The babies born into the clinic practice (726 in 2013) are healthier as a result of the quality prenatal care their mothers received.

VISION
Our vision is a healthy community.

VALUES
People’s Community Clinic is...

PATIENT-CENTERED
Decisions and operations sustain and enhance patients’ dignity and welfare.

CARING
Relationships promote continuity of care and support patient self-care and wellness.

COMMUNITY-ORIENTED
Clinic outreach efforts expand and support healthcare.

COST-EFFECTIVE
Clinic resources are utilized efficiently.

MUTUALLY RESPECTFUL
We recognize and appreciate each individual’s contributions to achieving the clinic’s mission and to creating a rewarding and pleasant workplace.
MISSION

_Our mission is to improve the health of medically underserved and uninsured Central Texans by delivering high-quality, affordable healthcare with dignity and respect._

FROM THE CHIEF EXECUTIVE OFFICER: REGINA ROGOFF, J.D.

On behalf of everyone at People’s Community Clinic, I am pleased to share our 2013 Annual Report with you. I can proudly say that 2013 was a year of great health for PCC.

While reflecting on the highlights of the last year, one word keeps resonating in my mind: community. Since its founding in 1970, PCC has been the best in the business at delivering quality healthcare for the most vulnerable members of our community. And that work is only possible because of the community of support that good folks like you have built for PCC. As this report makes clear, People’s has evolved into a true community of innovative medical practitioners, dedicated patients, and caring supporters and donors.

This bodes well for the future since PCC is growing! And our financial health continues to be exceptionally strong. The clinic purchased a building in northeast Austin in 2013 using some of our reserves, while retaining sufficient funds to have five months’ operating cash on hand.

We kicked off the Capital Campaign in 2014 to support the building remodel slated for completion in late 2015/early 2016, which will expand our operating space from roughly 20,000 to over 50,000 square feet. This will be a historic achievement for PCC and enable us to have a greater impact on the health and well-being of Central Texans. It will allow us to double our patients from 10,000 patients to over 20,000 and to increase annual patient encounters from 30,000 to 80,000.

In 1970, our first volunteers started the clinic with little more than their time, hard work, and a small space donated by a church. Almost half a century later, our community has grown exponentially but still comes together in the same caring spirit, making sure that each day we deliver healthcare with respect and dignity for all of our patients. I believe our founders would be proud. I am.

Sincerely,

Regina Rogoff, J.D.
Chief Executive Officer
**The People’s Community Clinic Difference**

**GOALS (A PROGRAM FOR SPECIAL NEEDS CHILDREN)**

A unique interdisciplinary program that provides a medical home for low-income school-aged children with developmental and behavioral health issues, GOALS has been a community resource since 2005. GOALS promotes optimal developmental functioning, wellness, and mental health in children and teens through a comprehensive assessment and ongoing support using a team of professionals. GOALS also has a community advisory council that meets three times a year with area professionals to share best practices and resources regarding youth with special needs.

**CENTER FOR ADOLESCENT HEALTH**

Adolescents are less likely than younger children to have a regular source of medical care, despite the complex health and behavioral challenges faced by this population. PCC is a Central Texas leader in the care of at-risk teenagers, offering medical, reproductive, and preventive services both on-site and off-site. Health educators, social workers, nurse practitioners, and physicians with expertise in adolescent medicine provide comprehensive care, teach pediatric residents and other trainees, serve on local and state committees, and provide leadership throughout the area in adolescent health issues.

**TANDEM TEEN PRENATAL & PARENTING PROGRAM**

PCC leads this multi-agency collaboration designed to promote the health and well-being of teen parents and their families to reduce their risk of subsequent unplanned pregnancies. In 2013, the teens in Tandem’s core case management program had a remarkably low 5.8% repeat birth rate at 24 months compared with 22% for the state.

**PRENATAL CARE**

In 2013, PCC conducted 8,071 prenatal visits for 1,369 unduplicated patients, and 726 babies were born into our practice. Our goal is to make sure that each of these babies comes into the world healthy. Birth outcomes for PCC’s expectant mothers are excellent. 93.4% of PCC babies born in 2013 were of normal birth weight, exceeding the rate for both Texas and Travis County.

**NUTRITION AND BREASTFEEDING COUNSELING**

Evidence has shown that breastfeeding provides the best nutrition for a growing baby. It helps develop a strong immune system and prevents childhood obesity. PCC has a certified lactation counselor on staff. The program began in 2009 and the number of PCC mothers who chose to continue breastfeeding six months after delivery increased by more than 50%.

