



**PEOPLE'S
COMMUNITY
CLINIC**

2018 YEAR IN REVIEW



VISION

People's Community Clinic is redefining the standard for high-quality, holistic healthcare.



fact

In 2018, 64% of our pediatric patients were fully immunized, compared with 39% at other Federally-Qualified Health Centers.

VALUES

Our values are ...

PATIENT-CENTERED

Decisions and operations sustain and enhance the dignity and welfare of each patient.

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 the contributions of each individual to achieve the clinic's mission and to create 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.

2018 YEAR IN REVIEW

FROM THE CHIEF EXECUTIVE OFFICER: REGINA ROGOFF, JD

Since moving into the clinic at 1101 Camino La Costa in April 2016, People's Community Clinic has been hopping! It's exciting to walk through the building and see patients benefiting from the multitude of services and programs that the clinic provides. We successfully and gratefully closed out the building's \$15.5 million capital campaign in 2018 with a \$509,000 gift from the Moody Foundation. But ultimately, the building is about the 17,360 patients served in 2018 (an 11% increase over the prior year) and all the exciting ways we're now able to improve their health and the health of our community.

For example, we've added new initiatives to address the intersecting problems of chronic pain and addiction, which have contributed to the nation's opioid epidemic. By partnering with Austin Recovery, we've made outpatient substance abuse care accessible to our patients. We've also developed a model interdisciplinary pain management clinic that's taken chronic pain out of the closet, bringing together medicine, social work, acupuncture, nutrition, and law to help patients survive and thrive.

We formalized our partnership with the Austin Diaper Bank (People's distributed 120,000 infant and adult diapers in just one year). And we're thrilled that Women, Infants, and Children (WIC) now has on-site hours at People's Center for Women's Health to help new moms successfully breastfeed.

Our Community-Centered Health Home (CCHH) program, which endeavors to shape community drivers of health, has been busy in our Northeast Austin neighborhoods. Our CCHH staff has walked the blocks, introducing the clinic to residents; registered patients to vote in our lobby; and, in partnership with StreetCred and Foundation Communities, offered a free on-site tax preparation service.

Our acclaimed Austin Medical-Legal Partnership (AMLPL) continued to garner accolades for its work and was highlighted in the National Center for Medical-Legal Partnership newsletter.

We learned late in the year that as part of St. David's Foundation's Healthy Smiles program the clinic would be receiving a fully equipped dental van to support one of our long-term organizational goals of offering dental care to adult patients.

Additionally, People's won the Mayor's Health & Fitness Award for companies our size. Not only are we working hard to keep our patients healthy, but we're doing the same for our employees with on-site yoga, Zumba, and mindfulness sessions, as well as simple things like placing fresh fruit every week in the break rooms and designated nursing rooms for our new moms.

People's received high marks on our biannual on-site review by the Health Resources and Services Administration (HRSA), our federal funders. And our e-training program was identified as a "Promising Practice" to be shared with other community health centers.

As robust as our services and programs are, we couldn't do it all if it wasn't for your belief in our unique, holistic model of care. For nearly half a century, People's Community Clinic has steadily and intentionally grown to meet the needs of medically underserved and uninsured Central Texans, our neighbors and family! Our growth definitely accelerated this past year. Thank you for supporting us and making all of this possible.

Sincerely,

Regina Rogoff, JD
Chief Executive Officer

The People's Community Clinic Difference

AUSTIN MEDICAL-LEGAL PARTNERSHIP

The Austin Medical-Legal Partnership (AMLPL) assists People's patients in overcoming health-harming legal barriers to wellness, including poor housing, inadequate public benefits, and lack of appropriate educational support. The AMLPL integrates experienced public-interest attorneys into the clinic's primary care teams so providers and other staff members can easily refer patients whose socio-legal issues may be negatively affecting their health. Attorneys provide intake, advice and counsel, representation, and, as appropriate, referral to pro bono attorneys. People's is proud to be a leader in this area, providing training for staff, medical residents, and patients on legal issues affecting health.

