

CHOICE

Regional
Health Network



2012

Annual Report

**CHOICE Regional Health
Network**

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Winfried Danke
Executive Director

2012 marked a year of transition for CHOICE Regional Health Network. I came to CHOICE as the new Executive Director in July and spent the next several months learning about the organization while working with the Board of Directors on a strategic realignment. We updated the CHOICE mission, undertook a strategic review of programs, and developed a new strategic plan.

We decided to discontinue several programs. We also renewed our commitment to several important, high-impact programs. CHOICE remains focused on meeting the needs of some of our most vulnerable community members through direct client services. This includes donated care programs that provide access to medical and mental health services for the uninsured.

We also remain committed to improving care coordination in our region. CHOICE is continuing to support multi-disciplinary care teams to better meet the needs of individuals who frequently use hospital emergency rooms, and we are assisting with the development of standardized treatment protocols for heart attack and stroke in our region. These efforts are directed at improving access to care and the quality of care while reducing the cost of care.

We look forward to the new year with renewed energy and determination. Undoubtedly, our organizational realignment will continue as we respond to a rapidly changing healthcare environment and the emergence of new opportunities. CHOICE has a strong track record and I look forward to building on these strengths while positioning the organization for continued success as healthcare reform unfolds.

Our work would not be possible without the generous support we receive from our members, sponsors, and community partners. We thank each and every one of them for their support of and their continued commitment to CHOICE.

CHOICE is a nonprofit collaborative of member organizations dedicated to *improving community health in Central Western Washington through collective planning and action of health care leaders.* We meet our mission through four core strategies:

1. **Health System Improvement:** Convening diverse stakeholders to jointly plan and act to improve the regional health system.
2. **Quality Improvement:** Designing and implementing initiatives to improve the quality of healthcare services and access to such services while reducing costs.
3. **Health Policy Advocacy:** Promoting healthy policy choices.
4. **Client Services:** Providing direct client services to fill critical service gaps in our communities.

CHOICE has helped thousands of individuals access vital healthcare and other support services over the years. This includes access to health coverage, prescriptions, specialty medical care, and more. Our capacity building work has benefitted our region through the creation of several free clinics, addressing primary care capacity issues, aiding the development of protocols for diagnosis of stroke and heart attack in patients, and supporting care coordination to reduce frequent, inappropriate emergency department use.



"I think it is so heartwarming to know there are wonderful, caring organizations to help people when it gets to be so discouraging sometimes."
- CHOICE Client, 2012

CHOICE provides convening and facilitation services so that health care leaders have a forum to discuss opportunities and challenges to improve health in our communities. Together, we identify promising intervention strategies, gather resources to support chosen interventions, implement priority strategies, and assess outcomes.

Our methods include bringing the right stakeholders to the table and providing group facilitation services to get to the heart of an issue. We work hard to understand regional health opportunities while recognizing the local health impacts. The CHOICE region covers thousands of square miles, and with a small staff team, we cannot always be present in all of the communities we serve at all times. Yet, we make every effort to remain engaged in local projects, even if from a distance. We also provide administrative support to carry local and regional efforts forward, always with the goal of improving community health.

As a result, we have been able to help the region develop standard protocols for the diagnosis and treatment of stroke and cardiac symptoms. This has resulted in eight hospitals receiving stroke and cardiac certification: a big win for our region.

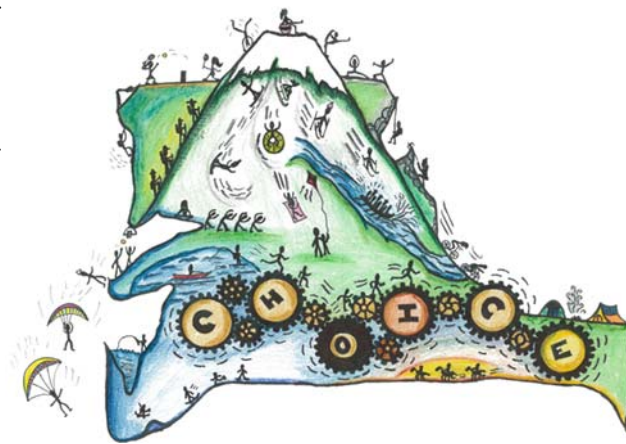
CHOICE's Emergency Department Consistent Care Program has received national recognition for reducing inappropriate emergency room use, helping to improve care coordination while driving down health care costs. CHOICE-facilitated safety-net councils have come together to save critical programs for the uninsured, and



Health Homes Learning Session in June 2012

worked to launch new ones, such as local free clinics.