**SOCIAL WORK AND INTEGRATED BEHAVIORAL HEALTH SERVICES**

PCC’s Integrated Behavioral Health Program (IBH) provides effective, evidence-based counseling and medication services to patients with mental health issues using a collaborative care model. Primary care providers, behavioral health specialists, and a consulting psychiatrist work together to address mental health issues within the primary care setting. PCC’s IBH outcomes in reducing depression are impressive and exceed national goals.

**HEALTH LITERACY**

Health literacy — the ability to read, understand, and act on health information — is one of the least recognized yet most widespread challenges to achieving better health outcomes and lowering healthcare costs in the United States. Limited health literacy contributes to a reduced ability to manage medications, a reduced likelihood of receiving preventive care, more hospitalizations, and greater use of emergency care. PCC has been a Central Texas leader in introducing health literacy concepts into its practice. PCC is creating health education materials that are effective communication tools for providers and are effective with patients of all health literacy levels.
Georgia Armstrong remembers standing in a long line outside an elementary school one Sunday morning as a child waiting to receive the polio vaccine. It was delivered on a sugar cube.

“[Back then] kids were getting polio like crazy,” she says from her office at People’s Community Clinic. “Then vaccine came out and everything changed.”

Armstrong, R.N., joined PCC in 1994 and oversees the clinic’s Immunization Program, which controls the clinic’s inventory of Advisory Committee of Immunization Practices (ACIP) vaccines and monitors when PCC patients are due for a dose. 17,115 immunizations were administered last year, the majority to children under age 5. Beside her desk hums one of six refrigerators containing vaccines. She recalls elementary school classmates who came down with polio and sees administering vaccinations as a way of preventing diseases that are preventable.

“It’s incredible what we have,” Armstrong says. “Vaccines are just miracle drugs. People don’t realize the devastating effects of diseases like polio and pertussis. They should be in line to get these vaccines.”
In 2013, PCC distributed over 2,500 books through the Reach Out and Read Program, which promotes early childhood literacy.
**Patient Services**

- Adolescent Health
- Adult Primary Care
- Acupuncture for Chronic Pain (offered on-site by the Academy of Oriental Medicine of Austin)
- Chronic Disease Management
- Diabetes Education and Nutrition Counseling
- Family Planning
- Health Education
- Immunizations
- Integrated Behavioral Health
- Laboratory
- Lactation Counseling
- Pediatric Care
- Pharmacy
- Prenatal Care
- Reach Out and Read
- Social Work
- Teen Prenatal Clinic

**Gifts of $1,000,000+**
- St. David's Foundation

**Gifts of $100,000+**
- Anonymous
- Michael & Susan Dell Foundation
- Nancy Neavel
- Roddy-Holden Foundation
- St. David's Medical Center
- Still Water Foundation

**Gifts of $25,000+**
- Carl C. Anderson, Sr. & Marie Jo Anderson Charitable Foundation
- David Newberger
- Topfer Family Foundation
- Lola Wright Foundation

**Gifts of $10,000+**
- Anthony Annunziato
- Christine and Philip Dial
- Emerson Process Management
- Episcopal Health Charities
- Good Earth Foundation
- Donald D. Hammill Foundation
- Sarah Heather
- Susie and Kenny Jastrow
- The Burdine Johnson Foundation
- The KLE Foundation
- Nix Patterson & Roach, LLP
- Quest Diagnostics
- Alice Kleberg Reynolds Foundation
- The LaNoe and Paul Scherer Family Foundation
- Shield-Ayres Foundation
- Marina Sifuentes, R.Ph.
- and Tad Davis, M.D.
- South by Southwest Conferences
- Studio 8 Architects
- Mary G. Yancy, Ph.D. and Howard Yancy

**Gifts of $5,000+**
- Anonymous
- Becky Beaver
- The Keith Beers and Helen Laughlin Beers Foundation
- Sarah Bass
- The Cain Foundation
- Jade Chang Sheppard
- City of Austin
- Donna and John Crutchfield
- Door Number 3
- ECG Foundation
- Susan and Robert Epstein
- Regan and William Gammon
- Assel and David Garcia, Ph.D.
- David Garza and John Hogg, M.D.
- Beverly and Balie Griffith
**Costs of Service**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75</td>
<td>Keeps 3 seniors flu-free</td>
</tr>
<tr>
<td>$149</td>
<td>Treats a kindergartener’s strep throat</td>
</tr>
<tr>
<td>$219</td>
<td>Allows a young couple to plan their family</td>
</tr>
<tr>
<td>$609</td>
<td>Provides 3 dads with EKG exams</td>
</tr>
<tr>
<td>$830</td>
<td>Assures healthy pregnancies for 7 women</td>
</tr>
<tr>
<td>$1,616</td>
<td>Helps monitor 8 diabetic patients</td>
</tr>
</tbody>
</table>

**People’s Community Clinic Giving Groups**

People’s Community Clinic is fortunate to have the longtime support of a generous community of individual benefactors. Without you, our work would not be possible.

