



**PEOPLE'S COMMUNITY CLINIC
MEDIA KIT**

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PEOPLE'S COMMUNITY CLINIC

Fact Sheet

Who We Are

People's Community Clinic is Austin's only independent clinic offering comprehensive health and wellness care to uninsured and underinsured Central Texans. The Clinic has offered services continuously for the past 40 years and is one of the longest-running independent clinics for primary care in America.

The Clinic's history is a reflection of Austin's. It was founded as People's Free Clinic in 1970 in the basement of the Congregational Church on Guadalupe across from the University of Texas campus, by a handful of visionary volunteer doctors and nurses. Today the Clinic has an operating budget of eight million dollars and more than one hundred employees!

The Clinic is dedicated to improving the health of an increasing number of under- and uninsured in our area. The Clinic is locally managed and privately funded.

Our Services

People's Community Clinic offers a broad array of primary healthcare and wellness services- prenatal, pediatric and adult care; immunizations; testing and screenings; social work and behavioral health services; nutritional and healthy lifestyle counseling. The Clinic maintains an onsite pharmacy and lab, allowing "one stop shopping" for our patients.

Our Patients

One in four people in Texas has no health insurance. People's Community Clinic offers care with respect and dignity to 10,000 of them. Our patients are working people whose jobs do not provide health insurance.

The Clinic removes barriers to care and provides access regardless of geographic location, financial means or immigration status. Seventy-five percent of our patients earn incomes at or below 100 percent of the U.S. Federal poverty level (\$22,050 /year for a family of four). Our patients are 78 percent Hispanic, 14 percent Caucasian, 7 percent African American, and 1 percent other ethnicities.

During 2010, the clinic provided more than **29,000** visits with medical providers.

Our patients come to us through word of mouth, as well as through partnership programs with Austin Children's Shelter, Lifeworks, Phoenix Academy, SafePlace, and St. David's Medical Center. The clinic received one thousand new patient referrals from the St. David's emergency room in 2010. These patients are often adults dealing with serious chronic illnesses like diabetes and heart disease.

Patient-Centered Healthcare

People's Community Clinic has pioneered a healthcare model that provides the right care, at the right time, as cost-efficiently as possible. This model emphasizes preventive care provided by a consistent primary care team, which includes a physician, nurse practitioner or physician assistant supported by a nurse and medical assistant. The medical team is additionally supported by social workers, health educators, a nutritionist and behavioral psychologists as needed. The team is able to treat the "whole person," addressing nutritional, behavior and social impediments to long-term health.

Being treated by the same care team at each visit ensures patients know and trust their providers and allows provider and patient to proactively manage health issues together rather than address when those problems become acute. This model of care is also better for the community by reducing the impact of emergency room care costs on the taxpayer.

Offering a comprehensive range of healthcare services in one facility allows patients to have blood drawn and learn test results at the same visit as their examination. This enhances patient adherence to ongoing medical treatment and prescription recommendations and meets the needs of our working patients, many of whom struggle with transportation and childcare issues.

Financial Health

The Clinic receives almost 60 percent of its \$8 million budget from private sources — individual donations, grants, gifts and special events. The rest is from patient fees, government funds, and reimbursements. Patients pay for office visits on a sliding scale determined by their income and family size and patient fees represent five percent of the Clinic's annual income. Funding from government sources is 20 percent of the total budget.

More information about People's Community Clinic can be found at www.austinpcc.org.

PEOPLE'S COMMUNITY CLINIC IN CONTEXT*

The Problem

Texas leads the nation's growing healthcare crisis. One out of every four residents is uninsured, according to the U.S. Census. The mission of People's Community Clinic is to provide high quality healthcare to the uninsured. The 10,000 patients who call the Clinic their medical home are working people with jobs that do not provide health insurance- construction workers, wait staff and childcare workers, to name a few.

