

### Hometown embraces high tech

• Same providers you know, with technology to help us grow

In 2007, HealthReach Community Health Centers took a giant leap into the world of healthcare technology. Through the NextGen unified EMR/EPM system, HealthReach took patient care to the next level. EMR, Electronic Medical Records, and EPM, Electronic Practice Management, together streamline clinical processes and reduce long-term operating costs at the HealthReach sites and, most importantly, improve patient care.



Dr. Forrest West, Clinical Medical Director, and physician at Lovejoy Health Center in Albion, uses an EMR-linked computer tablet to record patient information.

“HealthReach Community Health Centers is committed to high quality care and patient safety,” states Connie Coggins, President and CEO. “Implementing an integrated EPM and EMR system was the next

logical step in advancing patient care.”

While the initial investment for implementing EMR/EPM is significant, the long-term benefits are well worth it. The company’s previous practice management software was implemented in 1991. Consequently, the benefits of the new EPM system are quite significant. Front office administrative functions for scheduling and billing have dramatically improved. Paired with EMR, the enhancements are amazing.

The benefits HealthReach patients will reap from EMR are numerous. Some examples include:

*Hometown, continued on page 4*

#### 12 locations to serve you:

- Bethel Family Health Center – Bethel
  - Bingham Area Health Center – Bingham
  - Belgrade Regional Health Center – Belgrade
  - Central Office – Waterville
  - Lovejoy Health Center – Albion
  - Madison Area Health Center – Madison
  - Mt. Abram Regional Health Center – Kingfield
  - Richmond Area Health Center – Richmond
  - Rangeley Region Health Center – Rangeley
  - Strong Area Health Center – Strong
  - Strong Area Dental Center – Strong
  - Sheepscot Valley Health Center – Coopers Mills
  - Western ME Family Health Center – Livermore Falls
- 



Western Maine Family Health Center Provider Emma Ansara, FNP (top, right) provides medical care to four generations. Clockwise, from bottom right are, Joni James, Daniel James, Zinnia James, Julie Libby, and Carol Smalt.

### Four generations entrust family health to local provider

Nine month old Daniel and his three year-old big sister, Zinnia, first became patients of Emma Ansara, a family nurse practitioner at Western Maine Family Health Center, shortly after Daniel was born. “The private medical practice we had been going to was always too busy and a bit crazy,” says Daniel and Zinnia’s mom, Joni James, “I often felt rushed and not listened to.”

That all changed when Joni transferred their care to Emma Ansara at Western Maine. “Emma takes the time to really listen and is patient even with two young kids that don’t always want to cooperate,” says Joni. “She also respects what I have to say about my children’s healthcare.” Emma knows that sometimes mommies know best. “If I call with a concern about one of the kids, Emma will ask me “What is your mommy sense telling you?” She knows that moms know when something isn’t quite right,” states Joni.

Emma thoroughly enjoys treating the two James children. “Sometimes my patients comment on my enthusiasm during well child checks. After multiple sore throats, hypertensive and

“(Emma) respects what I have to say about my children’s healthcare...She knows that moms know when something isn’t quite right.

~ Joni James, Western Maine patient and mother of two

*Generations, continued on page 4*

#### Hear it first!

HealthReach Community Health Centers is pleased to announce the launch of healthym@il, providing current health tips, advice on staying healthy, and sneak peeks of upcoming events like flu shot clinics and health programs offered at our sites.



To subscribe to healthym@il, send an e-mail to healthymail@healthreach.org or call the Communications Department at 1-800-427-1127.

#### HealthReach Community Health Centers

8 HIGHWOOD STREET, P.O. BOX 1568  
WATERVILLE, ME 04903-1568

## Message from the Board Chair and President

Dear Community Members,

We are proud to announce that our dedicated team of staff and providers delivered quality, affordable primary and preventive health care and dental services to over 32,000 Maine residents and visitors last year. The eleven health centers and one dental center at HealthReach Community Health Centers served families in over 80 rural Maine communities.

In 2007, HealthReach Community Health Centers completed the implementation of Electronic Practice Management software at all of our sites, dramatically improving our front office scheduling and billing capabilities. We also adopted an Electronic Medical Record (EMR) system which is currently at 4 sites and is slated for implementation at all of our sites by mid-year, 2009. While this commitment to the finest technology has required significant financial resources, the adoption of EMR will revolutionize the way we do business through improved patient safety and documentation, data extraction and overall operational efficiencies. We are already seeing the positive effects of EMR and you can read more about these in this report.

