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.

fact 93% of People’s pediatric patients were fully immunized by their third birthday in FY 2014.
As I reflect on the accomplishments of People’s Community Clinic in 2014, I find myself smiling: It was truly an extraordinary year, and I am tremendously proud of what our team has accomplished.

In April, we significantly expanded People’s prenatal program adding a new capacity at a new location within the St. David’s Medical Center complex. We can take on more expectant moms in need of care as we work to assure the health of their newborns. We also opened a new pediatric clinic, the “Manor Mustang Clinic,” at Manor Independent School District. This new school-based service is a multi-agency collaboration, something People’s has a history of doing well.

That same month the National Committee for Quality Assurance (NCQA) awarded People’s Level Three Patient-Centered Medical Home Certification, its highest level of recognition. This was a major achievement that took a concerted team effort. I am so proud of what we can achieve at People’s Community Clinic when we put our hearts and minds into it.

In November, the People’s board of directors launched a $19 million Capital Campaign to facilitate our expansion in early 2016 into Austin’s northeast quadrant. This move to a new headquarters will allow us to significantly increase our operating space and more than double the patients we serve. Accomplishing this requires a total renovation of the facility and building up our reserves to maintain the good financial health of the clinic. St. David’s Foundation recognized the importance of investing in the health of underserved Central Texans and announced its record-setting $10 million grant to People’s—the Foundation’s largest gift ever!—and a very proud moment in the history of People’s Community Clinic.

As you peruse this 2014 Annual Report, please note that we have received a little face-lift. Expanding our practice involves introducing ourselves to people unfamiliar with us and what we stand for. This transition period was the perfect time to review our brand, so we worked with a design firm to reimagine a look that shows where we have been and where we are heading. While our logo is different, our mission to improve health by delivering high-quality affordable care with dignity and respect to people in need remains at the heart of our organization.

I hope you are as pleased as I am with the steps taken in 2014 and that you will continue along with us as we embark on an exciting new path in the year ahead.

Sincerely,

Regina Rogoff, JD
Chief Executive Officer
The People’s Community Clinic Difference

GOALS

Low-income children and teens with special developmental and behavioral health needs participated in GOALS, an interdisciplinary program that provides ongoing assessment and support to this population. GOALS was founded in 2005 and serves as a medical/behavioral health home for at-risk youth. It promotes optimal mental health, wellness, and developmental functioning using a team trained in evidenced-based best practices. GOALS is supported by a community advisory council that meets three times a year with area professionals to review standards and resources regarding youth with special needs.

CENTER FOR ADOLESCENT HEALTH

Adolescents often face complex health and behavioral challenges and are less likely than younger children to have a regular source of medical care. People’s is a leader in the care of teens and at-risk youth in Central Texas. People’s Center for Adolescent Health (CAH) offers medical, reproductive, and preventive health services both on and off-site. CAH is staffed by a team of health educators, social workers, nurse practitioners, and physicians with expertise in adolescent medicine, working together to provide comprehensive care to this historically underserved patient population.

INTEGRATED BEHAVIORAL HEALTH SERVICES

At People’s, helping patients manage depression and mental health issues is a team effort. The Integrated Behavioral Health program (IBH) uses a collaborative care model in which a primary care provider, social worker, and consulting psychiatrist work together to address a patient’s mental health issues within the primary care setting. Patients are monitored for symptoms of depression and anxiety and treated using evidence-based approaches to counseling. People’s IBH program has achieved consistent success in significantly reducing the percent of patients experiencing depression.

TANDEM TEEN PRENATAL & PARENTING PROGRAM

Texas has one of the highest repeat teen birth rates of all states, according to the National Center for Health Statistics. Tandem leads a multi-agency collaboration designed to reduce the risk of subsequent unplanned pregnancies. A second birth during the teen years greatly increases negative social, educational, and health consequences for both young mothers and their children. Tandem operates using a triage system to connect pregnant teens with resources that address their individual needs including medical, educational, and psychosocial services through the first three years of their baby’s life. Through intensive case management and direct access to family planning, parenting education, and mental health services, Tandem was particularly successful keeping teens on track to achieve their goals. The program also helped keep repeat birth rates below 5 percent compared with a statewide rate of 22 percent.

