

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.

Building Healthy Lives

An Improved Healthy Way LA To Replace Public-Private Partnership

County phasing out PPP and enhancing HWLA

In preparation for the changes health care reform will bring in 2014, Los Angeles County announced that it is replacing its Public-Private Partnership (PPP) with an enhanced Healthy Way LA (HWLA) program this July. The shift is expected to enable more underserved residents to receive preventive and primary care, while also preparing these residents for expanded Medi-Cal eligibility in 2014.

The Public-Private Partnership was begun in 1997 as a Medicaid 1115 waiver initiative and served as a way for LA County Department of Health Services to contract with various clinics and physicians to provide outpatient primary care to low-income uninsured children and adults. South Bay Family Health Care has been part of the program since its launch.

Healthy Way LA was created in 2007 to expand health care coverage to eligible,

low-income uninsured residents of LA County, with a focus on those with chronic illnesses, older adults at risk for developing chronic conditions and frequent users of LA County clinics or PPP health centers. South Bay Family Health Care has been part of HWLA since its inception.

The full list of expanded services provided by the new HWLA is still being finalized, but it is likely to include formal establishment of a “medical home” for patients at the most convenient location, all primary and preventive care services, access to specialty services, access to mental health services, 24/7 customer service and nurse advice lines and improved access to appointments, among other benefits. HWLA enrollees will also be issued a card identifying their participation in the program.

With only four months until the change-

over, SBFHC is working aggressively to prepare its systems and communicate the changes to both staff and patients. “We’re currently developing training material for providers and staff,” says SBFHC Chief Operations Officer Ann Allard. “Our Patient Enrollment Specialists will be a critical link for us, as they will be the people having the most direct contact with patients and will have to explain the changes and answer questions. We are also depending upon the efforts of our providers and staff to help educate our patients regarding the benefits of HWLA. We’re developing a communication strategy to notify our patients of the changes and the improved benefits the program will offer to them. We look forward to the changes. They represent a big plus for our patients and for community clinics.”

SBFHC Brings In Capital Campaign Consultant to Help Raise Expansion Funds

SBFHC has enlisted the help of capital campaign consultant Capital Quest to help raise funds to expand services. The Louisville, Tennessee-based firm will begin work May 1, developing a pre-



campaign plan and then an actual month-by-month fundraising plan. One

of the keys will be developing our “case statement,” which is the narrative used to present the need, or “case,” for a new building to potential donors.

“We are nearing capacity in our current facilities, and with health care reform expected to increase the number of people seeking care from us, we need to expand,” says SBFHC President/CEO Jann Hamilton Lee. “Capital fundraising is a special type of expertise, and in Capital Quest, we found a consultant that has

worked in health care and also designed and led successful capital campaigns for other FQHCs. We’re very excited at the prospect of working with them.”

Capital Quest will work closely with SBFHC administration as well as the newly-formed Facilities Expansion and Fund Development board subcommittees. Those two groups were established specifically to review and work on the issues of improvements in current facilities as well as acquiring other new sites.

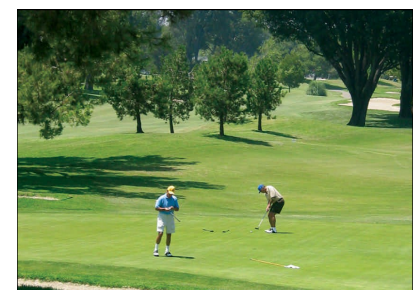
2nd “Annual Building Healthy Lives” Golf Tournament Scheduled For June 3

SBFHC employees receive 50 percent discount!

SBFHC’s second annual golf tournament to benefit the Healthy Kids Express mobile medical center will be held Friday, June 3, at the Rio Hondo Golf Course in Downey. The location is 10627 Old River School Road. Check-in is 11:30; shotgun start at 1:00 p.m.

SBFHC employees receive 50 percent discount! Only \$125 for lunch, dinner and golf!

See your 3/31 paycheck for reply card, or call Brooke Tuley, at 310-802-6177, ext. 1123.



