



Building Healthy Lives

SBFHC Honored Again By Univision For Community Service

South Bay Family Health Care was recognized again for partici-



pating in Univision's *Cadena de Gente Buena* ("Chain of Good People") series a year ago. Inglewood Clinical Services Manager Miguel Flores accepted a plaque on behalf of SBFHC at a special December taping of the Univision morning news program that aired on Christmas Day.

On Friday, February 12, 2010, Inglewood/Dr. Claudia Hampton Clinic provided 34 free EKGs and

nine blood pressure screenings while the Univision morning news program broadcast live from the clinic, from 5:00 AM until 8:00 AM.

The mission of South Bay Family Health Care is to provide access to quality health care for individuals and families, regardless of their ability to pay.

SBFHC Taking Strides Toward Becoming a "Patient-Centered Medical Home"

As part of two-year L.A. Care collaborative, Redondo Beach clinic will receive intensive assistance and support

The goal is to establish the same sort of provider relationship for community clinic patients that they might enjoy in private practice: services delivered by a physician-led health care team and coordinated across all settings, preferably with an electronic medical record system. While that goal is currently a distant ideal with most safety net clinics, L.A. Care's recently launched collaborative is working to make it the norm—at least for the 11 health centers, including SBFHC's Redondo Beach, that are part of that group.

By participating in the collaborative, which launched in late 2010, SBFHC will "receive one-on-one assistance and support to learn a new way of doing business," says Alexander Li, MD, medical director at L.A. Care Health Plan. That will include using health information technology, evidence-based guide-

lines and improved communication with patients. The ultimate objective, says Dr. Li, is "achieving better health outcomes."

While LA Care is providing the funding for the collaborative, the technical expertise is being supplied by Qualis Health, a non-profit health-care consulting organization specializing in patient-centered medical home transformation consulting. For instance, at Redondo Beach, they will conduct baseline assessments and support redesigning workflow processes to enable SBFHC to better coordinate patient care.

"L.A. Care is committed to helping small practices and safety net clinics, which serve the majority of Americans, redesign how they deliver care to achieve better outcomes, higher patient satisfaction and more efficient use of resources," said Elaine Batchlor, MD, chief medical

officer at L.A. Care Health Plan.

SBFHC team members include: Chief Operations Officer Ann Allard; Betsy Bartone, Supervising RN; Bertha Becerra, Clinical Operations Exec Asst; Diana Concannon, Chief Compliance Officer; Frania Echiveste, Medical Assistant; Nurse Practitioner Nicole Gentry; Redondo Beach Clinical Services Manager Janette Hicks; Physicians Assistant Franklin Tse and Chief Medical Officer Michael Yu, MD.

Says SBFHC Chief Medical Officer Michael Yu, MD: "This unique opportunity will definitely help us bring high quality of care to our patients with more efficiency. Not only will the patients benefit from the medical home model, but I hope the clinicians will have a great experience as well."

CEO Corner – Becoming a “Patient-Centered Medical Home”

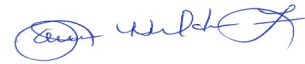
You will read elsewhere in this edition of the newsletter of our participation in an L.A. Care collaborative. This is a long-term (two year) effort to move us to the forefront of community clinics in the area by providing more of a private practice experience to our patients. It includes coordinating their care effectively here and in other settings, if they need to get referred for services we do not directly provide. The goal is to become a better “patient-centered medical home.”

But coordination of care is just one part of becoming more of a medical home. We also want to build on the patient loyalty we currently have, continue to provide high-quality clinical and also work on all aspects of our service to our patients.

It’s important that we take these steps before the implementation of the next wave of health care reform changes because many more people will have improved insurance coverage. And they’ll be looking to community clinics such as ours for their

care. Other clinics know this as well, and there will be increased competition, probably right here in the South Bay.

I think we’re getting a real head start by being selected as one of only 11 clinics for this L.A. Care collaborative, and we’ll keep you posted on those developments.



Jann Hamilton Lee
Chief Executive Officer

New Carson Clinic On Track For Late 2011

SBFHC’s school-based clinic at Carson High School is expected to open later this year with expended services.

Construction is scheduled to begin this summer on the newest SBFHC clinic, a 1,600-square foot facility on the campus of Carson High School, which puts the health center on track for a late 2011 opening. When completed, the new clinic will likely have about 10 staff members (two providers, four medical assistants, a manager and support staff) and offer Fam-

ily Medicine, Pediatrics, Family Planning and Health Education.

The new clinic is building on the success of the current SBFHC school-based clinic, which has been on the campus of Carson High School for 10 years.

“We’re really looking forward to this,” says SBFHC President/CEO Jann Hamilton Lee. “LA Unified

School District has been a great partner in this undertaking, and there is a lot of need for health care in the Carson area. We’ve already begun reaching out to underserved groups and expect the clinic to be a big part of community.”

The newsletter will have regular progress updates throughout the year.

SAVE THE DATE

June 3, 2011

Second Annual “Building Healthy Lives” Golf Tournament

Rio Hondo Golf Course

A fundraiser for South Bay Family Health Care’s mobile health unit, the “Healthy Kids Express”



SBFHC In The Community



SBFHC 2010 Holiday Party!



Health Care Reform

Health care reform will affect us all—as individuals and especially, as health care providers. Thus, we begin a new feature on the changes of health care reform.