PRENATAL CARE

In 2014, People’s opened its prenatal wing at Park St. David’s. Our goal is to ensure that People’s babies come into the world healthy and at optimal birth weights. 964 babies were born into the practice, and our birth outcomes are consistently excellent. Babies born at normal weights have fewer complications and lower risks for morbidity and mortality. The percentage of People’s babies born at healthy weights exceeds Texas and Travis County figures.

NUTRITION AND BREASTFEEDING COUNSELING

Studies have demonstrated that breastfeeding is healthier for both babies and mothers. Breastfeeding protects infants from infection and helps lower a child’s risk of developing asthma and obesity. Mothers who breastfeed have lower risks of developing ovarian and breast cancer. Since 2009 when People’s began its nutrition and breastfeeding counseling program, it has had a certified lactation counselor on staff. Nationwide, 43 percent of babies are breastfed six months after delivery. At People’s, half of mothers continue to breastfeed six months after giving birth.
OFF-SITE CLINICS

Through community partnerships, People’s offered primary healthcare, immunizations, and other preventive health services to vulnerable populations at three off-site clinics. People’s provided outreach and support services to homeless, runaway, and street-dependent youth in collaboration with the LifeWorks Street Outreach Program. People’s also worked with Austin Children’s Services to provide primary medical care to infants through age 17 experiencing abuse, neglect, or abandonment. Domestic abuse survivors and their children residing at SafePlace shelter received medical care from People’s providers so they can build healthy, self-sufficient futures.

HEALTH LITERACY

Low health literacy levels in the United States raise costs and result in a greater likelihood of patients using emergency care and reduced utilization of preventative care. Health literacy strategies allow patients to achieve better health outcomes including increasing their ability to effectively manage medications. People’s develops and disseminates health education materials that provide clear, actionable direction to patients irrespective of their literacy levels.

fact People’s increased patient encounters by nearly 26 percent in FY 14 over FY13.
Lisbeth Alfaro was recently diagnosed with diabetes. It was a fear that lingered in the back of her mind for months. One could say Alfaro has had better weeks. But she has had worse weeks, too. Things started to unravel for her three years ago when she was laid off from her job as a physician’s assistant. She lost her health insurance, too, and then the whole floor seemed to fall out from under her.

“I remember treating AIDS patients in the 80s,” she says wiping her tears. “Having worked as a physician’s assistant I was always on the other side of healthcare — and now I’ve been able to see from another perspective what it is like to be on this side.”

Alfaro understands the importance of having access to healthcare. She applied for Medicaid but was denied — she earned $9 a week too much.

Without health insurance Alfaro put off primary care visits she couldn’t afford.

“I was putting me on the back burner,” she says. “I kind of thought I might have symptoms of diabetes. People’s Community Clinic staff helped me connect the dots.”

Alfaro was persistent about trying to get care at People’s. Both her children have been long-time patients. Her son has received care for 20 years, and her daughter has been a patient for the last decade. Her persistence paid off when she was told she got an appointment. Alfaro was thrilled.

“I want to say it was life-changing,” she says.

Gaining access to a medical home is a relief for her and her family. After her first checkup in three years she left People’s with a voucher for a long overdue mammogram and a prescription for new glasses.

“Even just getting eye glasses,” she says, flipping hers off the bridge of her nose and showing where the plastic had broken off. “It may not seem like much, but it’s everything. I love that sign in the front [of the clinic] that regardless of your race, religion, or creed, you will get help here. It means the world to me.”
**Patient Services**

- Adolescent Health
- Adult Primary Care
- Acupuncture for Chronic Pain
- 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 $5,000,000 +**

- St. David’s Foundation

**Gifts of $100,000 +**

- St. David’s Medical Center
- Michael & Susan Dell Foundation
- Richard E. DuPont
- The Meadows Mental Health Policy Institute for Texas
- Anonymous
- RGK Foundation
- Roddy-Holden Foundation
- Texas Vaccines for Children
- Mary E. Walker

**Gifts of $25,000 +**

- Aetna Foundation, Inc.
- Sarah Buss
- I Live Here, I Give Here
- Alice Kleberg Reynolds Foundation
- National Association of Community Health Centers
- The Neavel Family
- David Newberger
- Nona Niland, M.D.
- South by Southwest Conferences
- Texas Department of State Health Services
- Topfer Family Foundation

