



WELL-BEING Update

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FEBRUARY/MARCH 2009



Zara's Message

Dear Friends,

Everyday I walk down to the construction site of our new 34,660 sq. ft. "green" Gold LEED certified health care center and I can't believe how quickly things are taking shape. A group of wonderful community residents, public artists and healthcare leaders have joined us in our efforts to incorporate Cultural, Healing and Arts principles in the new building. This is a dream come true for us. For nearly 20 years, we have done our best to provide a healing and culturally competent environment for our patients and clients within the 14 renovated properties here on Fairmount Avenue—now we can bring all of our services under one roof and make it a beautiful, healthy and healing home for the community.

We have opened a satellite clinic at Hoover High School and are making a difference through a collaborative some thought would never get off the ground. I invite you to read more about our partners on this project here in this newsletter.

Thank you to everyone who has contributed to our Heart of the Community Capital Campaign, your generosity and support will help us reach our goal and in turn will benefit our patients and clients.

As promised, we will keep you informed of our activities in the community and our plans to expand our services in the future. Our doors are always open and we invite you to come see us. I would be happy to take you on a tour of our facility and visit our construction site. On behalf of all of us at La Maestra, thank you for your partnership, support and well wishes.

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

La Maestra Applies CHA Values to New Building Project *Integrating Medical Care with Cultural, Healing and Arts Programs*



Zara Marseljan speaks with local, regional and national healing art leaders about integrating the arts into the Circle of Care.

La Maestra's new green healthcare center, which is striving to become the first "green" Gold LEED certified community clinic in the United States, will allow for a design plan that organizes patient and client services into dedicated patient centers that reflects the spirit of the community. These centers include: Women's Health Center, Pediatric Health Center, Adult Medicine Center, Senior Medicine Center, Teen Clinic, Urgent Care Center, and a Multi-Specialists Center. More patients and clients can access care, engage in preventive education programs, participate in arts programs and benefit from new innovative technologies in a beautiful environment designed for their needs.

To enhance the new patient centers, a group of local, regional and national leaders in the areas of healing and the arts have joined La Maestra to build the framework for the Cultural, Healing and Arts program (CHA). CHA is the integrated experience of the Circle of Care, the guiding principle to health and well-being at La Maestra. CHA incorporates health and well-being with interactive technology, displays, art projects, storytelling, art exhibits, cultural education and special events. The new green healthcare center will be a medical hub for the community and a model for other systems of care.

Applying CHA values to the new building project will be conducted in three phases: Planning and Community Engagement; Project Design and Infrastructure Support; and Implementation and Evaluation. Phase 1 is underway now as community residents, leaders, artists and staff, meet to explore common cultural themes and stories and community art ideas. Phase 1 is being facilitated by Annette Ridenour of Aesthetics, Inc., an expert in art and healing environments in healthcare through a grant from the Society for the Arts in Healthcare awarded to La Maestra for this program.

The CHA advisory team will target several areas within the facility and exterior, which have the greatest potential for reaching patients and families. The lobby of the facility will begin the journey of the Circle of Care by welcoming patients and visitors, reinforcing ties to the community, and providing educational resources. Art installations including commissioned pieces and designs utilizing recycled and unique materials will provide the backdrop for innovative patient and client engagement such as an interactive kiosk. Powersmith, a green vendor, is generously donating this kiosk for visitors and patients to use that will provide a premier area for touch screen information and cultural stories.

Through CHA, La Maestra will design sustainable arts programs that support and enhance the health, education, and well-being of patients, families and staff. La Maestra is committed to creating not only a quality medical facility for the community but to develop a vibrant center where residents and visitors representing so many different cultures can feel at home as they receive their healthcare.



Culture, Healing and Arts (CHA) at La Maestra is the integrated experience of the Circle of Care — our guiding principle to health and well-being.

La Maestra Builds Green ~ Construction Update



Excavation and shoring continues and the installation of retaining walls, which are constructed with piles and laggings, is set for completion in March.

Please Give To the La Maestra Heart of the Community Campaign

How can you **make a difference** in the lives of families and the community?

Donors like you are making a difference by contributing to the construction of our new green Gold LEED healthcare center, purchase of new medical equipment and to new programs.

We invite you to make your donation today at any level to help us complete this exciting milestone campaign for City Heights and our region. Your support touches the lives of so many families and helps us to build a healthier community.

Please make your contribution by contacting Lindy Webb, campaign assistant at 619.584.1612 Ext. 3032 or at lindy@lamaestra.org



Steel piles strengthen the core of the structure and the weight is distributed across the piles to ensure the building will be stable and strong.



La Maestra
is proud
to announce a New
Heart of the
Community
Capital Campaign
Heart Supporter

**UNION BANK
OF CALIFORNIA**

*Thank you
for your
generosity and
commitment
to the community!*



CHA ADVISORY COMMITTEE

- Charles Almack, Interior Architecture
- Pete Evaristo, Artist and Civic Leader
- Cheri Fidler, Center for Healthier Communities, Rady Children's Hospital
- Carole Fish, Fish+Lewis Consulting
- Mary Jo Grubbs, La Maestra Capital Campaign Team
- Susanna Hernandez Peredo, San Diego County Regional Airport Authority
- Gayle Hom, New Americans Immigration Museum
- Brad Lewis, Helix Environmental Planning, Inc.
- Rita Monares, Interior Architecture
- Annette Ridenour, Aesthetics, Inc.
- Donna Secof, La Maestra Capital Campaign Team
- Katie Shultz, Prize PR
- Sharon Thompson, Sharon Thompson Design Studio

Welcome New
Green Vendors

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Siemons

*Thank you for
Supporting the Circle of Care*

**HERVEY
FAMILY FUND**

TEKWORKS

La Maestra Provides Medical Home for Hoover High School Students and Families



La Maestra Community Healthcare Centers, in partnership with Scripps Mercy Family Medicine Residency Program and San Diego Unified School District, has expanded its medical services to a new satellite clinic at Hoover High School in San Diego. The new medical facility is adjacent to a dental clinic which La Maestra has operated since 2008.

The health center provides a medical home and access to care for students without having to miss school. "Through this collaborative, we are able to improve the health of the students," states Zara Marselian, CEO, La Maestra. "We are implementing our Circle of Care approach at Hoover by providing a host of patient and client services to students and their families."

La Maestra is managing primary health and preventative services at Hoover Health Center for students that go beyond the scope of school-based nursing. To serve the students of Hoover High School, La Maestra works in partnership with Dr. Shaila Serpas of Scripps and her team of health care practitioners to provide a competent medical home that suits their needs. Prevention efforts include weekly health education classes offered by La Maestra's health promotions team for students and their families.