A summary of the benefits implemented in 2010:

- **Children with pre-existing conditions must be covered.** Insurance companies are banned from denying coverage to children with pre-existing conditions.
- **Young adult extended coverage.** Young adults are permitted to stay on their parents health insurance plans until age 26.
- **Rescission of policies prohibited.** Insurance carriers are prevented from unfairly cancelling coverage after a person gets sick.
- **Tax credits for small businesses.** Small businesses receive tax credits to purchase health insurance for employees.
- **Lower drug costs for seniors.** Seniors who fall into what is called the “donut hole,” a gap in coverage for Medicare prescription drugs, will receive a \$250 rebate.
- **Preventive care must be covered.** All health plans will be required to cover proven preventive services—such as mammograms and vaccines—for new clients at little or no cost.
- **High-risk pool for adults.** Adults who have a pre-existing condition and cannot get health insurance will have access to affordable insurance through a high-risk pool set up through each state.
- **Lifetime benefit caps eliminated.** Insurance carriers are prohibited from setting a dollar limit on health care benefits.

Volunteer Spotlight – Sandra McGee and Miranda De La Rosa

It was another scorching day in Hawthorne and the Healthy Kids Express mobile health van was secured and ready to provide basic well child exams. Southern California Regional Occupational Center (SCROC) offered their finest students an opportunity to help SBFHC on the van, and responding for the second time was Sandra McGee. With her signature smile, pen and stethoscope, Sandra got right to work in the blazing sun taking vitals for SBFHC clinicians. Sandra enjoyed using her new skills and working with the kids so much she asked if she could bring her daughter, Miranda De La Rosa, with her to the next van event, at Jesse Owens' Park in Los Angeles. At that September health fair, Miranda proved herself to be just as effective a volunteer as her mother, as she took names and handed out screening slips to the visitors. Some three hundred kids and four hot hours in the sun later, Miranda was now an official SBFHC

Outreach Volunteer.

And on a recent Saturday in January at Dolores Elementary School in Carson, the mother-daughter team was once again shoulder-to-shoulder processing paperwork for exams on the Healthy Kids Express.

Both Sandra and Miranda have a similar mindset regarding volunteering and the work they're doing. Sandra states that she is sensitive to the families' needs and found her way to medical assisting because she "understands some of the challenges they face." Miranda is interested in nursing, likes research and understanding diseases and how they affect the body. She is currently considering a career in medicine and getting a head start through her program at Carson High School, the Small Learning Communities Tech-Prep Program that prepares students both technically and academically for today's highly competitive workplace by



providing workplace internships and job shadowing.

South Bay Family Health Care is proud to have this duo as part of our volunteer health care team, as they share in our mission to offer compassionate and quality care to those in need. Our heartfelt thanks go to Sandra and Miranda for their gift of time and dedication in helping SBFHC continue to reach that goal by providing screenings to the children and families in our communities.

Employee Spotlight – Lenny Valdez, Gardena

It's highly unusual that someone gets hired with no interview and just thirty minutes of experience under their belt, but that's exactly how Gardena Patient Enrollment Specialist Lenny Valdez came to SBFHC. Her best friend had been working at the Gardena clinic, so Lenny inquired about working there. She was told there were no openings but she could come in and volunteer for two days, if she wanted to.

She decided to give it a try. In her first half hour of volunteering, she found a number of errors in the charts, and her review skills were so impressive that she was offered a job on the spot.

She accepted, and fourteen-and-a-half years later, she's still at Gardena. Lenny began as a receptionist, then spent three years as an Intake/Outtake Coordinator, and for the past four-and-a-half years, she's been a Patient Enrollment Specialist. Even after all this time, she's as enthusiastic as ever about her work. "I really like what I do," she says. "I really enjoy helping other people." In fact, as a long-time Gardena resident who has helped a lot of people who live in Gardena, she often gets

recognized and stopped in the street. "I always carry my business cards with me," she says. "My older girl thinks it's funny that people know me."

Lenny's girls are eight years old and seven months, ages where children definitely need a lot of attention. As a result, Lenny doesn't have a lot of free time outside work. "My family keeps me pretty busy," she notes. "And Sunday is definitely family time. We like to reserve Sundays for walks, going to the parks and movies."

Because of her length of service and general effectiveness, Lenny has become a "go-to" person not only for patients but also staff members. "A lot of patients will ask for me even after they're enrolled just because they know I'm here and I've helped them in the past," she says. "They just need someone familiar to talk to." And because she's been at Gardena for so long and knows the procedures, she's often sought out by other staff members who have questions. "I'm glad to be a resource," she says.

"I think of Lenny as the 'Gardena/South Bay Family Health Care historian,'" says



Gardena Clinical Services Manager Lynn Washington. "She can tell you about our past and present, and at times I think she can predict the future. After fourteen-and-a-half years, the one characteristic about Lenny that I appreciate the most is her ability to find the smallest error and bring it to my attention. Her accuracy and efficient performance have been consistent throughout her entire time here. When I greet Lenny in the mornings after she has made us all coffee, she doesn't appear moody or grumpy, and she doesn't 'just do a job' or 'just work.' She displays her talent daily, which is providing positive customer services to all. It's a pleasure to have Lenny as a part of my team."

Any comments or suggestions?

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