CENTER FOR ADOLESCENT HEALTH

The Center for Adolescent Health (CAH) at People's Community Clinic focuses on youth ages 10 to 24. The CAH is a leader in providing innovative care for this population. The team is comprised of fellowship-trained adolescent medicine physicians, other adolescent-friendly physicians, nurse practitioners, nurses, medical assistants, social workers, health educators, and more. Youth receive physicals, immunizations, reproductive health assessments, behavioral health referrals, chronic disease management, and sick care. Beyond providing medical care, the CAH engages adolescents in a myriad of ways through community events, an Adolescent Resource Room, and its Youth Advisory Council.

GOALS

Low-income children and teens with developmental and behavioral health needs are eligible to participate in GOALS, an interdisciplinary program that provides ongoing assessment and support to this population. GOALS 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 evidence-based best practices. GOALS is supported by a community advisory council that meets with area professionals to review standards and resources regarding youth with special needs.

HEALTH LITERACY

Low health literacy levels in the United States raise costs by increasing the likelihood of patients using emergency care and reducing the chance that they will use preventive care measures. Improved health literacy allows patients to achieve better health outcomes and increases their ability to effectively manage medications. People's develops and disseminates health education materials that provide clear direction to patients regardless of their literacy level.

INTEGRATED BEHAVIORAL HEALTH SERVICES

At People's, helping patients manage depression, anxiety, and post-traumatic stress disorder is a team effort. The Integrated Behavioral Health Program uses a collaborative care model in which a primary care provider, a clinical social worker, and a consulting psychiatrist work together to address a patient's mental health issues that can be safely treated within the primary care setting. Patients are screened for symptoms of depression and anxiety and treated using evidenced-based psychotherapy and medication, if needed.

NUTRITION AND BREASTFEEDING COUNSELING

People's offers nutrition counseling services to clinic patients, from newborns to adults. To give moms and babies the best start, People's offers the expertise of a full-time certified lactation counselor. As a result of these dedicated efforts, 80% of the clinic's pediatric patients receive breast milk at two weeks of life, higher than the national average. Other nutrition education services include one-on-one sessions and group classes that promote healthy eating, diet support for chronic disease management (e.g., hypertension, diabetes, and hyperlipidemia), and nutritional guidance for women before and during pregnancy. The clinic also collaborates with local agencies that advocate for healthy eating habits and promote disease prevention through healthy eating.

PRENATAL CARE

The goal of our prenatal care team is to ensure that People's babies come into the world healthy, at optimal birth weights, and that mothers remain healthy before, during, and after pregnancy. We are proud of our outstanding birth outcomes. Babies born at normal weights have significantly fewer complications and lower risks for morbidity and mortality. The percentage of People's babies born in 2018 at healthy weights was 94%, exceeding the state average.

TANDEM TEEN PRENATAL & PARENTING PROGRAM

Texas consistently has one of the highest repeat teen birth rates in the country, according to the National Center for Health Statistics. People's leads a multiagency collaboration designed to reduce the risk of subsequent unplanned pregnancies in Travis County. A second birth during the teen years greatly increases negative social, educational, and health consequences for both young mothers and their children. Tandem connects pregnant and parenting teens with resources that address their individual medical, educational, and psychosocial services needs through the

first three years of their baby's life. Tandem serves both young mothers and fathers. Through intensive case management, direct access to family planning, parenting education, and mental health services, the Tandem program has been particularly successful in reducing the repeat pregnancy rate of participating teens to below 5% in the past five years, compared with a statewide rate that ranges between 19% and 22%.

PARTNER SITES

Through community partnerships, People's offers primary healthcare, immunizations, and other preventive health services to vulnerable populations at two partner sites. At the SAFE/Austin Children's Shelter at Rathgeber Village campus, People's provides primary medical care to infants and youth through age 22 experiencing abuse, neglect, or abandonment. People's also partners with Integral Care and Manor ISD to ensure students in the district have access to high-quality primary and behavioral healthcare. These services are offered at the Manor Mustang Health Center, located on the grounds of Manor New Tech Middle School.



fact

At People's, the cervical cancer screening rate was 76%, compared with 57% at other Federally-Qualified Health Centers.