Meanwhile we are scanning the horizon for local and regional impacts of health reform. To identify and assess health care opportunities, CHOICE has developed multiple 'learning sessions' aimed at educating our members, partners, and other interested parties. Experts share and interpret information, answer questions, and help frame the region's response to new ideas. In 2012, CHOICE held learning sessions on two topics: *Health Homes* and *Care Transitions*.



CHOICE provides client services to help fill critical gaps in care for our region. Without affordable insurance options, many individuals in our community remain uninsured. When they fall ill or require medical treatment, relying on charity care is often their only option. Others may be eligible for support programs or local health services, but do not know how to access such services. This is where CHOICE steps in to help.

Thurston County Project Access connects low-income, uninsured patients with highly skilled health care professionals who donate their services to meet the urgent specialty medical need of community members. For those suffering from anxiety and depression who cannot afford counseling, the Mental Health Access Program offers short-term intervention therapy. Through outreach efforts, our Access to Baby and Child Dentistry Program connects Medicaid-eligible children to their first dentist. The Regional Access Program helps individuals and families find health benefits and services, and navigate the health system.

In November, faced with a lack of available insurance programs to which to refer clients and declining service numbers, CHOICE suspended in-person assistance through the Regional Access Program. We continue to provide referral services over the phone to anyone in need of resources, as we determine how best to meet the health needs of our communities.

"The Project Access program helped me get medical assistance for free or low cost. Without this program, I don't think I would be alive today." - CHOICE client, 2012

2012 Client Services by the Numbers

Access to Baby and Child Dentistry

- ✓ 455 children through age 5 received dental education and connected to a dentist

Mental Health Access Program

- ✓ 80 individuals treated for anxiety and depression
- ✓ \$100,000+ donated counseling services

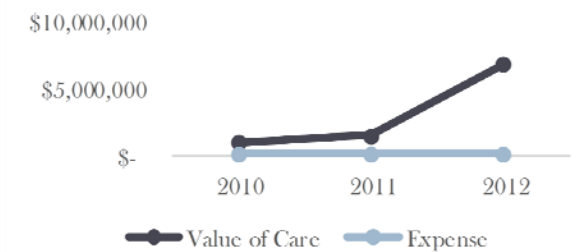
Regional Access Program

- ✓ 575 individuals connected to health services

Thurston County Project Access

- ✓ 900 patients received specialty and ancillary medical care
- ✓ Almost \$7 million in donated medical services

Value of Donated Care Against Program Expenses



Individuals Served



2012 Member Organizations



2012 Sponsors



Board of Directors

- | | | |
|---|--|---|
| <i>Bob Appel</i> , CEO
Mason General Hospital | <i>Ronald DeArth</i> , CEO
Morton General Hospital | <i>Tom Jensen</i> , CEO
Grays Harbor Community Hospital |
| <i>Joan Brewster</i> , Director
Grays Harbor County Public Health | <i>Jim Geist</i> , CEO
Capital Medical Center | <i>Vicki Kirkpatrick</i> , Director
Mason County Public Health |
| <i>Steve Clark</i> , Executive Director
Valley View Health Center | <i>Kevin Haughton</i> , Primary Care Section Chief
Providence Physician Network | <i>John Masterson</i> , CEO
Behavioral Health Resources |
| <i>Medrice Coluccio</i> , Regional CEO
Providence Southwest WA Region &
Providence St. Peter Hospital | <i>Renée Jensen</i> , CEO
Summit Pacific Medical Center | <i>Cindy Mayo</i> , CEO
Providence Centralia Hospital |
| | | <i>Doug Spingelt</i> , VP Ambulatory Care
Sea Mar Community Health Centers |