The burden of the uninsured affects all members of the community. Failure to address this public health issue has serious consequences, including:

- **The Individual** – Individuals without access to health insurance are less likely to visit a health professional for routine or preventive care than someone with insurance. As a result, they are more often diagnosed at an advanced stage of illness than those with insurance. Many uninsured individuals end up in an emergency room when their chronic illness worsens, the most expensive and least effective form of healthcare. Illness and medical bills can lead to financial ruin; 62% of personal bankruptcy filings in 2007 were associated with medical debt.
- **Taxpayers**– Taxpayers continue to fund care for the uninsured through public hospitals and increased insurance premiums. In 2009, the cost of uncompensated care in the U.S was estimated to be around \$62 billion, with most of that going to hospital care. One way hospitals recoup the cost of uncompensated care is by raising rates for all patients, including the insured. Thus, Texans pay some of the highest health insurance rates in the nation.
- **The Business Community**- For those employers who do offer health insurance benefits to employees, the cost of maintaining insurance coverage is formidable. In Texas, the cost of health insurance coverage increased 40 percent between 2001-2005, ten times the median increase in household wages during the same period. Many small businesses who would like to provide insurance to their employees simply cannot afford the cost.

While developing a nationwide system to address the needs of the under- and uninsured is immensely challenging, People's Community Clinic serves as a model for how access to high

quality, affordable healthcare positively impacts not only individuals, but also the Central Texas community.

A Model of Care for Central Texas

Everybody deserves access to quality healthcare, regardless of insurance status.

People's Community Clinic has provided services continuously for the past 40 years and offers compassionate, patient-centered care efficiently and cost-effectively.

The Clinic is committed to:

- Removing barriers to care due to geographic location, financial means or immigration status. The clinic serves 10,000 patients from neighborhoods throughout Austin and surrounding counties.
- Providing continuous, quality care over its patients' lifetimes, from prenatal through elder care. The focus of care is on prevention and improving patient outcomes, not just providing access to healthcare.
- Directly engaging each patient as a full partner in his or her own healthcare, focusing on disease prevention and education and behavioral and lifestyle changes.

People's Community Clinic offerings include:

- A broad array of primary healthcare and wellness services- prenatal, pediatric and adult care; immunizations; testing and screenings; social work and mental health services; nutritional and healthy lifestyle counseling.
- An onsite pharmacy and lab.
- A primary care team for each patient, including a physician, nurse practitioner or physician assistant supported by a nurse and medical assistant. The medical team is additionally supported by social workers, health educators, a nutritionist and behavioral psychologists as needed. The team is able to treat the "whole person," addressing nutritional, behavioral and social impediments to long-term health.
- Specialized healthcare for adolescents, including services for homeless youth and parenting teens.
- Integrated behavioral health services, available to patients struggling with anxiety and depression.

Cost facts related to People's Community Clinic care:

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The Clinic continually monitors and refines its programs to provide effective yet economical care. An average patient visit costs \$175, including the costs of lab work, medicines, social work and wellness education. And while that does not seem like a lot of money, imagine paying those costs out of pocket while trying to make ends meet on a minimum wage job. Instead, the clinic offers patients a sliding fee scale tailored to their household income and financial means.

When given a medical home at The Clinic, our patients receive preventive care and health maintenance that allow them to avoid expensive emergency room use. ***A visit to the Clinic is one-fourth the cost of an average trip to an emergency room.*** Aside from providing cost savings to the entire Central Texas community, reduced emergency room use means they are more available and able to treat patients with true medical emergencies.

**This document that places PCC in the context of a national healthcare crisis. A version with source data is available upon request.*

PEOPLE'S COMMUNITY CLINIC

Leadership

Carl Stuart - Chairman, Board of Directors

Carl Stuart Investment Advisor, Inc. is a Registered Investment Advisor. He manages approximately \$340 million, primarily on a fee basis, and has been in the business for 30 years.



Carl has been married to his wife, Claire, for over 40 years and has three grown children.

In 2002, he was honored by *Registered Representative*, a national magazine, as one of the top 10 advisors in the United States. In 2007 and 2008, Carl was honored again by *Registered Representative* magazine as one of the top 100 independent advisors in the country. In 2008, Carl was listed in *Fortune* Magazine as one of the top 50 independent advisors in America. In 2009, Carl was listed in Barron's magazine as one of the top 1,000 advisers in the nation.

Carl is Chairman of the Board of the Texas Presbyterian Foundation in Dallas, former Trustee and Chairman of the Investment and Finance Committee of Pine Manor College in Boston, Massachusetts, Board Member and Chair of People's Community Clinic, past Chair of the YMCA of Austin, and past President of Big Brothers/Big Sisters of Austin.