A YOUNG MOTHER RETURNS TO PEOPLE'S

The first time Nancy walked into People's Community Clinic she was 15, pregnant, and without secure housing. Years later, in 2018, as the Dental Services Manager, she zipped around People's in blue scrubs, a uniform she couldn't have imagined wearing back when she was a teen receiving care through People's Adolescent Health services.

"The reason why my husband and I kept coming back to People's was because they never made us feel like young, dumb teenagers," said Nancy. "They gave us relevant information about birth control and pregnancy, but we always knew the choice was ours."

After suffering two miscarriages, Nancy was comforted to learn from the clinic's health educators that many women experience multiple miscarriages before having a viable pregnancy. At 18, she decided to take hormonal birth control to avoid pregnancy until she graduated from high school and until she and her husband could afford their own place.

People's medical and wraparound services assisted Nancy and her husband in many ways. They helped make sure she was up to date with her immunizations so that she could return to high school. The clinic's financial counselors connected the couple to support services. Social workers counseled them through the uncertain period of time when both their families had kicked them out of their respective homes.

Seeing so many sides of the organization, Nancy said to herself, "One day, I'd like to be one of the people helping. One day, I'd like to work here." Little did she know, her dream would one day come true.

Two days after walking the stage at her high school graduation, Nancy delivered her much-hoped-for daughter, Araceli. A new chapter in her life had begun, and she found herself asking a big question: "What kind of life do I want *my* kids to have?" That's when she decided to juggle working full-time at a department store while also training to become a dental lab technician. She finished school and was hired for her first job at a private dental practice. Soon she transferred to St. David's Foundation's mobile dental program, where she was the dental assistant on a van dubbed "T4."

Fast-forward to 2018, when St. David's Foundation donated T4 to help People's start its own dental program. Nancy was hired to bring the People's program to life, fulfilling her wish to give back to the organization that had helped her through her tumultuous teen years.

Responsible for getting our newest department up and running, she worked carefully with the People's operations team to design the dental program; oversee the installation of the van, where patients receive care; and help find a dentist who was "just the right fit" for People's. Nancy helped coordinate the van's colorful exterior wrap, which now stands out in the Camino La Costa clinic's parking lot. And she made sure that the "T4" painted near the door of the van remained visible, a token to remember how new beginnings are always possible.

"We try our best to show patients that they are in control of what goes into their mouth," Nancy said with a laugh. "Just like any other department at People's, we're all about empowering the patient and teaching healthy options."



People’s Community Clinic Leadership Councils

The leadership councils at People’s include two groups, the President’s Council and the Council of 100, whose memberships form the foundation of the clinic’s annual support. The generosity and dedication of each donor in the councils ensure the long-term sustainability of the clinic so that we’ll always be here when patients need care.

President’s Council members make an annual gift of \$5,000 +
Council of 100 supporters make an annual gift of \$1,000 +

Patient Services

Acupuncture	Integrated behavioral health
Adolescent health	Laboratory procedures
Adult primary care	Lactation counseling
Cancer screenings	Legal assistance
Chronic disease management	Nutrition counseling and cooking classes
Diabetes education	Pediatric care
Family planning and reproductive health	Pharmacy/prescription assistance
Health education	Prenatal care
Immunizations	Social work

How Your Gifts Help Our Patients

\$15	vaccinates against the flu
\$25	vaccinates against measles
\$50	provides an ultrasound for an expecting mother
\$350	provides one long-acting reversible contraceptive (LARC)
\$550	immunizes a teen against HPV (full three-shot series, lifelong protection)
\$1,000	protects 8 grandparents from shingles

Gifts of \$4,000,000 +
 St. David’s Foundation

Gifts of \$250,000 +
 St. David’s Medical Center
 Michael & Susan Dell Foundation
 Episcopal Health Foundation
 Moody Foundation

Gifts of \$50,000 +
 The Neavel Family
 David Newberger
 Roddy Holden Kintzel
 Charitable Fund
 Methodist Healthcare Ministries

