services, and Telamon Corporation.

## Impact in Numbers



*Community Health Centers*



*Mobile Health Unit*



*Babies delivered in 2011*



*Patients cared for in 2011*



*Patient visits in 2011*



# Improving Population Health



## We Deliver! Comprehensive Prenatal Program

In 2011, Westside Family Healthcare's comprehensive maternal child health program provided prenatal care to 1,132 patients and delivered 679 newborns. In addition to providing post-partum, newborn and pediatric healthcare, Westside's "We Deliver!" program offers patients social and support services, including financial aid assistance, nutrition counseling, prenatal and birthing classes, breast feeding support, prenatal support groups, and integrated services, including behavioral health and dental care.

Westside Family Healthcare's partnership with Text4Baby, which began in May 2011, has added another level of support for prenatal patients and new moms. An initiative of the National Coalition for Healthy Women, Healthy Babies, Text4Baby is an innovative approach to maternal and child health outreach. Patients who sign up for the service by texting BABY to 511411 (or BEBE for Spanish) receive three free SMS text messages each week timed to their due date or baby's date of birth. Since Westside began enrollment, the program has received positive reviews from patients and has grown rapidly. Demonstrating the program's growth, Delaware won first place in the 2011 Text4Baby State Enrollment Contest with a 97% increase in enrollment from May 2011 to October 2011.

# Advocating for a Healthier Tomorrow

## HIV Prevention Program

Earlier this year, Westside partnered with the Delaware HIV Consortium to bring awareness to the importance of routine HIV testing in an effort to reduce the incidence rate of HIV/AIDS in our communities. Through this collective effort, Westside was part of a coalition of more than 40 organizations, supported by the Delaware Division of Public Health, which helped to pass legislation for routine HIV opt-out testing in June 2012. The new law implements the Centers for Disease Control and Prevention recommendation that HIV testing should be part of the

standard battery of medical tests. Westside also has introduced new HIV testing options to patients this year.

In August 2012, a pilot rapid HIV testing and specialty treatment program was launched at Westside's Dover location in partnership with the Christiana Care Health System. Rapid screenings also are made available to Migrant and Seasonal Farmworker patients through Westside's Mobile Health Outreach Program serving Kent and Western Sussex Counties in partnership with Kent Sussex Counseling Services.

## Impact in Stories

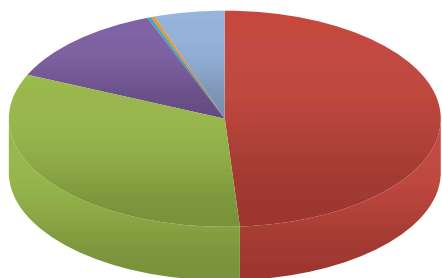
### Robert

"I am resident at Sojourner's Place down the street from the (Northeast) health center. A bit ago I was forced to quit my job due to my health – and I didn't have money for treatment so I could get better. Sister Kaye at Sojourner's Place called Westside for me. Crystal (Financial Aid Assistant) and staff at Westside went above and beyond to set up an appointment for me and helped me get Medicaid. If it wasn't for Sister Kaye and Crystal, I wouldn't be where I am now getting the care I need. I am able to go back to work in the near future because of Sojourner's Place and Westside's help."

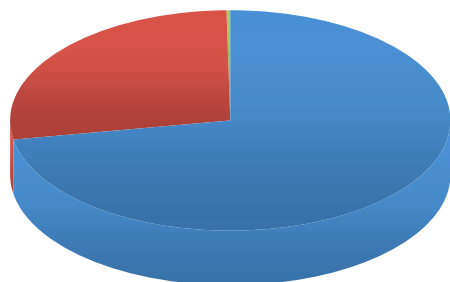


# 2011 Financial Statements & Patient Demographics

## Operating Revenue, Gains and Other Support



## Operating Expenses & Losses



Operating income (loss)	\$467,651
Non-operating income	(\$2,530)
Change in net assets	\$465,121
Beginning of year net assets	\$6,993,120
Net assets	\$7,458,241

## Patient Demographics

Total Number of Patients	23,365
Total Number of Visits	86,283

### Race

White	3,304	14.14%
Black/African American	7,118	30.46%
Asian	565	2.42%
Hawaiian/Pacific Islander	28	0.12%
American Indian/Alaska Native	1	0.00%
Multiracial	6,289	26.92%
Unreported/Refused to Report	6,060	25.94%
<b>Total</b>	<b>23,365</b>	

### Ethnicity

Hispanic or Latino	11,640	49.82%
Non-Hispanic/Latino	11,403	48.80%
Unreported	322	1.38%
<b>Total</b>	<b>23,365</b>	

### Patient Income Level

100% and below Federal Poverty Level	11,449	49.00%
101-150% of Federal Poverty Level	6,776	29.00%
151-200% of Federal Poverty Level	2,570	11.00%
Over 200% of Federal Poverty Level	934	4.00%
Unknown	1,636	7.00%
<b>Total</b>	<b>23,365</b>	

### Age of Patients

0-19 Years Old	8,616	36.88%
20 and Older	14,749	63.12%
<b>Total</b>	<b>23,365</b>	

### Insurance Status of Patients

Uninsured	9,252	39.60%
Medicaid	9,455	40.47%
Medicare	1,037	4.44%
Private Insurance	3,621	15.50%
<b>Total</b>	<b>23,365</b>	

### Prenatal Program

Number of Prenatal Patients who received care	1,132
Number of Babies Delivered within the year	679

## Impact in Stories



### Our Mobile Health Outreach Team at Work!

Our mobile health outreach team of clinicians and staff provide vital preventative and primary care in the community to ensure families have access to care.

