

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

SBFHC Participates in Two of Area's Largest Volunteer Events

SBFHC AIDS Walk LA Team Raises \$1300, while SBFHC provides follow-up appointments for CareNow free clinic event

SBFHC's commitment to "building healthy lives" was on full display in October, as the organization joined other non-profit health care providers and concerned community members in supporting two of Los Angeles' largest volunteer health-related events: AIDS Walk Los Angeles and the CareNow free medical and dental clinic.

participate in a 10-kilometer walk through the streets of Los Angeles and West Hollywood. The 27th annual event raised almost three million dollars for HIV/AIDS awareness, education and research. Team members included Joanne Silva (captain), Cristobal Correa, Marisol Farias, Luz

Lara, Monica Linares, Maria Llamas, Claudette Lumel, Jesse Maestro, Leslie Pierce and Brooke McIntyre-Tuley. The \$1300 raised by the team included \$175 generated by a garage sale held on October 8, 2011. Items donated for sale were provided by Gladys Cervantes, Graciella Baraza and Danielle Williams.

CareNow is a local organization continuing the free care clinic model first brought to Los Angeles in 2009 by Tennessee-based Remote Area Medical. This year's event, held October 20 through October 23 at the Sports Arena, provided a variety of free medical, dental and vision services to about 5,000 people.

The biggest change this year—and one of the main reasons for SBFHC's participation—was the addition of much-needed follow-up care for patients. All the clinics affiliated with the Southside Coalition of Community Health Centers, including SBFHC, provided free follow-up appointments for patients seen during the CareNow clinic. The Southside Coalition set up a system to coordinate the referral of patients to the most appropriate clinic based on



AIDS Walk Los Angeles

where the patient lives. SBFHC staff members at the referral tables included Monica Gracia, Brooke McIntyre-Tuley and Danielle Williams, plus volunteers Gena Cramer and Nasrin Ghoddosian.

"Both these events demonstrate the commitment we have, as an organization and as individuals, to our mission, to increasing access to care to those who need it," says SBFHC President/CEO Jann Hamilton Lee. "We're very proud of our participation in these most memorable community health events."



Left to right: Marisol Farias, Brooke McIntyre-Tuley, Leslie Pierce and Cristobal Correa

At AIDS Walk Los Angeles, SBFHC's team members joined nearly 30,000 others on Sunday, October 17, to



Monica Gracia, Patient Enrollment Services Coordinator, at CareNow



CareNow

CEO Corner—Our Service Award Recipients Will Help Lead Our Growth

I just want to take a few moments this month to recognize once again the recipients of our Service Awards. We honored 20 staff members at our meeting on September 12: 14 who have been here five years, three who've been here 10 years and three who've been with us for 15 years. That we have so many employees staying with us for that length of time says a lot about them as people wanting to provide care to the medically underserved in our communities. But it also says a lot about our growing organization—that we are able to provide em-

ployee security and longevity at a time when many companies are shrinking or reducing their number of employees.

We have plans to grow: NextGen training was conducted earlier this month for Inglewood and Gardena, to facilitate the roll out of our electronic health record at those clinics. The Carson expansion is on track for a spring 2012 opening. We're continuing to look for suitable expansion sites in the communities around us. And those are just several examples.

As we plan this growth, we will need

experienced staff members to guide us and lead us. So, I want to again say "thank you" to these employees we recently honored for their service and dedication to our patients. We will look to them all—and to all our new staff members—to help us grow and "build healthy lives" throughout our communities.



Jann Hamilton Lee
Chief Executive Officer

Health Care Reform Update: Whom Does Health Care Reform Affect?

Through health care reform, 32 million individuals nationally and about 4 million in California will have access to health care. Here is a summary of how the law will affect various groups:

- **Individuals:** Childless adults with incomes up to \$14,403 for an individual and \$24,360 for a family of three, will be eligible for Medi-Cal. Individuals earning between \$14,403 and \$41,000, and up to \$73,240 for families of three, will be eligible for insurance through the health insurance exchange with subsidies.
- **Children and Families:** Medi-Cal

and Healthy Families remain in place. Coverage for preexisting pre-existing conditions, such as asthma, cannot be denied.