Through our *Planned Care Model* and *Living Well* classes, we are helping our patients with chronic conditions improve their health and become proactive participants in their healthcare.

Finally, we continue our mission of providing the highest quality of care to people in our service areas regardless of their ability to pay. Through our *Affordable Care Program*, *Prescription Assistance Program*, and *Navigator Program*, we hope to continue to ensure that people living in rural areas of Maine receive the care they need at prices they can afford.

Sincerely,

Roger Renfrew, MD  
HRCHC Board Chair



Connie Coggins  
President/CEO



**Our Navigator program assists in determining eligibility for health insurance and medication assistance programs...“one-stop shopping” for medical program opportunities!**

Some programs you may be eligible for are HealthReach Affordable Care and Prescription Assistance, MaineCare, Franklin Health Access, CarePartners, Medicare buy-in, and more.

Navigator is available to help you understand your current coverage, examine assistance options available to you and assist with program applications, if necessary.

Stop worrying about medical expenses! Call (800) 427-1127.

By the numbers...

**\$217,000**

The amount our patients saved through our Prescription Assistance Program in 2007.

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<sup>1</sup> Stephen E. Walsh Memorial Scholarship Fund  
<sup>2</sup> In Memory of Nelford Platner  
<sup>3</sup> In Memory of Bea & Tom Ross  
• Italicized names are HRCHC employees

*We have made every attempt to ensure the accuracy of this report. If you note omissions or errors, please notify the Development Office at 207-861-3466*

## E-prescription technology benefits patients, providers

**In 2007, HealthReach Community Health Centers began implementing an e-prescription program called DrFirst.**

With this award-winning technology, HealthReach providers are able to maintain and reconcile accurate patient medication lists and send prescriptions digitally to patients' preferred pharmacies.

In addition, rather than relying on a patient's memory

to recall drug names, strengths, and pharmacy instructions, the DrFirst program provides a complete overview of a patient's past and present medication history.

"Upon entering a patient's prescriptions into the DrFirst program, we can immediately see if there is any drug-to-drug or drug-to-allergy interaction. The ability to see this immediately upon entering a new prescription can have a significant impact on reducing medication-

related errors and adverse drug events," says CeCe S. Rohrbach, a Family Nurse Practitioner at Western Maine Family Health Center. "Medication management is one of the trickiest and ever-changing parts of healthcare today, so I really appreciate having an accurate and updated list, as well as a record of communication with the pharmacies. Patients are also learning to appreciate the rapid renewals that DrFirst facilitates."

"The DrFirst system allows our nursing staff to spend more time with patients by minimizing the need to repeatedly call pharmacies throughout the day," states Robert Jacobs, MD, a physician at Mt. Abram Regional Health Center in Kingfield. "Our patients are less likely to run short on medicine as the system prompts the medical office that a new prescription is due."

The DrFirst program is one more way that HealthReach is linking medical providers with technology that lowers healthcare costs and improves clinical outcomes.

## HealthReach patients enjoy "Living Well"

**Christine Holzinger, Medical Assistant, and her co-workers at the Richmond Area Health Center have a vision of what a Health Center should be. "We would like to be more than a place people come to address illness," Christine says. "We want to have a relationship with our patients beyond a 15 minute visit."**

Offering *Living Well* classes presented such an opportunity. In September and October of 2007, Richmond Area Health Center hosted a 6-week series of *Living Well* classes oriented toward self-help in managing chronic illness. The classes covered topics from problem-solving skills to relaxation techniques and encouraged the group of participants to share their experiences with one another.

Christine Holzinger co-taught the classes with another lay educator. While the classes were for people with chronic illnesses like diabetes, Christine says, "the material is applicable to anyone. I don't have any chronic illnesses," she adds, "but I could see myself using this information in my life." Six people attended the weekly



Patients at Bingham Area Health Center display their Certificates of Completion from a recent "Living Well" class.

classes at Richmond Area Health Center. The intimate group size was comfortable and allowed people to share their thoughts and personal experiences.