Gifts of \$20,000 +
 Carl C. Anderson Sr. & Marie Jo
 Anderson Charitable Foundation
 Becky Beaver
 Colon Cancer Coalition
 Christine & Philip S. Dial
 Michael Esposito
 Harvard University
 Keller Willams
 Texas Bar Foundation

Gifts of \$10,000 +
 Louis Black
 The Elizabeth Crook & Marc Lewis
 Foundation
 Balie & Beverly Griffith
 Linda Haines
 Donald D. Hammill Foundation
 Haven Financial Advisors
 Insurance Industry Charitable
 Foundation Inc.
 Jastrow Foundation
 Joan & Jeff Lava
 McBee Family Foundation
 Quest Diagnostics
 Nancy Scanlan
 State and Local Employee Giving
 Campaign
 SXSW Community Fund
 Wheatsville Food Co-op
 Mary & Howard Yancy

Gifts of \$5,000 +

Ascension Seton
Maryann & Paul Bell
Blue Cross and Blue Shield of Texas
Sarah Buss
Christine & James Cowden
Susan and Bobby Epstein Family Fund
Stefanie & Stephen Griffith
Isabel & Russell Hoverman
Claudia & Jim Humphrey
Assel Kassainova & David Garcia
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McGinnis Lochridge
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Michael Muth
Carrie & Vic Napiorkowski
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Marina Sifuentes
Claire & Carl Stuart
Texas Council on Family Violence
Margot & Grant Thomas
Cathy and Dwight Thompson Foundation
Tried and True Foundation
Kandi & Dirk Van De Graaf
Victoria Emergency Associates
Mary Walker
Kim & Eric Weidmann
Stephanie & Bill Whitehurst

Quality Awards

People’s Community Clinic was recognized by the U.S. Department of Health and Human Services for exceeding federal health center standards in 2018.

Quality Measure	Description
Health Disparities Reducers	Met or exceeded the <i>Healthy People 2020</i> goals, or made at least a 10% improvement across different racial/ethnic groups between 2017 and 2018
Health Center Quality Leaders	Achieved the best overall clinical performance among all health centers and placed in the top 10%
Advancing Health Information Technology for Quality	Recognized as a health center utilizing HIT systems and telehealth services to increase access to care and advance quality of care
Patient-Centered	Achieved PCMH designation for service delivery sites
Access Enhancer Award	Increased the total number of patients served and the number of patients receiving comprehensive services between 2017 and 2018

SUJATA AJMERA, JD Foundation Board of Trustees

“I support People’s because I believe access to whole-person care is a fundamental right. In a time when we face many challenges to keep up with affordability and growth, People’s remains a bastion of service to our community, and I am proud to be part of an organization that works daily to improve and change the lives of its community members.”



fact

94% of our newborns were born at a healthy weight — higher than the Texas average.