One of our patients, Jose, is a seasonal farmworker, a husband, a father, and a diabetic. Due to Jose's responsibility of providing for his family, he was unable to afford the cost of the medication that he needed to manage his diabetes. At one point Jose became so weak that he was not able to go to work. Soon after he was hospitalized for more than a week.

When the mobile health outreach team went to the farm where Jose works, our provider saw Jose, reviewed his medications, and the outreach team collectively worked to assist Jose in getting the medications that he needed. His first medications were free, and future medications will be more affordable. Now, Jose's condition is in control and he is able to continue to provide for his family - which makes him happy.

# 2011 Individual Donors & Grant Awards

To learn more, visit us online:  
[www.westsidehealth.org](http://www.westsidehealth.org)

## Individual Donors

Jason Alexander  
Regina Alonzo  
Lenny Amadeo  
Christina Amadeo  
Neyal Ammary-Risch  
Carol Ammon  
Warren Barley  
Rikki Barnett  
Dianne Barnett  
Leslie Bastianelli  
Mr. and Mrs. Donald  
Bauman  
Elizabeth Bernhardt  
Deirdre Boyle  
Thomas Burns  
Brenda Cabrera-Nieves  
Ronald and Diane Caldwell  
Maryann Cassidy  
Mr. and Mrs. Michael  
N. Castle  
Vinny Cathers  
John Ceccola  
Tony Chan  
Teresa Cheek  
Chesapeake Bay Girl  
Scout Council  
Gary Clark  
Kathy Cornelius  
Chris Cromer  
Patricia Curtin  
Elizabeth Cycyk  
Cynthia de Leon  
Thomas and Carol Di Luzio  
Carol Di Luzio  
Diane DiNorscia  
Karen Ditullio-Ewell  
Christine Donohue-Henry  
William Duncan

Steven Eichel  
Dr. Justin Eldridge  
Dr. Brenden Fay  
Phyllis E. Feibus  
Nicole Figliola  
Dr. Cynthia E. Flynn  
Maria Franco de Gomez  
Chris Fraser  
Lynn M. Fraser  
Joseph and Pat Giordano  
Meghan Gloyd  
Javier Gomez  
Yolany Gonzales  
Mark and Donna Goodman  
Diane Gove  
The Honorable and  
Mrs. Norman Griffiths  
N. Christopher Griffiths  
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Terri Hasson  
Daren Helling  
Jose Hernandez  
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Gary Jones  
Valeria Jones  
Yolanda Jones  
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Dennis and Linda Keeler  
Elizabeth T. Kelly  
Anthony Kinney  
Anne Kirby  
Chris Kirk

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Rob and Jean Krapf  
Bernadette Lane  
Dr. Robert and  
Mrs. Kathy Laskowski  
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Elizabeth Lockman  
Michele Logan  
Lolita A. Lopez  
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Stephen Martelli  
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Karen McFadden  
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Freddy McMinds  
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Dr. Steven Terranova  
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Rebecca Warne  
Paula Warrington  
Thomas Weeks  
William Westbrook  
Aileen Westbrook  
Betsy Wheeler  
LeRoy and Janice Wiggins  
William and Mary Jane Willis

Kevin Wilson  
Ed Wissing  
Sandra Wylie  
Jennie Yeow

## Corporate Donors

**\$5,000 and up**

Bank of America

**\$1,000-\$4,999**

DuPont

Bravo Health, A

HealthSpring Company

Christiana Care

Health System

PNC Bank

Dynamic Physical Therapy

Louviers Federal

Credit Union

M&T Bank

ATI Physical Therapy

(Pro PT)

Helen F. Graham

Cancer Center

The Nemours Foundation

Strano & Feeley Family

Funeral Home

**Up to \$999**

Walgreens

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Blue Shield Delaware

Wilmington City Council

Whisman Giordano

& Associates, LLC

Pioneer Fence Company

The Benefits Group, LLC

Delmarva Power

City of Wilmington  
Architectural Alliance  
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Sir Speedy of Newark  
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Nixon Uniform Service  
& Medical Wear  
Bayshore Records  
Management  
Delaware Valley  
Brokerage Services  
Emory Hill  
Morris James LLP,  
Personal Injury Group  
NKS Distributors  
Delmarva Broadcasting

## Grants

Health Resources and  
Services Administration,  
U.S. Department of Health  
and Human Services  
State of Delaware  
AstraZeneca  
Bank of America  
Charitable Foundation  
Office of Women's Health,  
U.S. Department of Health  
and Human Services  
Christiana Care  
Health System  
March of Dimes  
National Heart Lung  
and Blood Institute

## Support our Mission

### Donate

Individual donations go a long way in providing vital healthcare and support services to our patients. Here's how to support us:

- Donate by mail: 300 Water Street, Suite 200, Wilmington, DE 19801
- Donate by phone (302) 656-8292
- Donate directly through our website
- Donate through the United Way (#9023)
- Consider our Planned Giving program
- Donate time by volunteering during our annual fundraisers

Community Impact Report designed and written by Westside Family Healthcare

### Connect



Join our e-newsletter and social media pages for updates on programs, upcoming events, and how to get involved. Link to our e-newsletter and social media pages through our website - [www.westsidehealth.org](http://www.westsidehealth.org).

### Advocate

Supporting our efforts and the efforts of community health centers across the nation will ensure critical public support continues. To become an advocate, visit [www.saveourchcs.org](http://www.saveourchcs.org).

### Share

Tell your family, friends, and neighbors about the health services available at Westside, regardless of ability to pay or health insurance status. Encourage them to become a patient, or become a patient yourself.

### Participate

Each year we host several fundraisers where we raise funds and awareness for our programs, including our annual *5K/10K The Westside Way*. To learn more, join our e-newsletter @ [www.westsidehealth.org](http://www.westsidehealth.org).