A major class focus was creating an action plan. Action plans consist of small goals with specific parameters. For example, instead of a vague goal like, "I'll exercise this week," an action plan would consist of a statement like, "I'll walk a half mile three days this week." Every week the participants in the *Living Well* program would create an action plan. Then, on the following week, participants would report to the group on the progress they made in meeting their goals. The people who took the class were not the only ones participating. Facilitators also had to create action plans and report on their progress. This emphasis on sharing goals and progress not only provided strong motivation to meet those goals, but also created a sense of community within the group.

This sense of community is a constant theme at Richmond Area Health Center with a close-knit staff that is committed to serving their patients in all ways. "We're always looking for opportunities to educate, to share," Christine says.

Bingham Area Health Center recently taught *Living Well* classes as well and had seven graduates (featured at left). More *Living Well* classes are planned for Richmond, Bingham, and Lovejoy Health Centers in the coming months.

## Opportunities to support your Health Center

**The generous support of individuals, businesses, foundations and community partners plays a pivotal role in our ability to accomplish our mission. Every day our medical and dental providers offer premium care to area residents and visitors. We are committed to make those services affordable and accessible to every person in the communities we serve.**

Charitable gifts and grants help reduce costs, provide access to care for those who cannot afford it, and improve the quality of care for everyone. Shortfalls in Medicare, MaineCare (Medicaid), and other programs for the elderly, disabled and low income families result in budget shortfalls.

Medical technology and more effective ways to diagnose and

treat disease are rapidly progressing. Gifts from donors enable us to purchase state-of-the-art equipment and offer cutting-edge treatments that improve patient outcomes. Donations also enable us to sponsor patient education and support the cost of continuing education for our healthcare professionals.

Individual giving opportunities include donations of time, money, goods or services to the organization or to an individual Health Center. Our goal is to match donors' interests and values with the needs of individual Health Centers. As a 501(c)(3) non-profit organization, financial donations to HealthReach are tax deductible under IRS rules.

For more information about how you can contribute, to find out about our current priorities and opportunities, or to learn more about the needs of the community board of your Health Center, contact our Development Office at (207) 861-3466 or by email at HRCHC@HealthReach.org.

## 30 Years Later:

• Employed at health center she helped raise money to build

**Mellissa Murray has worked at Lovejoy Health Center in Albion, Maine for almost fifteen years. But she has been involved with the small community for even longer – Albion is Mellissa's hometown.**



Mellissa Murray  
Front Office Coordinator

Mellissa's first memory of LHC is a fond one, even if somewhat painful at the time. When the Health Center was built, a walk-a-thon was organized to help raise money for the project. Mellissa – then nine years old – convinced her father to walk with her from the neighboring town of Unity to the site where the Health Center would be built. Mellissa, with her father in tow, set out on the trek in her prized pair of white cowboy boots. "I walked probably three-quarters of the route before the blisters got me and I had to give up," Mellissa recalls. "I was already dedicated [to the Health Center] and I didn't realize it," she concludes with a laugh.

Mellissa was hired at Lovejoy Health Center in 1993. "Mellissa was one of my first hires as Practice Manager," says Lois Bouchard, Practice Manager and Mellissa's supervisor. "She was young, in her early twenties, and she had attended school with my oldest daughter. I knew she was smart and I like hiring people that live locally." Mellissa has since been promoted from receptionist to bookkeeper to her current position as the front office coordinator. In this role, Mellissa not only ensures that the front office runs smoothly, but in the last year she has assisted her co-workers in making the transition to electronic medical records (EMR). In addition, she has taken over the Health Center's prescription assistance and immunization tracking programs.

Mellissa accepts new tasks with a smile. "I think the thing that I value the most about Mellissa is that no matter what I ask of her she willingly takes it on," Lois says. "There have been many responsibilities that have been added to her routine, some temporary and some permanent but she always embraces them with a can-do attitude."

"If there's a job that needs to be done, somebody has to do it," Mellissa says. "My work serves the patients. The patients are my neighbors – people who have known me since I was knee-high to a grasshopper."

Everything about Mellissa's attitude and demeanor suggests that she loves her job. "We're family" she says, referring to the Health Center staff.










"There's a respect here for everybody no matter what that person is responsible for."