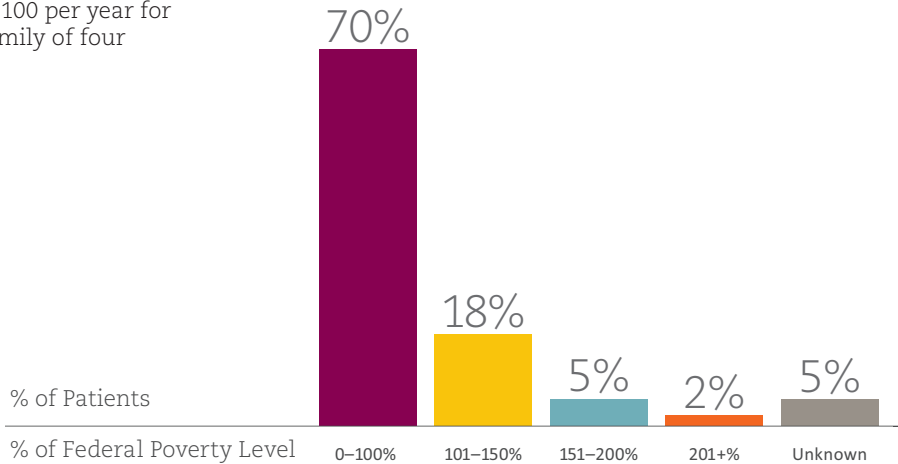


Patient Demographics

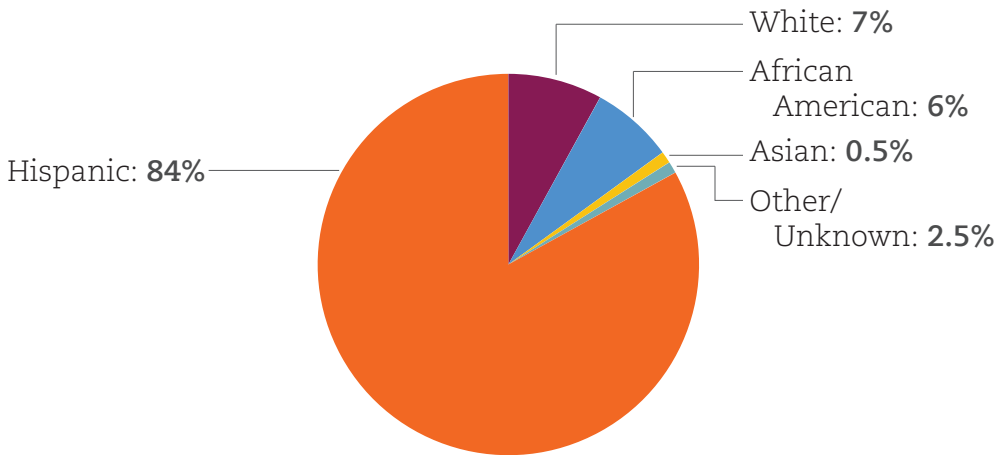
Household Income

by percentage of Federal Poverty Guidelines*

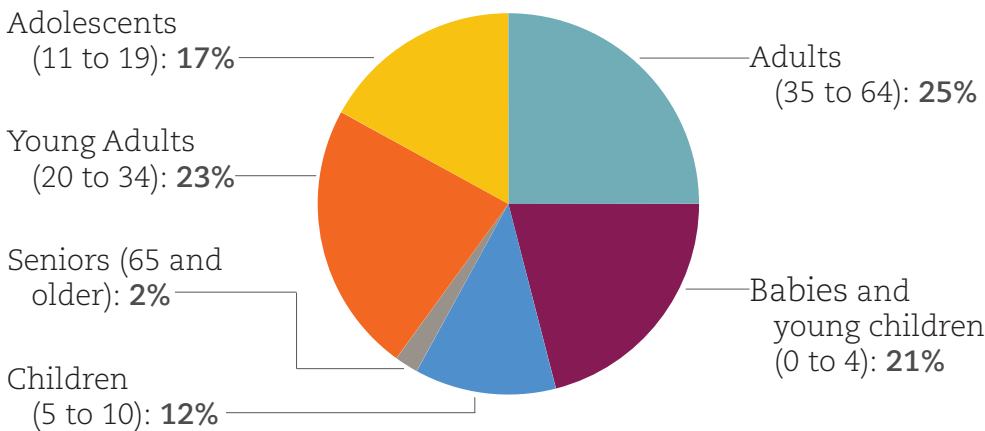
*\$25,100 per year for a family of four



Ethnicity



Age



Gifts of \$2,000 +

- Lew Aldridge
- Evelyn & Jeffrey Angelovich
- Arnold Foundation
- Austin Regional Clinic
- Bank of America
- Sheila & Daniel Beckett
- Blue Rock Artist Ranch & Studio
- Karen & Brian Burgess
- Sarah Campbell
- Donna Carter & Michael Gagarin
- City of Austin
- Clark Hill Strasburger
- The College of Health Care Professions
- Dell Medical School
- Emerson
- ExxonMobil
- Farabee Family Fund
- Marialice & Dillon Ferguson
- Frost Bank
- Cheryl & Jim George
- Eileen Gill
- Grande Communications Grande Cares Club
- Karol Griffiths & Burton Meader
- Patty & Sam Griswold
- Paula & Wayne Hartman
- H-E-B
- Henna Chevrolet
- Paula & Daniel Herd
- Charlotte Herzele
- HH Weinert Foundation
- William Hopkins
- Gail Hughes
- Hughes Vanderburg Williams PLLC
- I Live Here, I Give Here
- Intensive Healthcare Systems
- Kitty & Terry Kenyon
- Law Office of Becky Beaver
- Judy & Bruce MacKenzie
- Karen Macko
- Sofia Martinez & David Blumenthal
- MAXIMUS Foundation
- Janet McCullar

