

VISIONS

www.nchs-health.org

SPRING 2011

Collaboration is the Key

A major business challenge these days is the economic uncertainty and low growth in all major financial indicators; by all accounts it will take a long time to recover.



IRMA COTA,
NCHS President & CEO

One of the ways that North County Health Services is fully prepared for the continuing challenge is just what we've been doing – collaborating and leveraging resources. We have been able

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Paying it Forward

In 2010 an anonymous donor provided the Maryhouse Sacramento organization with a substantial collection of designer clothing.

After their outstanding fundraiser Maryhouse donated over \$300,000 of the new, designer clothing to NCHS. We responded with a highly successful special sale – Designer's Warehouse Event – in December.

We shared the remaining unsold merchandise with non-profit organizations serving women and children - Women's Resource Center, Community Resource Center, San Diego Make-a-Wish-Foundation, Green Oaks Ranch and the Carlsbad Jr. Women's Club. Each of these organizations also support those in need in San Diego County!



(Photo by Hayne Palmour IV – North County Times Staff Photographer)

NCHS nurse midwife Brita Popma, left, and NCHS Clinical Director of Midwifery Mimi Mateo talk to Graciela Perez, who is waiting to give birth at Tri-City Medical Center.

We're Making History!

On April 1, 2011, North County Health Services partnered with Tri-City Medical Center to make history! For the first time since Tri-City Medical Center opened 50 years ago, midwives were credentialed as members of the medical staff, and began attending women in labor and birth. The collaborative practice of certified nurse midwives (CNMs) and obstetricians has been at the heart of NCHS' Women's Health Services for more than a decade. This partnership between CNMs and MDs not only leads to healthy and happy mothers and babies, but it also makes better use of precious health care resources and improves access to care for all. As such, it speaks to the very heart of NCHS's mission to the local community. Pregnancy and birth provide multiple opportunities for growth and learning for a woman and her family. Many studies have shown that the new health behaviors a woman learns during these times will have a positive impact on the rest of her life.

CNMs are registered nurses who have completed an additional course of study, often at the Masters'

level, that qualifies them for national certification exams and state licensure. Midwives provide care during pregnancies, performing ongoing risk assessment, vigilance and non-intervention when all goes well. Through personalized attention, support and education, CNMs initiate discussions about the physiology of pregnancy and birth, nutrition, parenting, breastfeeding and family dynamics, encouraging families to make the best choices for themselves. Midwives are also able to quickly identify medical complications or any deviation from the norm, and facilitate a consultation with the obstetrician as needed.

In NCHS's coastal obstetric program, a team of 10 CNMs works closely with three obstetricians to manage the care of 1,000 women annually. Together, CNMs and MDs determine the best-suited care for each woman. Midwives care for the majority of women in the program throughout their pregnancy, and in labor and delivery. Women with medical issues that can complicate a pregnancy or labor have

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MISSION STATEMENT OF NORTH COUNTY HEALTH SERVICES

To improve the health status of our diverse communities by providing quality healthcare that is comprehensive, affordable and culturally sensitive.



Luzmam Vigil, Programs Coordinator for NCHS' Migrant Health Outreach and The Golden Years, serving the community.

Continual Collaboration

On Saturday, April 23, 2011, North County Health Services was invited to participate in the REBOOT outreach event hosted by Escondido Christian Center. Warm, sunny weather offered a welcoming environment for community outreach at the three-hour event.

An estimated 2,000 people attended, giving NCHS the chance to provide information on children's health insurance, migrant services, family planning and women's health services, and WIC nutrition programs. NCHS also offered screenings for blood pressure, glucose, as well as hearing and vision and dental screenings to children. The NCHS Case Management Department offered HIV testing. NCHS presented all information and services at no cost to the community.

NCHS is extremely grateful for receiving event sponsorships from Northgate Market, MyLife Tees, Wolfpack Sign Group, and Direct Mail and Print. We would also like to thank Community Housing Works and Network for a Healthy California for partnering with NCHS. These sponsorships and partnerships are what made this event so successful and valuable to the community!

We would like to extend our thanks to the Escondido Christian Center for hosting this event. We look forward to future collaboration with faith-based communities. Education and prevention services are key to the health and well-being of our diverse communities, and events like REBOOT are the perfect venue to reach out to them.

A Cut Above The Rest: Continuous Quality Improvement

By their very nature, Community Health Clinics (CHCs) are subject to changes and cuts in federal and state budgets, with revenue streams depending on political and legislative actions. As a result, many CHCs do their best to keep costs down and ensure they dedicate all available dollars to patient care and maintenance of clinics and staff.

For the past ten years, North County Health Services (NCHS) has been accredited by The Joint Commission, the "gold standard" of patient care quality and safety in the U.S. Only 5% of all Community Health Clinics have obtained accreditation from The Joint Commission. Through the Bureau of Primary Health Care, the federal government promotes this accreditation and helps by subsidizing application and survey costs.