Mellissa believes that families receive a kind of care at LHC that encompasses more than just medical treatment. "I think every day is a story," Mellissa says. "Every day I do something different for a neighbor, whether it's scheduling a mother in with her sick child or seeing an elderly citizen in need of care. It's comforting families and doing what's necessary; making sure ends are tied up for them."

"It's really rewarding to be able to do a job that's fulfilling," she says. "So many of my classmates from high school and college have moved all over the country looking for some niche, and it was just so easy for me to fall into this one. I don't know what I was ever meant to do, but I'm happy here."

**"The patients are my neighbors – people who have known me since I was knee-high to a grasshopper."**

~ Mellissa Murray, Front Office Coordinator at Lovejoy Health Center

<b>Bingham Area Health Center</b> Joined HRCHC: 1975  1,863 patients totaling 5,281 visits in 2007	<b>Madison Area Health Center</b> Joined HRCHC: 1977  2,096 patients totaling 7,031 visits in 2007	<b>Belgrade Regional Health Center</b> Joined HRCHC: 1977  2,524 patients totaling 7,336 visits in 2007	<b>Richmond Area Health Center</b> Joined HRCHC: 1977  3,327 patients totaling 9,607 visits in 2007	<b>Lovejoy Health Center</b> Joined HRCHC: 1978  4,638 patients totaling 13,355 visits in 2007	<b>Sheepscot Valley Health Center</b> Joined HRCHC: 1980  4,689 patients totaling 15,743 visits in 2007	<b>Strong Area Health Center</b> Joined HRCHC: 1986  1,983 patients totaling 6,019 visits in 2007	<b>Mt. Abram Regional Health Center</b> Joined HRCHC: 1986  1,507 patients totaling 4,213 visits in 2007	<b>Western Maine Family Health Center</b> Joined HRCHC: 1987  5,082 patients totaling 15,016 visits in 2007	<b>Rangeley Region Health Center</b> Joined HRCHC: 1994  1,802 patients totaling 4,126 visits in 2007	<b>Bethel Family Health Center</b> Joined HRCHC: 1999  4,051 patients totaling 12,511 visits in 2007	<b>Strong Area Dental Center</b> Joined HRCHC: 2003  792 patients totaling 1,909 visits in 2007
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# Generations

*continued from front page*

diabetic visits, what a treat to play with a child and evaluate her ears, her heart and hop up and down (evaluating motor development) in the exam room," she says.

Emma's patience and willingness to listen to her patients are what attracted Julie Libby, Joni's mom, to become a patient of Emma's as well. "I had always been impressed with the Western Maine practice," says Julie. Julie's husband's grandmother has Alzheimer's and lives with them. Another provider at Western Maine Family Health Center has been providing home visits to the grandmother for a number of years. "The fact that a doctor would come to our home to see her was impressive," says Julie. "Joni had a great experience there and I thought the practice might be a good fit for me as well." Julie is glad she made the move. After six years of struggling with symptoms and no answers, Julie finally received a diagnosis that had gone unrecognized until Emma established the need for Julie to obtain the appropriate tests. "Now that I know what is causing the

**“ (Emma) took the time to listen to my concerns and helped get to the bottom of what was going on.**

*~ Julie Libby, Western Maine Family Health Center patient ”*

problems, we can treat it," says Julie. Julie sees her healthcare as a partnership between her and Emma. "Emma respects my input, and allows me to make choices regarding my care," says Julie, "She took the time to listen to my concerns and helped get to the bottom of what was going on."

When Zinnia and Daniel's great grandmother, Carol Smalt, moved to the

area last year, the whole family recommended that she seek care with Emma Ansara. "I felt totally at ease during my first visit," says Carol, "and continue to appreciate Emma's ability to remember everything about me from visit to visit." Carol is obviously thrilled to be living closer to her daughter, granddaughter and great grandchildren. She is relieved to know they are receiving fantastic healthcare with Emma. "When she is caring for you, she is focused on you," Carol says. "She isn't looking at her watch or thinking about her next patient."



Emma Ansara, FNP, and patients Joni & Zinnia James.