Since 1995, Carl has broadcast "Money Talk" – a two hour call in radio show on 590 KLBJ and is heard from 3:00 to 5:00 p.m. every Saturday.

Regina Rogoff, J.D. - Chief Executive Officer

Regina Rogoff, J.D., is the CEO of People's Community Clinic, a not-for-profit primary care clinic providing affordable health care for uninsured central Texans. Regina has a B.A. degree from the University of Michigan/Ann Arbor and a J.D. degree from the University of Texas at Austin School of Law.



Prior to joining PCC, Regina was Executive Director of Legal Aid of Central Texas for twenty years and a Legal Aid staff attorney for ten years. She began her career as a VISTA lawyer. Regina has held

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numerous leadership positions in Austin's human services, legal and Jewish communities. She currently serves on the Boards of Capital I.D.E.A. and the Interfaith Education Fund and is a co-chair of Austin Interfaith. She is a past-president of the Austin Area Human Services Association, and secretary of the Indigent Care Collaboration.

The Austin Bar Association (formerly the Travis County Bar Association) created the "Regina Rogoff Award" in her honor to be given annually to an attorney in Travis County who demonstrates outstanding service in the public/non-profit sector. Regina has been recognized by the Austin Business Journal as a "Profile in Power" (2007) and a "Healthcare Hero" (2005). Under her leadership, the People's Community Clinic was awarded the 2005 Ethics in Business Award by the Samaritan Center. She takes special pride in introducing the nationally recognized anti-racism program, "Facing History and Ourselves" to the Austin area.

Regina is an avid rower and can be seen rowing most mornings on Lady Bird Lake. She has been married to Sam Jones, CPA, for over 30 years and is the mother of two adult daughters, Alissa Jones Zachary and Sarah Jones.

Louis Appel, MD, MPH, FAAP Chief Medical Officer and Director of Pediatrics

Louis Appel, MD, MPH, FAAP serves as Chief Medical Officer and Director of Pediatrics at People's Community Clinic. Dr. Appel provides primary pediatric care at the Clinic in addition to overseeing the clinical programs. He is co-facilitator of the Community Access to Child Health Program for the Texas chapter of the American Academy of Pediatrics and co-chairs the Texas Pediatric Society's Community Access to Child Health Committee.



In the past he has served on the Texas Pediatric Society's Task Force on Childhood Obesity as well as on the Travis County Early Impact Team, advising on the coordination of Early Childhood Intervention services in the county. He has also served on the Austin Multi-Institutional Review Board.

Dr. Appel graduated from Harvard Medical School and obtained his MPH at the Harvard School of Public Health, with a concentration in public management and community health. He completed his pediatric residency at the University of Washington in Seattle.

Linda L. Anderson - Chief Financial Officer

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Linda L. Anderson is the Chief Financial Officer for People's Community Clinic. Linda worked for many years in the corporate technology industry in the varying roles of Controller, Chief Financial Officer and Finance Director at both IBM and Dell.

Linda's interest in non-profit service began through volunteering for the ARC of the Capital Area, where she currently serves on their Board of Directors. She moved to a position at Lone Star Circle of Care in Georgetown, Texas in early 2008. She joined the staff at People's Community Clinic in November, 2008.



Linda's career started in Minnesota and continued in the Northeast. She has lived in Austin since 2000. Linda has been married to her husband, Brad, for over 30 years and is the mother of an adult daughter Taina and an adult son Luke.

Margaret Henkels - Director of Development

Margaret Henkels is the Director of Development for People's Community Clinic. Ms. Henkels earned her B.A. degree in English Literature from New York University. After studying ceramics at Columbia Teachers College in New York City, she worked for many years as an artist and ceramics teacher.



Ms. Henkels began her career in the non-profit sector when she became the first Marketing Director at the Women's Studio Workshop in upstate New York. After arriving in Austin in 1992, she took a job in the development department at the Austin Children's Museum. Since then she has led the fundraising efforts at Arthouse (then the Texas Fine Arts Association) as its Director of Development and at the Austin Public Library Foundation as its Executive Director. She joined the staff of the People's Community Clinic in 2005.