- **Young Adults:** Young adults may remain on their parents' health insurance until the age of 26.
- **Seniors:** Seniors receive a \$250 rebate on their coverage gap. The gap will be eliminated by 2020. Seniors also receive an annual wellness visit and have no out-of-pocket costs for preventive services.
- **Legal Permanent Residents:** Legal permanent residents who have been in the U.S. fewer than five years will

be able to access health insurance through the exchange in 2014.

Those who have been here more than five years may be eligible for Medi-Cal in 2014.

- **Undocumented Immigrants:** Health care reform excludes undocumented immigrants from accessing health care through Medi-Cal or the exchange. However, there are provisions in California to extend coverage to this population—for example, Healthy Way LA, Unmatched.

-California Primary Care Association

New Development Department Prompts Staff To Think About A "Wish List" For Their Patients

If you've ever wondered about how much better you'd be able to take care of your patients if . . .

. . . you had more diabetic strips to give out, . . .

. . . there were more specialty care opportunities for a child, . . .

. . . an additional SBFHC clinic were available to serve the growing number of needy families we see . . .

. . . then, meet South Bay Family Health Care's new Director of Development, Liz West Odabashian.

The role of the Development Department is to close the funding gap needed to continue to provide the current high-

quality care our organization provides while expanding services throughout our communities. It's a role that Liz, an experienced fundraiser, is well suited to fill. "I really want to know people's wish lists for their patients and work with them to make it a reality," says Liz. "I'm here to lead the fundraising effort, and I know that most of us look at that task as 'just' bringing in money. But I want people to think about fundraising not so much as a person or a department but an ideology for each of us to think about each day – it's everyone's wish lists and "What ifs...?"

"This is a very important addition for us at this time," says SBFHC CEO/

President Jann Hamilton Lee. "We have a lot of growth planned, and there are a lot of opportunities for

us in the expanding health care market. But we'll need additional funding to reach those goals, and that's why our board of directors approved this new department. I'm delighted to have Liz join us to lead our fundraising effort."

Liz can be reached at her office, (310) 227-8100, cell (310) 346-7483 or email lwest@sbclinic.org.



Community Roundup

In addition to those staff members who participated in the large events mentioned on the front page, we also extend our heartfelt thanks to those who volunteered their time at these recent community events:

25th Senate District School Readiness & Health Fair

Shirley Cazares, Betty Franco, Nasrin Ghoddosian, Brooke McIntyre-Tuley, Leslie Pierce, Esmeralda Ramos and Claudya Vidal

ExxonMobil 15th Annual Health Fair

Bushra Ashfaq and Brooke McIntyre-Tuley

2nd Annual Centinela Hospital Health and Safety Fair

Leslie Pierce and Danielle Williams

Inglewood Community Resource Fair

Nasrin Ghoddosian, Brooke McIntyre-Tuley and Andrea Rodas

LA Best 9th Annual Family Health Festival

Marlene Ayala and Danielle Williams

Torrance Memorial Health Information Fair

Bushra Ashfaq, Brooke McIntyre-Tuley, Leslie Pierce and Danielle Williams



Twenty Employees Honored at Service Awards

5 year

Carlos Aguilar
Jenny Alamo
Graciela Barraza
Bertha Becerra
Frances Cintron
Conley Susan
Candice Esquivel
Luz Lara
Araceli Ramirez
Jennifer Ray
Leticia Rodriguez
Summer Saldana Nouri
Dr. Azita Shahriarpour
Franklin Tse

Congratulations to the following employees for their years of dedicated service to the patients of South Bay Family Health Care!