While many CHCs may have one or two administrative staff members with "quality management" or "quality improvement" assigned duties, NCHS is one of the few to dedicate so many resources to this effort. Our organization has always had a management-level professional dedicated to Quality Management on staff. In 2009 we added a Quality Management Specialist to help with data mining and process improvement. In 2010 we created two new positions: one for electronic document storage support and the other

to help with the organization-wide Continuous Quality Improvement Initiative. Added to the Associate Vice President for Quality Improvement position, this makes up four full-time equivalent positions ("FTEs"), quite more than most other CHCs.

NCHS has the resources to improve the health of its patients, whether it is about health maintenance (pap tests, mammograms, colon cancer screening, etc) or chronic illnesses. Prevention and treatment of diabetes, high blood pressure and asthma are NCHS's "big three" concerns and we have set outcome goals for each of them. Many of our patient health improvement goals are actually included in our annual Business Plan.

NCHS has fully embraced Continuous Quality Improvement (CQI). That's why in 2010 we rolled out "CQI University", which offers educational curriculum and certification in the different phases of CQI. We now have 14 CQI teams certified in Phase I, and Phase II certification is expected by October 2011. All clinic sites have at least one CQI team working on the health goals mentioned above. We are helping patients manage their health better and improve their quality of life with improved educational methods, incentives, and good communication skills!

Carlsbad Transitions To Pediatrics Only

On April 1, 2011, NCHS' Carlsbad Family Medicine transitioned from a family practice to pediatrics only. This decision was mainly based on the size constraints of the current office space. The NCHS management team felt that continuing to offer services to adults and children would negatively impact our patients' ability to access care in a timely manner. We strive every day to ensure the highest quality of care for our patients.

The health center informed its adult patients of the conversion

ahead of time and gave them the option to seek care at one of 10 other NCHS health centers. They also had the option to transfer to a practice outside of NCHS. NCHS has two health centers within 15 miles of the Carlsbad office and suggested patients make one of them their new center of care. All Carlsbad Health Center staff members have remained at the practice, while staff and clinicians at the surrounding health centers are ready to meet the increased demand for their services.

— SAVE THE DATE —
**DON'T MISS
YOUR SHOT**

To play in



Fore For Kids VII Golf Classic
August 12, 2011
Shotgun Start at 12:30 p.m.

New Venue!
The Crossings At Carlsbad
5800 The Crossings Drive
Carlsbad, CA 92008

Register online at
www.nchs-health.org
or call 760.736.8669



NCHS San Marcos Health Center Welcomes New FirstSight Vision Center

North County Health Services (NCHS) is pleased to announce the recent opening of its FirstSight Vision Services Center on April 25, 2011 at the San Marcos clinic on Valpreda Rd. FirstSight chose NCHS as the first community health center to partner with in California. We hope this new partnership will set the stage for further collaboration with community health centers throughout the Golden state.

FirstSight is a California vision care plan that provides eye care at various retail locations such as Walmart, Sam's Clubs, and Vision Center stores throughout California. Professional optometrists provide an array of vision services,

including comprehensive eye exams, contact lens evaluation and fitting, eye dilation, and medical eye care. The cost for comprehensive eye exams starts at \$45. Patients then have the option to purchase eyewear, which is provided by National Vision.

FirstSight and National Vision will sublease a portion of the San Marcos clinic building, while NCHS will work at identifying and referring children in need at its clinical sites, WIC sites and Project All Ready locations. The vision center will be open six days a week (Monday through Saturday) to make it convenient for all patients who seek vision services.

Spotlight On Our Board: Carl Pinkard

We would like to welcome a new NCHS Board Member, Carl Pinkard, who joined the Board of Directors in October 2010. Carl graduated from California Polytechnic State University San Luis Obispo with a Bachelor of Arts degree in business with an emphasis in finance. Since 2002, Carl has specialized in working with high net worth families, business owners and medical practitioners, providing financial planning and consulting services. He also works with pension committees and assists with a number of non-profit organizations. As a retirement plan consultant, Carl works with human resource managers and comptrollers to develop and implement 401 (k) plans that meet their employee's needs.

Carl has been with AKT Wealth Advisors, LP for five years. The organization is a west coast regional firm of independent Certified Public Accountants and advisors. They provide accounting, auditing, tax compliance, business valuation, and



CARL PINKARD

management consulting services to companies and the individuals who make them successful.

Carl grew up in Temecula, California. He moved to San Luis Obispo for college and lived in Thousand Oaks, California before moving back to the Temecula area. He currently lives in Murrieta, California with his wife Katy and their two beautiful young daughters.