**Gifts of $10,000 +**

- Blue Cross and Blue Shield of Texas
- Christine & Philip S. Dial
- Donald D. Hammill Foundation
- Emerson Process Management
- Episcopal Health Foundation
- Sarah L. Heather
- Jastrow Foundation
- Jewish Community Association of Austin
- The KLE Foundation
- Marilyn McBee Moore
- Quest Diagnostics
- St. David’s Episcopal Church
- USA Compression Partners, LLC
- Lola Wright Foundation
- Mary & Howard Yancy

**Gifts of $5,000 +**

- AthenaHealth
- Becky Beaver
- The Cain Foundation
- Lewis Carnegie
- Door Number 3
- Sharon & Frank Foerster
- ECG Foundation
Costs of Service

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>$120</td>
<td>Vaccinates four grandparents against the flu</td>
</tr>
<tr>
<td>$200</td>
<td>Covers the cost of one adult to receive EKG testing with a specialist</td>
</tr>
<tr>
<td>$350</td>
<td>Pays for one woman's long-acting contraceptive</td>
</tr>
<tr>
<td>$500</td>
<td>Gives ultrasounds to six pregnant moms</td>
</tr>
<tr>
<td>$1000</td>
<td>Provides complete well-child visits for five children</td>
</tr>
</tbody>
</table>

People’s Community Clinic Giving Groups

People’s Community Clinic is fortunate to have the longtime support of individual benefactors without whom our good work would not be possible. Their generosity allows us to focus on what we do best: delivering top-rate healthcare to those who need it.

Our giving circle members provide annual support to the clinic:

President's Council $5,000+
Council of 100 $1,000+
Empowering others through education

In the 1930s, discussing aspects of family planning such as contraceptives and sex education were considered “obscene” under The Comstock Act. Individuals caught disseminating birth control or materials about them could be arrested. Only a handful of states viewed family planning as a public health measure.

None of that stopped Elizabeth “Bicky” Freiberg Trager from doing what she believed in, which was educating people about their health and their options to improve it. Bicky was born in Ohio in 1910, eight years before women gained the right to vote. Bicky attended Wellesley College and continued to live its motto after graduation: “Not to be ministered unto but to minister.”

She began volunteering with the American Birth Control League, now known as Planned Parenthood, and volunteered with the organization for several decades, teaching classes about birth control and visiting new mothers in the hospital rooms to offer them information about family planning. She believed education empowered patients to take control of their health. Bicky’s efforts continued long after she and husband Randolph had their own two children—daughter Nancy and son Thomas.

Treating people with dignity and compassion was a philosophy she lived by until her death at age 88. The Bicky Trager Education Fund (BTEF) was created in 2003 to honor her and support patient education at People’s. It was one of the first restricted-purpose funds to be established at People’s. Start-up funds were provided by Bicky’s daughter, Nancy Trager Neavel and her late husband, Richard C. Neavel. Many family members have made generous donations to grow the fund.

The BTEF supports a variety of patient education efforts at People’s, primarily the work of health educators who assist at the Center for Adolescent Health and the Department of Women’s Health and Adult Medicine. They provide patients with information on primary health topics including family planning, prenatal care, diabetes, and chronic disease management. A contribution to the Bicky Trager Patient Education Fund will make it possible for more patients to maintain healthy lifestyles.
More than 11,000 patients call People’s Community Clinic their medical home. 70% of our patients earn incomes at or below 100% of the U.S. Federal Poverty Level*.

