



**MAN**  
**ON A**  
**MISSION**

**Under the leadership of Brodes H. Hartley, Jr. CHI has become a premier health care company**

**C**olonel Brodes H. Hartley Jr.'s resume goes on for pages. The prestigious positions and awards read like that of a U.S. Presidential candidate. But Hartley is not vying for the White House. He is too consumed with being President and CEO of Community Health of South Florida Inc. (CHI), a non-profit health care company with health centers located from the Keys to Coconut Grove.

The 79 year old laughs at the notion of spending his golden years playing golf, lounging at the pool and relaxing. That's because Hartley is too busy working 12 hour days or more tending to the business of CHI or volunteering his time at the countless organizations, many of which he holds leadership positions.

"Lounging on the beach is not my thing," said Hartley. "Service is my commitment and I got that service indoctrination first from my father who was a Baptist preacher and from my fraternity Alpha Phi Alpha."

Service is something Hartley has devoted his life to doing. It was certainly the driving force behind his 26 years on active duty in the Army Medical Service Corp.

Today his military career is glaringly evident with the way Hartley leads his life and runs CHI: disciplined, unrelenting and very much on a mission for success.

For those who live in South Miami Dade and remember the humble beginnings of CHI, Hartley is legendary. Back in 1971 when a woman named Doris Ison started the non-profit, the need was dire. At the time, African-Americans living down South did not have access to adequate healthcare. Back then, blacks were not allowed at Homestead Hospital and many died en route to Jackson.

Ison gathered a group of volunteer doctors from her church and together they worked out of two double-wide trailers. Her dream grew into a real health center that cared for people of all races and income brackets.

Flash forward to 1984 when Hartley grabbed onto Ison's dream and dared to dream even bigger. From that humble beginning, CHI would soon grow into a federally qualified health center (FQHC) that cares for 63,000 people a year with close to 300,000 patient visits annually. All of this, because of Hartley's drive and passion for health care.

"I think my greatest accomplishment with CHI has been the expansion from two health

centers when I arrived in 1984 to our present day organization with currently 10, soon to be 11 health centers and 42 school based health centers," said Hartley. "I also take great pride in the comprehensive array of services that we've been able to assemble."

According to Hartley, CHI is in growth mode, having opened health centers last year in Coconut Grove and South Miami. This year, the Tavernier health center in Monroe County opens in February and the West Kendall location near Tamiami Airport will open a couple months later.

Hartley often walks the health centers hallways watching and listening. It is part management and part satisfaction for him. The satisfaction part comes with seeing people served by CHI who would not have access to local health care if the non-profit did not exist. Services are provided on a sliding fee basis determined by the patient's income level.

As a full service, one stop shopping health center, patients at the CHI Doris Ison Center are



able to see their physician, get lab work, radiology services such as x-rays and mammograms, have their prescription filled at the pharmacy, see the dentist and even get round trip free transportation. That same model is rolled out to the other health centers where patients can get behavioral health services, medical and more all under one roof.

It's a formula for success and growth that has brought national attention to Hartley and Community Health of South Florida Inc. Now it is more than just a place for the uninsured to seek medical care. CHI has evolved into a medical home for anyone who chooses Community Health of South Florida Inc. oftentimes because of convenience and the top quality physicians that the center has been able to recruit.

"Some people tend to think that because you provide services to poor people, you provide poor service," said Hartley. "Nothing could be further from the truth. CHI provides excellent quality care to all people, those with and without adequate resources."

In fact, Hartley said CHI is even intimately involved in the Affordable Care Act. The feds

awarded the non-profit with a \$600,000 grant to help enroll people in the insurance marketplace. CHI now has about 20 trained outreach and enrollment assistants throughout the Keys and Miami helping with that process.

"People who depend on hospital emergency rooms for health care will now be able to access preventive health and primary care medical services," said Hartley. "That will certainly have a positive impact on public health."

Colonel Hartley learned at a young age the importance of standing up for others in the community. He carried those core values with him to college at Florida A & M University. That is where he led the Student Government Association to initiate the Tallahassee bus boycott back in 1956.

Today his fight is for equality in healthcare and he is winning that battle. But Hartley always remembers where he came from and insisted on his executive staff members applying for a special grant to make CHI a teaching health center. Community

Health of South Florida was recently awarded that grant and by July his vision will become a reality with 15 medical residents joining the team. CHI will then be the first and only Community Health Center in the State of Florida with a Teaching Health Center.

CHI has also been recognized as a Level Three Patient Centered Medical Home by the National Committee on Quality Assurance.

That is the highest level attainable. The designation ensures that patients will see the same care team each time they come for services and it requires a high level of care and attention. "It makes me proud to see that credible outside agencies are recognizing the quality care that we provide at CHI," said Hartley.

But even after close to 30 years of building CHI, Hartley said he is not done. Through sleepless nights he fires off emails to his staff of new projects and ideas he envisions for CHI.

He also takes that leadership and drive to other organizations. Hartley is a founding member of Health Choice Network and serves as Chairman of the Boards of Health Choice Network, Inc. (HCN), and Health Choice Network of Florida (HCNFL). HCN is a national model of successful collaboration among health center controlled networks, community health centers and other health partners.

Hartley is the proud father of two adult children, six grandchildren and one great grandchild. In 2012, he was widowed after 55 years of marriage to Dr. Jacquelyn Thomas.