"NCHS does not just treat patients, they go beyond by encompassing all aspects of health and social well being, this is what sets NCHS apart from other community health centers," states Carl. Carl brings a wealth of knowledge and compassion to the community and to our Board. We are excited to have him and look forward to his future endeavors with NCHS!

Spotlight On Our Staff: Kitty Bailey

On April 6, 2011, Kitty Bailey, MSW, joined North County Health Services as the new Vice President of Strategic Initiatives and Planning. She will be responsible for business planning and development, external and government affairs, and overseeing grant writing. With her extensive experience in non-profit management, health care policy, and business development, Bailey is excited about the opportunity to position NCHS for future growth as a part of healthcare reform. Most recently, she was the Executive Director of the San Diego County Medical Society Foundation, which operates Project Access San Diego, the only coordinated network of donated healthcare services for



KITTY BAILEY, MSW

low-income, uninsured San Diegans. Prior to that, Bailey worked for eight years at the Colorado Community Health Network, the statewide association for community health centers, where she held a variety of positions, including Deputy Director and Chief Operations Officer. Bailey obtained her Masters of Social Work at the University of Denver. She likes to spend her free time at home in Carlsbad, CA with her husband Mike and their young twin daughters.

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Accredited by The Joint Commission; an operator of accreditation programs for national quality and safety requirements.

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to keep our business healthy, productive, efficient, and secure so that we can always be there for others who rely on our medical and dental services and community outreach programs.

We couldn't do it without collaborating with many important partners, private and non profit, across North San Diego County. We have built a strong reputation as a business partner and over the years our network — large and small — has continued to grow.

We work with hundreds of volunteers, businesses, organizations, hospitals, schools, the inter-faith community, and key individuals to leverage our resources. Thankfully, they know that we share a common vision to keep our communities healthy. It's vital to a safe, economically strong place to work and live for all of us.

I know you'll enjoy reading about some of the examples. We are grateful for the support of so many!

Sincerely,

Irma Cota
President and CEO

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their care co-managed by an MD and a CNM. For example, a pregnant woman with hypertension may require MD involvement to manage her blood pressure and its impact on her health and that of the baby. At the same time, her midwife can provide ongoing support for all the normal elements of the pregnancy that are of paramount importance (e.g. fears about labor, mothering, etc).

This model makes the best use of both professionals' expertise and is very cost-effective. With the majority of women under the care of CNMs, MDs have more time to perform the higher level of care they are trained for. Individualized care also results in fewer labor inductions, less anesthesia use, lower cesarean birth rates, fewer admissions to the neonatal intensive care unit, and higher breastfeeding rates. This has a positive outcome on patient satisfaction, something NCHS always aims for.

At the Celebration of the Birth of Midwifery reception on April 26, 2011, hosted by Tri-City Medical Center, NCHS President and CEO Irma Cota, a longstanding champion of midwifery as an exemplary model of quality care, praised Tri-City Medical Center's decision to "take the road less traveled" and add midwives to the frontline of their obstetrical services. The families of North County are glad they did!

Mary Sammer Nominated for the 2011 Public Health Champion Award

Mary Sammer, NCHS's Nutrition Services Director, was recently nominated by President and CEO, Irma Cota, for the 2011 Public Health Champion Award. Given by the County of San Diego Health and Human Services, this award honors those striving to advance the health and wellness of the county's diverse populations. All nominees are recognized for their extraordinary commitment and achievement to protect and promote the health and safety of county residents. Sammer herself

is committed to breastfeeding promotion, while providing excellent customer service and collaborating with other programs to improve patient services. Her leadership skills, combined with the positive outcomes of her WIC and the NCHS nutrition program involvement, have made her a recognized expert in her field. Sammer constantly raises the bar for herself and her staff, and searches for ways to improve the health of her WIC participants and all NCHS patients.

NCHS Is A Proud New Owner

After leasing the office space that houses our Mission Mesa Pediatrics, Women's Health and WIC offices for 18 years, NCHS has officially purchased the property. In late 2010, NCHS started the process to buy the 12-suite office complex located at 2210 Mesa Drive in Oceanside. Currently a non-NCHS-affiliated dental office is located in the office complex as well. NCHS has extended new lease agreements to the tenants and will have big plans for the property in the future, so stay tuned!

NCHS WIC Program Excellence

The CA WIC Association presented NCHS's WIC Program with the "Excellence in Health Linkages Award" at its 2011 Annual Conference in San Jose, CA. NCHS WIC and the four other San Diego WIC Programs are partners with the local chapter of the American Academy of Pediatrics. They provide physician champions who deliver presentations about WIC eligibility and available WIC services, such as nutrition and breastfeeding education, to community clinics and pediatricians who serve many WIC participants. The champions have trained 40 pediatric clinics, totaling 346 physicians and medical staff.

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North County Health Services
Corporate Offices
150 Valpreda Road
San Marcos, CA 92069
www.nchs-health.org

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