(*$23,850/year for a family of four in 2014)
People’s Community Clinic provides healthcare to some of Central Texas’ most vulnerable populations. The clinic offers off-site clinics for at-risk teens, homeless youth, and survivors of domestic violence.
**Patient Demographics**

### Household Income

*by Percentage of Federal Poverty Level*

($23,850 per year for a family of four)

<table>
<thead>
<tr>
<th>% of Federal Poverty Level</th>
<th>% of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–100</td>
<td>70%</td>
</tr>
<tr>
<td>101–150</td>
<td>16%</td>
</tr>
<tr>
<td>151–200</td>
<td>5%</td>
</tr>
<tr>
<td>201+</td>
<td>3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Ethnicity

- **Hispanic:** 83.4%
- **White:** 8.3%
- **African American:** 6.1%
- **Asian:** 0.3%
- **Other/Unknown:** 1.9%

### Age

- **Young Adults** (20 to 34): 29%
- **Seniors** (65 and older): 2%
- **Children** (5 to 10): 8%
- **Adolescents** (11 to 19): 16%
- **Infants and young children** (0 to 4): 20%
- **Adults** (35 to 64): 25%
Gifts of $1,000 + continued
Anne S. Lewis
Melanie C. Lewis
Maggie & Joe Longley
Susan Longley
Lyons Jr. Foundation
Judy & Bruce MacKenzie
Karen Macko
Sylvia H. & James R. Maggio
Deborah L. Martin &
Robert Sullivan
Sofo Martinez &
David Blumenthal
Carol and Steve Mattingly
MAXIMUS Charitable Foundation
Paula & Chris C. McCaul
Mary McDowell
Sally & Mitchell McFeron
Mary Ann & John McPhaul
Medical Management Solutions
Roxanne McKee & Gerald E. Speitel
Miller Blueprint Co.
Robert L. Miller, Jr.
Susannah R. Mills
mindSHIFT Technologies
Vanessa & Dr. August J. Mitchon
Ellen R. & Steven L. Miura
Susan E. Moffatt & Niccolo R. Barbaro
Marcia Tugendhat &
James J. Montanaro
Moshana Foundation Fund for the People’s Community Clinic
Toni Moss
Mary Ellen & John L. Nemetz
Kathleen D. & Frank Niendorff
Vernon Nye
Nancy & Michael Ohlendorf
Renée & David Orr
Oxford Commercial
Jesus Pantel
Judith A. & Edward Parken
Joel Parker
Carl Pickhardt
Janis & Joe Pinnelli
Linda Prentice, M.D. &
James Prentice, M.D.
Angela Prescott
Tim Price
Prosperity Bank
Ekaterina Ptitsa
Yasho & Nagi Rao
Jean & Dan Rather
Sara R. & Dick Rathgeber
Katherine B. & Jim Ray
Reed, Claymon, Meeker & Hargett, PLLC
Richardson + Burgess, LLP

Annual Utilization

<table>
<thead>
<tr>
<th>MEDICAL CARE VISITS</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prenatal</td>
<td>8,071</td>
<td>10,964</td>
</tr>
<tr>
<td>Family Planning</td>
<td>2,862</td>
<td>3,734</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>9,630</td>
<td>12,072</td>
</tr>
<tr>
<td>Adolescents</td>
<td>3,137</td>
<td>3,714</td>
</tr>
<tr>
<td>Adults</td>
<td>10,403</td>
<td>12,483</td>
</tr>
<tr>
<td>TOTAL MEDICAL VISITS</td>
<td>34,103</td>
<td>42,967</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>HEALTH SUPPORT SERVICES</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Health IBH + Social Work</td>
<td>1960</td>
<td>1,771</td>
</tr>
<tr>
<td>Laboratory Procedures</td>
<td>69,393</td>
<td>93,451</td>
</tr>
<tr>
<td>Immunizations</td>
<td>17,115</td>
<td>18,312</td>
</tr>
<tr>
<td>Sonograms</td>
<td>1,000</td>
<td>1,431</td>
</tr>
<tr>
<td>Health Promotion Visits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chronic disease + Nutrition + Lactation</td>
<td>1,241</td>
<td>1,249</td>
</tr>
<tr>
<td>Health Education</td>
<td>2,504</td>
<td>3,761</td>
</tr>
<tr>
<td>TOTAL HEALTH SUPPORT SERVICES</td>
<td>93,213</td>
<td>119,975</td>
</tr>
</tbody>
</table>

George Rodgers, M.D.
2015 Chair
People’s Community Clinic
Board of Directors

“People’s Community Clinic has been recognized regionally and nationally for its high quality of care and innovative care models. Our clinic is now entering a very exciting era in its evolution as we prepare to move into our new campus. With more space and more providers on board, we will be able to deliver our brand of exceptional care to more people in need. As we grow and expand, we remain dedicated to preserving our core values of treating each individual patient and clinic employee with dignity and respect.”
When Elia Martinez became pregnant with her first child, a friend suggested she call People’s Community Clinic. Scheduling an appointment was simple, and clinic staff assisted Martinez with filing paperwork to ensure both she and her child received health insurance coverage. In other words, People’s made it easy for her to receive prenatal care early in her pregnancy.