Annual Utilization

MEDICAL CARE VISITS	2017	2018
Prenatal	12,686	12,152
Family planning	4,671	4,257
Pediatrics	19,317	23,292
Adolescents	6,329	7,095
Adults	17,746	19,873
TOTAL MEDICAL CARE VISITS	60,749	66,669

HEALTH SUPPORT SERVICES	2017	2018
Behavioral health + social work	2,846	3,525
Chronic disease management + nutrition	3,489	2,406*
Health education	3,796	4,520
Lab services	144,794	137,698**
Immunizations	44,955	52,309

* Staff turnover in the Chronic Disease Management program resulted in reduced capacity.

** A milder flu season resulted in fewer lab tests.



CREW MEMBER BECOMES PATIENT ADVOCATE

Fifteen years ago, Kyle found himself rowing with the new CEO of People's Community Clinic, Regina Rogoff. He remembers the first practice as "tough," and despite having never rowed in his life, he was invited to join the eight-person crew.

Over a few early-morning rows on what was then called Town Lake, Kyle shared his story with the new crew. He was a Master of Business Administration graduate student at UT with aspirations to start his own consulting business. He had a young son. He didn't have health insurance and was struggling to afford the healthcare he needed to stay well given the stress of going to school, working, and being a father. Regina invited him to come to the clinic to see about becoming a patient.

He did.

Soon Kyle was seeing a physician, who prescribed lifestyle changes like exercise, consistent sleep, diet improvements, and stress management — rather than medications — to treat Kyle's high cholesterol.

"People's inspired me to think of health as wellness, rather than treating 'what's wrong,'" Kyle said. "They gave me great nutrition tips and even inspired me to start a backyard garden so that I could always have fresh vegetables."

To this day, Kyle still tends his garden, adhering to the changes his doctor recommended. Mostly he grows leafy greens: kale and Swiss chard. Since he began going to People's and overhauling his routine, Kyle reports that his cholesterol has been well within range.

Good health wasn't the only lasting change in his life. After five years of experiencing the People's approach to healthcare, he joined the board of directors and became a formal advocate of the clinic's innovative model of care.

"Kyle has been a valuable board member for almost a decade," Regina said. "With his insight as a long-time patient and his acumen as a business owner — not to mention his enthusiasm for being on the Finance Committee — he's truly appreciated."

From his first term, Kyle, a self-described "big-picture thinker," has been helping to weave a greater vision for People's and build toward it. For one, the budget has tripled since 2010, the year Kyle began volunteering. With that larger budget, the clinic's designation as a Federally-Qualified Health Center, and its expansion to a new building, the clinic's influence has also grown.

"Our first priority is to address the needs of our immediate community and expand our presence to underserved areas around Austin — the eastern crescent, Manor, et cetera," said Kyle. "Beyond that, I want People's to be seen as the standard-bearer for primary healthcare, not only in Central Texas, but across the nation. I believe most everyone can benefit from the People's whole-health approach to care."

Now, that's a goal we can all row for.