**President’s Council** members give at least $5,000 annually to the clinic.

**Council of 100** members give at least $1,000 annually to the clinic.

**Young Professionals for People’s** members give at least $120 per year.
Making sure our pediatric patients come in for their Well Child Check-ups ensures that problems are addressed early.
PCC patients can meet all their primary care needs at a single location and see the same medical team every visit, improving the quality and continuity of care.
Founded in 1970 by volunteer nurses and doctors, PCC has been serving the community for almost 45 years.
Patient Demographics

Household Income
by Percentage of Federal Poverty Level
($23,550 per year for a family of four)

<table>
<thead>
<tr>
<th>% of Federal Poverty Level</th>
<th>% of Patients</th>
<th>Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-100</td>
<td>74%</td>
<td>8000</td>
</tr>
<tr>
<td>101-150</td>
<td>18%</td>
<td>1500</td>
</tr>
<tr>
<td>151-200</td>
<td>5%</td>
<td>600</td>
</tr>
<tr>
<td>201+</td>
<td>3%</td>
<td>100</td>
</tr>
</tbody>
</table>

Ethnicity

- Hispanic: 82.5%
- White: 9.8%
- African American: 6.7%
- Asian: 0.3%
- Other/Unknown: 0.7%

Age

- Young Adults (20 to 34): 30.2%
- Adults (35 to 64): 24.2%
- Seniors (65 and older): 1.9%
- Children (5 to 10): 8%
- Adolescents (11 to 19): 15.9%
- Babies and young children (0 to 4): 19.8%
Annual Utilization

**MEDICAL CARE VISITS**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prenatal</td>
<td>9,781</td>
<td>8,071</td>
</tr>
<tr>
<td>Family Planning</td>
<td>2,616</td>
<td>2,862</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>8,720</td>
<td>9,630</td>
</tr>
<tr>
<td>Adolescents</td>
<td>2,870</td>
<td>3,137</td>
</tr>
<tr>
<td>Adults</td>
<td>9,991</td>
<td>10,403</td>
</tr>
<tr>
<td><strong>TOTAL MEDICAL VISITS</strong></td>
<td><strong>33,992</strong></td>
<td><strong>34,103</strong></td>
</tr>
</tbody>
</table>

**HEALTH SUPPORT SERVICES**

<table>
<thead>
<tr>
<th>Service</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Health IBH + Social Work</td>
<td>1,867</td>
<td>1,960</td>
</tr>
<tr>
<td>Laboratory Procedures</td>
<td>67,684</td>
<td>69,393</td>
</tr>
<tr>
<td>Immunizations</td>
<td>17,088</td>
<td>17,115</td>
</tr>
<tr>
<td>Sonograms</td>
<td>1,298</td>
<td>1,000</td>
</tr>
<tr>
<td>Health Promotion Visits</td>
<td>672</td>
<td>1,241</td>
</tr>
<tr>
<td>Immunizations</td>
<td>2,431</td>
<td>2,504</td>
</tr>
<tr>
<td><strong>TOTAL HEALTH SUPPORT SERVICES</strong></td>
<td><strong>91,040</strong></td>
<td><strong>91,995</strong></td>
</tr>
</tbody>
</table>

**Nona Niland, M.D.**

Capital Campaign Chair  
PCC Board of Directors  
PCC Foundation Board

“The essence of People’s Community Clinic is CARE:

- Caring for patients’ total well-being in a complete and holistic way,
- Caring for our community through collaborations to reach the underserved, and
- Caring to maintain the very highest standards of medical practice.