“Once I found this place I stayed,” Martinez said while perched on an exam table. “Anytime I know someone is pregnant, I tell them to come here.”

Seeing the familiar faces of the People’s staff during her appointments is comforting, and Martinez likes that her doctors ask her questions including whether or not she has questions for them. This is how she got connected to People’s cooking classes. Prior to her pregnancy, Martinez worked hard to maintain a healthy weight and had lost 40 pounds.

“The doctor knew I wanted to lose weight so she offered me cooking classes,” she says.

Although the clinic provides childcare services while parents attend the course, Martinez’ young son pressed to stay. And he liked going. He tried the foods prepared in the class and ate them when Martinez prepared them at home. She even made a few friends through the experience.

People’s providers also helped Martinez get on birth control after her son was born. She and her husband wanted time with him before having another child. Four years later, she’s expecting her second child this spring. And she feels ready and is confident in the quality of care she receives at People’s.
fact 964 babies were born into the People’s family in 2014.
### Operations for 2014

#### Sources for Revenue 2014

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Grants</td>
<td>27.5%</td>
<td>$4,094,479</td>
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<tr>
<td>Governmental Sources</td>
<td>49.9%</td>
<td>$7,418,706</td>
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<tr>
<td>Fundraising</td>
<td>6.9%</td>
<td>$1,026,905</td>
</tr>
<tr>
<td>Multi-Agency Collaboration Revenue</td>
<td>3.6%</td>
<td>$534,620</td>
</tr>
<tr>
<td>Fees Paid by Patients</td>
<td>4.5%</td>
<td>$667,474</td>
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<tr>
<td>Interest/Miscellaneous</td>
<td>0.1%</td>
<td>$18,341</td>
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<tr>
<td>In-Kind Donations</td>
<td>7.5%</td>
<td>$1,114,941</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>100%</td>
<td>$14,875,466</td>
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</table>

#### Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>66.7%</td>
<td>$9,301,600</td>
</tr>
<tr>
<td>Contractual Services</td>
<td>6.0%</td>
<td>$843,111</td>
</tr>
<tr>
<td>Laboratory/Diagnostics</td>
<td>2.9%</td>
<td>$402,735</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2.4%</td>
<td>$336,569</td>
</tr>
<tr>
<td>Patient Care and Records</td>
<td>0.9%</td>
<td>$125,485</td>
</tr>
<tr>
<td>Facility and Equipment</td>
<td>7.0%</td>
<td>$979,223</td>
</tr>
<tr>
<td>Administrative</td>
<td>3.4%</td>
<td>$473,222</td>
</tr>
<tr>
<td>Depreciation</td>
<td>2.2%</td>
<td>$300,237</td>
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<tr>
<td>Fundraising</td>
<td>0.6%</td>
<td>$84,849</td>
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<tr>
<td>Collaborations</td>
<td>1.7%</td>
<td>$233,795</td>
</tr>
<tr>
<td>In-kind Donations</td>
<td>6.2%</td>
<td>$868,401</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>100%</td>
<td>$13,949,227</td>
</tr>
</tbody>
</table>

**Net Surplus**

$926,239

*This information includes funding from Medicaid, Medicare and CHIP.

*The Net Surplus is reserved for expansion.
Karen C. Burgess, J.D.

People’s Community Clinic Board Member

“Thank you, People’s, for bringing healthcare, nutrition, and social services to low-income members of our community – and for treating each one with dignity and respect. It is a privilege to be part of a story that gets bigger and better as the new building comes on line and the patient base expands.”
1 out of every 5 people in Central Texas has no health insurance. Texas has the highest number of uninsured children in the nation.
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

www.austinpcc.org
facebook.com/austinpcc
@austinpcc
youtube.com/austinpcc