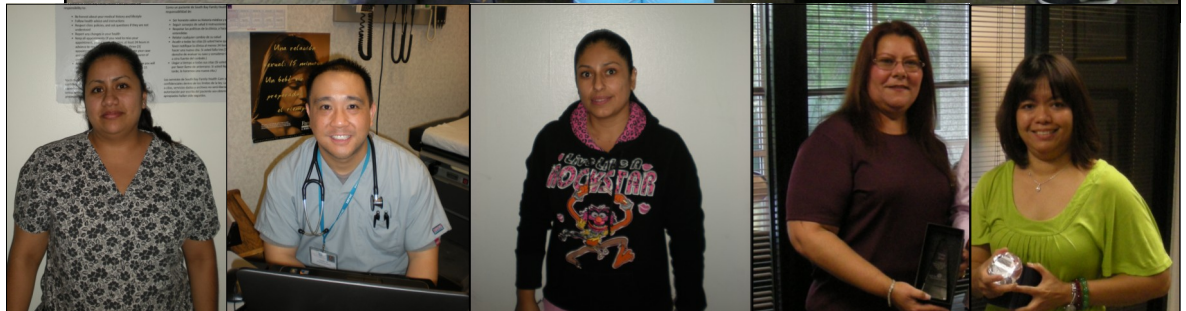


10 Years

Marisol Farias
Yesenia Gomez
Ning Morando

15 Years

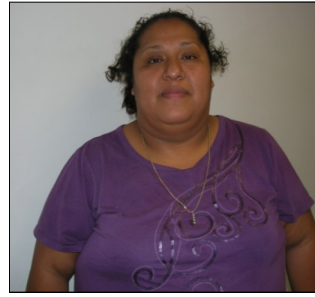
Janette Hicks
Debra Perez
Leonor Valdez



Welcome Our New Employees!



Leilani Brito
Intake/Checkout Counselor
Inglewood



Yesenia Bullock
Appt Scheduler
Redondo Beach



Michelle Cardenas
Patient Care Specialist
OB



Corinne Martinez
Patient Care Specialist, Inglewood



Verlene Sims
Intake/Checkout Counselor, Inglewood



SBFHC staff members from Inglewood and Gardena receive NextGen training in preparation for those two clinics going live with electronic health records in October

Employee Spotlight: Frania Echivestes, MA – Redondo Beach

As is the case with many in the health care field, Frania Echivestes was motivated to become a medical assistant because of a personal situation: She helped her mother take care of her aunt for five years, even quitting a previous job to allow her to devote more time to her family. That experience led her to realize that she “likes to help people” and ultimately enroll in school.

After turning down a position with a sleep clinic in Beverly Hills because it was too far, she joined South Bay Family Health Care three years ago and has enjoyed her time since then. “I really like listening to everyone’s story,” she says. She particularly likes her time in the teen clinic. “Since I’ve taken birth control training, I’m able to explain the different options to teens who come into our walk-in clinic,” Frania says. “It’s easier for me to relate to them, and I think it makes them more comfortable.”

Frانيا also enjoys the strong empha-

sis on teamwork at Redondo Beach. “Janette stresses ‘teamwork, teamwork, teamwork,’ and everybody does get along and work well together here,” she says.

In her spare time, Frania likes to stay active and enjoy “simple things,” that include working out, rollerblading at the Redondo Beach pier and going out for coffee with friends. She also runs and once trained for the Los Angeles Marathon while in high school. Though she didn’t complete that race, it’s a goal of hers to go back and finish it one day. Frania likes to babysit for her nieces on the weekend. At five and ten months old, they would seem to be a handful, but Frania doesn’t mind. Both she and her mother help with the babysitting duties. But perhaps her most surprising pastime is attending heavy metal concerts. She admits she “doesn’t look the part,” and it does shock her friends when they hear about it, but Frania simply

says, “I enjoy the music.”

Says Redondo Beach Clinical Services Manager Janette Hicks:

“Frانيا Echivestes is an excellent employee. She does a wonderful job assisting Nicole Gentry with the Teen Clinics on Tuesdays and Fridays and provides services to patients in a consistently courteous and efficient manner. Frania may be soft spoken, but she presents herself in a professional, understanding and compassionate manner. She can always be counted on to help. Frانيا’s hard work and dedication are appreciated and valued by South Bay Family Health Care.”