CEO Corner : “A Bridge to Health Care Reform” Is Important For SBFHC

The coming changes in the “Healthy Way LA” program (see elsewhere in this newsletter) are being called a “bridge to health care reform,” because in 2014, when most of the new health care reform law goes into effect, eligibility for Medi-Cal will expand, and those people who enroll in HWLA between now and 2014 will be enrolled automatically into the expanded Medi-Cal.

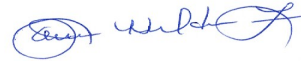
This expansion of Medi-Cal will enable us to move more of our current PPP patients into Medi-Cal, which means we will get more reasonable reimbursement for them while reserving the limited PPP

funds for our truly indigent patients.

That’s why it’s so important for us to get a good start on enrolling those people eligible for HWLA into that program when the HWLA benefits are enhanced beginning this July. We want to be designated as the “medical home” for our current patients, and also begin to position ourselves as an excellent medical home for many of the other coming eligible patients in the South Bay and South Los Angeles County.

The HWLA changes, like the coming health care reform three years from now, present us with a tremendous opportunity for further growth and stability by adding

patients. But many clinics and health care providers see the same opportunity we do. That’s why we need to begin now to demonstrate that we are a very attractive option and medical home to all potential HWLA patients and work in a careful, methodical way to enroll them.



Jann Hamilton Lee
Chief Executive Officer

Health Care Reform: 2014 Provisions

A regular feature on the how health care reform will affect us as a health care provider in general, and a community health center in particular.

On March 23, 2010, President Barack Obama signed into law the “Patient Protection & Affordable Care Act (HR 3590). The law strives to make health care more accessible by expanding public programs such as Medi-Cal, and more affordable by offering subsidy assistance to low- and middle-income individuals and families.

We listed last month the provisions of the law that became effective immediately, or in some cases, within six months of the law’s passage. This month, we’ll detail the key portions that will become effective in 2014.

- **Guaranteed Availability of Insurance.** Health insurance must be issued and renewed, regardless of health status.
- **Individual Mandate.** All U.S. citizens and legal residents will be required to have qualifying health coverage (there is a phased-in tax penalty for those without coverage, with certain exemptions).
- **No Annual Limits on Coverage.** Annual limits on the dollar value of coverage will be prohibited.
- **Expanded Medicaid (Medi-Cal in California) Coverage.** Medi-Cal will be expanded to cover all individuals not eligible for Medicare under age 65 (children, pregnant women, parents and adults without dependent children) with incomes up to 133% FPL.
- **Health Insurance Exchanges.** State-based American Health Benefit Exchanges and Small Business Health Options Program (SHOP) Exchanges, administered by a governmental agency or non-profit organization, will be established through which individuals and small businesses with up to 100 employees can purchase qualified coverage. Exchanges will have a single form for applying for health programs, including coverage through the Exchanges and Medicaid and CHIP programs.
- **Essential Health Benefits.** A set of essential health benefits package will be created that provides a comprehensive set of services, limiting annual cost-sharing to the Health Savings Account limits (\$5,950/individual and \$11,900/family in 2010). Four categories of plans will be designed and offered through the Exchanges, and in the individual and small group markets, varying based on the proportion of plan benefits they cover.
- **Basic Health Plan.** Permits states the option of creating a Basic Health Plan for uninsured individuals with incomes between 133-200% FPL who would otherwise be eligible to receive premium subsidies in the Exchange.
- **Employer Requirements.** A fee of \$2,000 per full-time employee, excluding the first 30 employees, will be assessed on employers with more than 50 employees that do not offer coverage and have at least one full-time employee who receives a premium tax credit.