Operations for 2018*

SOURCES OF REVENUE	2018	%
Governmental and Quality Incentive Programs	\$2,325,811	9%
Patient Services	13,346,870	54%
Grants, Fundraising, In-Kind Donations, and Other	8,963,028	37%
TOTAL REVENUE	24,635,709	100%
EXPENSES		
Personnel and Contractual Services	17,918,976	74%
Patient-Related Supplies and Services	3,181,994	13%
Facility, Equipment, Depreciation	2,159,625	9%
Administrative and Fundraising	829,305	4%
TOTAL EXPENSES	24,089,900	100%
Operating Income	545,809	
Other Income- Investment Return	47,122	
Excess of Revenues Over Expenses	592,931	
Net assets released from restriction used for purchase of property and equipment	517,249	
Increase in Unrestricted Net Assets	1,110,180	
ASSETS		
TOTAL NET ASSETS	\$27,647,372	

Gifts of \$2,000 +

Mary McDowell & Calvin Lin
 Sally & Mitchell McFeron
 Roxanne McKee & Gerald Speitel
 Moshana Foundation Fund
 Noelke Maples St. Leger Bryant, LLP
 Michael & Nancy Ohlendorf
 Lee Parsley
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 David Schwendner & H. Brook Randal
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 Kent Stewart
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 Superior HealthPlan
 Daniel Tambasco
 Barbara & Tom Trager
 UBS Financial Services
 University Federal Credit Union
 Lesley Varghese & Harry Thomas
 Weisbart Springer Hayes, LLP
 Amy Wilson-Janice
 Suzanne & Marc Winkelman

Gifts of \$1,000 +

Carol & Chris Adams
 John Adickes
 Sujata Ajmera
 Pam & Marty Akins
 Madeleine & Michael Appel
 Applied Materials
 Sara Austin
 Linda Ball & Forrest Preece
 Marcia Ball & Gordon Fowler
 Sherri Barras & David Mintz
 Jerry Bell Jr.
 Robert Boney
 Brigitte Bosarge
 Susan Bradshaw
 Becky Brownlee & Ross Ramsey

*In 2018, a \$157,416 gift to support the construction costs of the new clinic was received. The costs related were incurred in 2016.

Gifts of \$1,000 +

Becky & Michael Bullard
Tom Bullard
Jane & Ned Carnes
Leslie Carruth
Michael Churgin
Jennifer Claymon
Anita & William Cochran
Christopher Cross
Steve Crow
Mary Jo & John Culver
Dell, Inc.
Susanne Denison
Carol Williams Elms & Chris Elms
Mary & Martin Elzy
Nancy & Charles Faerber
First Unitarian Universalist Church
of Austin
Sharon & Frank Foerster
Anne Freeman
Frost Insurance
Ragini & Harish Gandhi
Lori Lyn & Kenneth Gates
Douglas Gullickson
Patti Halladay
Richard Hartgrove & Gary Cooper
Milton Hime
Jessie Hite & Frank Bash
Janet & Arthur Holzheimer
Aileen Hooks & Ray Donley
Philip Huang
Martha & W.R. Hudson
Meghan Hughes
Chris Hyams
Shari & Craig Jankowsky
Carla & Gary Jenson
Linda Hanna Lloyd
James Lommori

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Gifts of \$1,000 +

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Raina Massand

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Tingari-Silverton Foundation

Cary & Toby Tobleman

Retta Van Auken

Ross Vines

Laura & Brian Weylie

Catherine & David Wilkes

Paul Woodruff

Michelle & Bill Zapalac

CSILLA SOMOGYI

People's Board of Directors

"As an immigrant to this country, it was very sad to realize the U.S. does not guarantee the right to healthcare, as my birthplace, Hungary, does. On the other hand, that lack makes People's so much more critical. I am motivated to serve on the board of directors because the services and programs that we offer make an enormous difference for our neighbors living on the edge, and, as a People's patient and board member, I feel reassured knowing that they receive the high-quality care they deserve."





1101 Camino La Costa
Austin, Texas 78752
Phone: (512) 478-4939

Development Office
Phone: (512) 684-1722

Founded in 1970 by volunteers, People's has pioneered a clinic model that is focused on delivering the right care, at the right time, cost-effectively. Nearly one out of every five people in Texas has no health insurance. People's Community Clinic offers a solution, providing high-quality, affordable, and respectful healthcare to Central Texans.

Design by
Digital City Designs

Photography by
Kelly West, Cecile Fusco,
and Monica Simmons

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