An investment in the clinic’s expansion will contribute to Austin’s future as a healthy community.”
Eight years ago, when Silvia immigrated to the United States, she had very little other than the clothes on her back and young children to care for. Silvia brought her family to Texas for a better life. Arriving in Austin, she found work and started putting herself through school. Unfortunately, upon learning that she was pregnant with her third child, Silvia discontinued her education. She had nowhere to go for healthcare. A friend recommended she contact PCC. Silvia got an appointment to begin prenatal care, regained her confidence, and went back to school, receiving a GED and earning her Associate’s Degree at Austin Community College. Today, Silvia is an electrical engineering student at the University of Texas. Throughout her journey, there has been one constant – People’s Community Clinic. PCC has provided regular check-ups and immunizations for Silvia and her three children, giving Silvia peace of mind so that she can concentrate on her studies and providing for her family. Soon she will graduate and begin her career as an engineer in Austin. The future is looking bright for Silvia and her family.
Almost 10,000 patients call People's Community Clinic their medical home.
### Operations for 2013

#### Sources for Revenue 2013

<table>
<thead>
<tr>
<th>Source</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Grants</td>
<td>33.8%</td>
</tr>
<tr>
<td>Governmental Sources</td>
<td>47.8%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>6.4%</td>
</tr>
<tr>
<td>Multi-Agency Collaboration Revenue</td>
<td>4.3%</td>
</tr>
<tr>
<td>Fees Paid by Patients</td>
<td>3.0%</td>
</tr>
<tr>
<td>Interest/Miscellaneous</td>
<td>0.2%</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

**Total Revenue** 100% $13,579,938

#### Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>62.4%</td>
</tr>
<tr>
<td>Contractual Services</td>
<td>9.1%</td>
</tr>
<tr>
<td>Laboratory/Diagnostics</td>
<td>2.5%</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2.1%</td>
</tr>
<tr>
<td>Patient Care and Records</td>
<td>0.8%</td>
</tr>
<tr>
<td>Facility and Equipment</td>
<td>7.8%</td>
</tr>
<tr>
<td>Administrative</td>
<td>4.0%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1.8%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>0.9%</td>
</tr>
<tr>
<td>Collaborations</td>
<td>2.1%</td>
</tr>
<tr>
<td>In-kind Donations</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

**Total Expenses** 100% $10,912,839

**Net Surplus** $2,667,099

*The Net Surplus is reserved for expansion.*

---

Gifts of $1,000+ continued

Linda Prentice, M.D.
and James Prentice, M.D.
Angela Prescott
Timothy M. Price
Prosperity Bank
Yasho and Nagi Rao
Jean and Dan Rather
Sara and Dick Rathgeber
Katherine and Jim Ray
Louise Reeser
Rose Ann Reeser
Richardson + Burgess LLP
Eva and Peter Riley
James Rodman
Joel W. Rudd
Jeffry Russell
Eddie Safady
Nancy W. Scanlan
Relia Mae Scheib
Ingrid Schmidt, M.D.
and Walter Hennigan, Jr., M.D.
Corina and Willie Scoggins
Seton Healthcare Family
Lindsay and Ford Smith
Ana and Bill Stapleton
Susan and Jay Stein, M.D.
Sabrina and Bill Streusand, M.D.
Superior HealthPlan, Inc
Karen G. Swenson, M.D.
Texas Pediatric Society Foundation
Gabrielle Theriault
and Gary Grossenbacher
Margot and Grant Thomas
Rachel and Patrick Thomas
Dané Tiensch
Tingari-Silverton Foundation
Tricia and Mark Traeger
Barbara and Thomas Trager
Deborah Treece
Marcia Tugendhat and James Montanaro
Urology Austin, PLLC
Kandi and Dirk Van De Graaf
Tracy and Jimmy Vaught
Veritas Foundation
Sharon Watkins
Jane Webre and David Plaut
Kim and Eric Weidmann
Paula Wendling
Wheatsville Food Co-op
White Construction Company
Alton White, Jr.
Neel White
David and Laura Wieland
Marc and Suzanne Winkelman
Sally and Bill Wittliff
Emily Yeager
As Austinites, we live in a city that is very prosperous. Unfortunately, not everyone in our city benefits equally from that prosperity. Austin is full of those who work extremely hard but face difficult, and sometimes impossible, financial and health obstacles. I donate to PCC to help those facing tough life circumstances, and I can see firsthand how PCC makes our entire community stronger. PCC improves lives on a daily basis, and I’m proud that I can help make the care the clinic provides possible.”
Our patients are working people with jobs in industries that do not provide insurance - they work in small businesses, on construction sites, in restaurants, and at child care centers.
People’s Community Clinic

2909 North IH-35
Austin, Texas 78722
Phone: (512) 478-4939
Fax: (512) 320-0702

Development Office
Phone: (512) 684-1722
Fax: (512) 684-1817

Founded in 1970 by volunteer nurses and doctors, PCC has pioneered a clinic model that is focused on delivering the right care, at the right time, cost-effectively. One out of every four people in Texas has no health insurance. People’s Community Clinic offers a solution, providing high-quality, affordable healthcare to uninsured Central Texans.

Photos by Todd H. Williams & Mark Matsson

Design by Digital City Designs

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