Community Roundup

Thanks to all staff members who volunteered their time at the following recent community events:

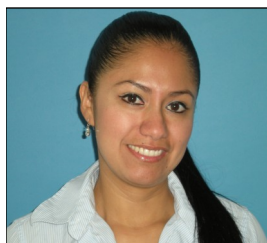
Lennox Health Fair: Mikel Calderon, Betty Franco, Carlos Hernandez, Shirley Moran, Esmeralda Ramos and Danielle Williams,

Pediatric Therapy Network Health Fair: Mikel Calderon, Gloria Cortez, Miguel Flores, Elizabeth Galima, MD, Brooke McIntyre-Tuley and Elizabeth Silva

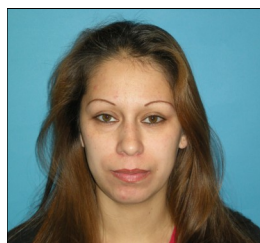
Native Hawaiian/Pacific Islander Youth Health and Fitness Day: Betsy Bartone, Marissa Cabral, MD, Shirley Cazares, Yvonne Espinoza, Ian Fahrenreich, Betty Franco, Kurene Ma’O, MD, Brooke McIntyre-Tuley, Esmeralda Ramos and Minerva Taheri

Meet Our New Employees

With this issue, we begin a new feature: "Meet Our New Employees." In this initial article, we're going back to 2010, but in the future, we'll simply list the new employees hired over the past two months for each bi-monthly issue of the newsletter.



Jacquelyne Aispuro
Patient Care Specialist
Gardena



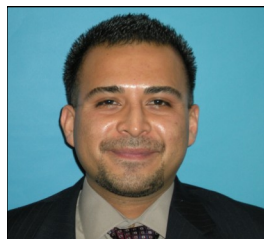
Edna Barajas
Intake Counselor
Gardena



Betsy Bartone
Supervising RN
All Clinic Sites



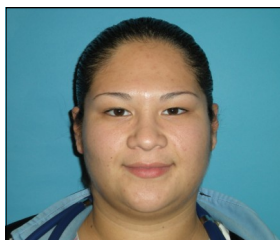
Denice Beltran
Intake Counselor
Inglewood



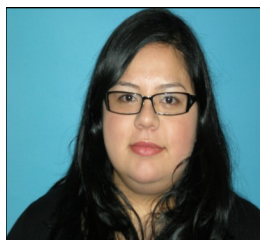
Jonny Bernal, Jr.
Medical Assistant
Inglewood



Marissa Cabral
Physician
HKE/OB/Ing



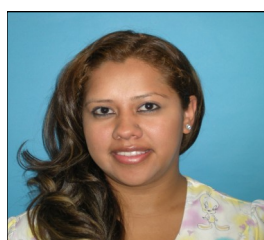
Gloria Cortez
Medical Assistant
Inglewood



Alejandrina Curiel
Patient Care Specialist
Gard/Ing/RB



Al Diaz
Chief Financial Officer
Administration



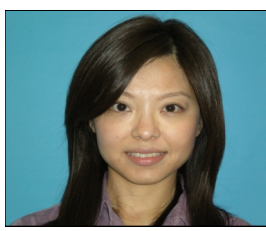
Maite Hernandez
Medical Assistant
Inglewood



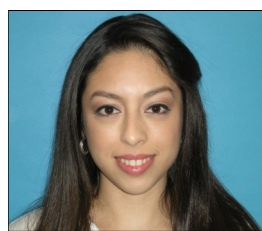
Maria D. Hernandez
Medical Assistant
Redondo Beach



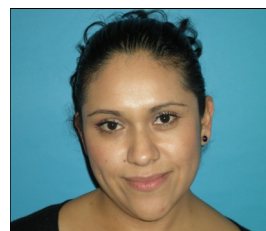
Jenny Jin
Physician Assistant
Redondo Beach



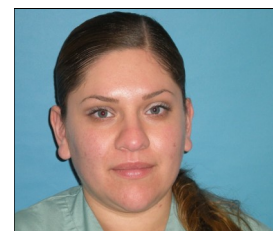
Catherine Liu
Physician Assistant
Inglewood



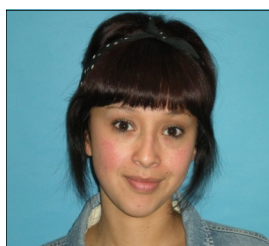
Shirley Moran
Social Service Admin. Asst.
Redondo Beach