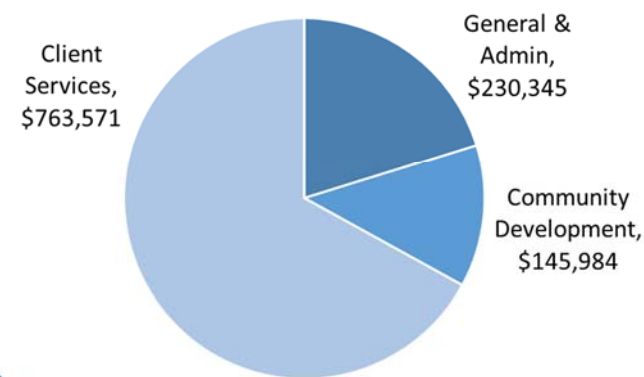
CHOICE Staff

- | | | |
|--|--|--|
| Jennifer Brackeen,
Donated Care Program Manager | Leslie Gowell,
EDCCP Manager | Amber Royster,
Communications Specialist |
| Douglas Burt,
Health Resources Coordinator | Holly Greenwood,
Director, Planning & Development | Dan Rubin,
Policy Analyst |
| Gayle Connor,
Health Resources Coordinator | Sheila Hoopman,
Executive Assistant | Sarah Sanders,
Health Resources Coordinator |
| Winfried Danke,
Executive Director (Incoming) | Kelly Olson,
Program Assistant | Libby Weisdepp,
Communications & Operations Manager |
| Scott Douglas,
Grants & Contracts Specialist | Katrin Palmer,
Health Resources Coordinator | Kristen West,
Executive Director (Outgoing) |
| Kara Elliott,
Director, Client Services | Oscar Plazas,
Health Resources Coordinator | Marlene White,
Customer Service Representative |
| Amy Faulk,
Director, Finance | Ivan Rodriguez,
Research & Data Analyst | |

Volunteers

- | | | | | | |
|----------------------|------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------------|
| Helmut Bauer | Eva Rooks | Capital Women's Health, INC. | Olympia Anesthesia Associates PC | Physiotherapy Associates | Sorig Center Counseling & |
| Janeice Lantt | Noelle Seauhier | Celmetix Pathology | Olympia Arthritis Clinic | Pioneer Family Practice, PLLC | Acupuncture |
| Goldie Paquet | Kelley Simmons Jones | Clarus Eye Centre | Olympia Cardiac Surgery Inc. PS | Podiatry Associates, PLLC | South Sound Anesthesia |
| Mary Benda | Sheela Stocks | Comstock Physical Therapy | Olympia Center for Oriental | ProActive Sports Medicine | South Sound Family and |
| Betsy Bergquist | Kay Uhl | Evergreen Student Health Center | Medicine | Providence - East Olympia | Sports Medicine |
| Heather Campbell | John Van Eenwyk | Gastroenterology Associates, | Olympia Eye Clinic | Family Medicine | South Sound Physical & Hand |
| Cephus Childs | Acupuncture Health Center | PLLC | Olympia Family Health | Providence - St. Peter Family | Therapy |
| Philip Clark | Ankle & Foot Physicians & | Goin Primary Care | Olympia Free Clinic | Medicine | South Sound Radiologists, |
| Sherwin Cotler | Surgeons | Group Health | Olympia Neurology | Providence St. Peter Hospital | Inc.,P.S. |
| Kathy Cox | Apple Physical Therapy | Heritage Family Medicine | Olympia Neurosurgical Associates | Providence Urology Olympia | South Sound Surgical Associates |
| Barbara Digman | Ash Family Medicine | Idalis, Inc. | Olympia Obstetrics & Gynecology, | Quest Diagnostics Inc. | South Sound Women's Center |
| Dan Donahue | Olympia Family & Internal | KB Family Practice PLLC | PLLC | Radiant Care Radiation Oncology | Steck Medical Center |
| Ann Edington | Medicine | Lec Antles, MD | Olympia Orthopedic Associates | Respiratory Physicians of SW | Surgical Associates PLLC |
| Margaret Evans-Brown | Black Hills Family Medicine | Lifetime Nutrition | Olympia Radiologists PS | Washington | Swift Healing |
| Lisa Hardebeck | Boldt Diabetes Center | Matlock and Standaert Mds | Olympia Union Gospel Mission | Robert G. R. Lang, MD Inc PS | Tenino Family Practice |
| Terry Kelso | Capital ENT | Memorial Nephrology Associates | Olympia Urology | Sasha C. Kramer, MD Inc | TRA Medical Imaging |
| David Kohlenberg | Capital Family Care & Sports | PLLC | Olympic Dermatology & Laser | Schmidt Chiropractic Center | Tumwater Chiropractic Center |
| Steve Macuk | Medicine | Nisqually Tribal Health Clinic | CLINIC | Sea Mar Community Health | Tumwater Family Practice |
| Nancy Murphy | Capital Medical Center | Northwest Center for Natural | PAML | Sheila G. Fay, MD | Vantage Physicians |
| Anthony O'Leary | Capital Urology | Medicine | Penrose & Associates Physical | Simonetti Physical Therapy | |
| John Robinson | | Northwest Surgical Group | Therapy | | |

Revenue by Function



Expense by Function