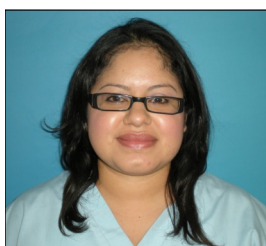
Cynthia Ortiz
Medical Assistant
Redondo Beach



Lillian Pinon
Intake Counselor
Inglewood



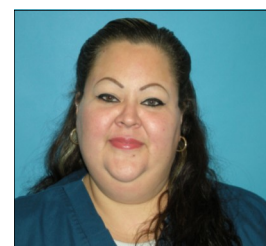
Maritza Randay
Dispensary Coordinator
Gar/Ing/RB



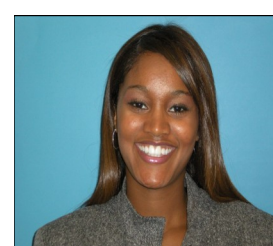
Cynthia Rivas
Medical Assistant
Redondo Beach



Victoria Sarinana
Dental Assistant
Gardena



Claudya Vidal
Medical Assistant
OB/GYN



Danielle Williams
Community Education Coordinator
Inglewood

SBFHC In The Community



SBFHC Once Again Fielding A Team For Long Beach AIDS Walk

SBFHC has begun organizing a team to walk in the 23rd Annual AIDS Walk Long Beach, to be held June 4. The event will start at the Aquarium of the Pacific.

Additionally, SBFHC has applied for a grant from Long Beach AIDS Foundation that will allow us to recoup all of the funds that the team raises, plus additional funds

based on the number of walkers we have and the amount of money raised.

A committee has begun working on fundraisers to raise money to support our team of walkers. Planned events include a yard sale to be held at our Gardena clinic on May 21st, a raffle to win 4 hours of PTO (generously donated by SBFHC), with the

winning ticket to be drawn at the April 25 staff meeting, a movie night and food and bake sales. We will also be selling Easter baskets in each clinic.

For more information on the walk or the fundraising efforts, contact Joanne Silva at (310) 318-2521, ext. 1422 or josilva@sbclinic.org.

Employee Spotlight – Mayra Candelas, Inglewood

“Quietly efficient.” That’s probably the best description of the work and attitude of the subject of this month’s Employee Spotlight, Intake Counselor Mayra Candelas of Inglewood. She describes herself as a “mellow person,” but Inglewood Clinical Services Manager Miguel Flores says Mayra’s low-key approach is very effective. “It’s actually very helpful for an Intake Counselor to be calm,” he says. “Mayra does a good job of projecting a quiet but professional attitude, and our patients respond very well to her.”

Mayra was hired by SBFHC in May 2004 as a receptionist in Redondo Beach after her cousin, Medical Assistant Rosa Ulloa, told her about the opening. “I had been a stay-at-home mom for about a year and was ready to go back to work,” says Mayra. She had previously worked at an auto dealership. After several months as a receptionist, an Intake Counselor position for Inglewood was posted, and Mayra ap-

plied for and got the job. She’s remained there ever since. She lists the hours and her affection for the staff as the two biggest reasons for staying there. “I like the different hours that we get to work,” she says. “Some days I start at 7:30 and end at 4, while on others, I start at 10 and work until 6:30. I like the variety.” Mayra also likes the people she works with. “The staff here is like a second family to me,” she says. “We’re close outside of work and often meet for dinner at local restaurants.”

She also takes a lot of satisfaction from helping the patients who come to SBFHC. In her seven years on the job, Mayra has made more than a few connections with patients who frequently ask her to help with prescriptions and provider inquiries, as well as appointments. “The people feel really grateful when you help them, and it makes me feel really good to be able to help them,” she says.

When she’s not working, Mayra is



likely involved in a family function. Her father, mother and two sisters live in the area, and she has two children, a nine-year-old boy and a one-year-old girl. Together, they enjoy walking in local parks, movies and family barbeques. (Mayra brings the pasta salad or jello.)

“I’ve known Mayra since she started at Redondo Beach,” says Miguel. “She’s now one of our most senior Intake Counselors, and we’re very fortunate to have her here working with our patients to make sure they receive the service and treatment we want them to get.”