Caring for four generations of a family is extremely rewarding for Emma Ansara. "One of the best parts of family medicine is working with families and seeing multiple generations (sometimes in the same visit). The benefits are numerous," states Emma. "Knowing individuals in the context of their family means that in the long run we provide the best medicine. We have context in which to collaborate on choices with patients; we have a better feel for the culture of that family and the ways in which that will dictate their health behaviors. I think there is also a social aspect for me. I appreciate the opportunity to celebrate with my patients the birth of a new child or the arrival of a new sibling, and have faces to put with names. When that family experiences loss or endures more difficult transitions, again the care we provide is enhanced by that intimacy with the whole family. These are things that may be difficult to quantify in terms of clinical outcomes

or captured in lab values, but I believe they make the relationship between provider and patient more enjoyable for everyone involved."

Emma Ansara, FNP is accepting new patients and can be reached at Western Maine Family Health Center by calling 897-4345.

# Hometown

*continued from front page*

- ♦ faster access to healthcare information to answer your questions or schedule an appointment.
- ♦ ability to print an up-to-date list of your medications for you to carry with you.

- ♦ reminders for when you are due for preventive care.
- ♦ ability to print out health information relevant to your care for you to take home.
- ♦ the need to provide information only once.
- ♦ less time waiting, more time receiving high quality care.
- ♦ better understanding about condition-appropriate treatments and therapies.

- ♦ decreased time to receive prescription refills and test results.

HealthReach is proud to be a leader in pairing medical providers with cutting edge technology.

Through joint efforts with Maine Primary Care Association and Franklin Community Health Network,



Bingham Area Health Center's Cynthia Robertson, MD, shares a laugh with a patient.

HRCHC participated in two federal grants to support our EPM/EMR program. We are grateful for these community partnerships and also offer special thanks to the following organizations and foundations which have contributed to our EPM/EMR initiatives from the beginning:

- The Davis Family Foundation
- Wing-Benjamin Trust Fund
- Rangeley Region Health Center, Inc
- Plum Creek Foundation
- JTG Foundation

# 2007 FINANCIAL REPORT

## Financial Statements

Year ending December 31, 2007

### Statement of Financial Position

Assets	2007	2006*
Total Current Assets	\$1,931,753	\$2,313,007
Total Assets Limited as to Use	1,013,117	959,353
Other Assets	<u>787,767</u>	<u>677,475</u>
<b>Total Assets</b>	<b>\$3,732,637</b>	<b>\$3,949,835</b>

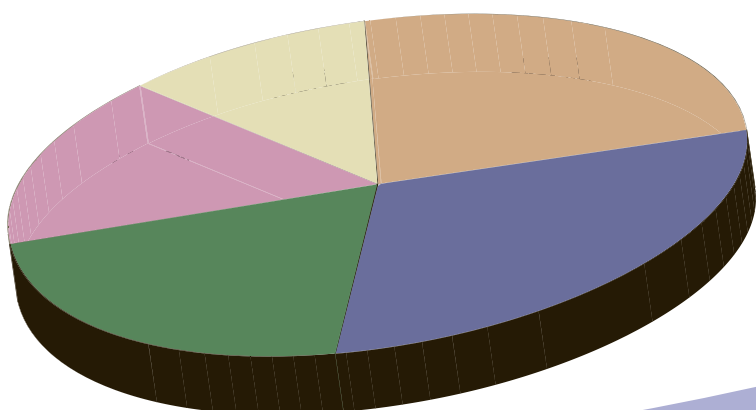
### Liabilities and Net Assets

Total Current Liabilities	\$1,455,432	\$1,345,928
Long-Term Debt	<u>187,217</u>	<u>294,058</u>
Total Liabilities	1,642,649	1,639,986
Total Net Assets/Equity	<u>2,089,988</u>	<u>2,309,849</u>
<b>Total Liabilities &amp; Net Assets/Equity</b>	<b>\$3,732,637</b>	<b>\$3,949,835</b>

### Statement of Activities

Revenue	2007	2006*
Gross Revenue, Gains & Other Support	\$16,264,059	\$8,546,952
Deductions from Revenue	<u>(2,690,464)</u>	<u>(1,645,717)</u>
Net Revenue, Gains & Other Support	\$13,573,595	\$6,901,235
<b>Expenses</b>		
Salaries, Wages & Employee Benefits	\$9,294,421	\$4,543,651
Supplies & Other	4,094,501	2,094,099
Provision for Bad Debts	<u>500,357</u>	<u>218,813</u>
Total Expenses	13,889,279	6,856,563
Net Operating Income/(Loss)	(315,684)	44,672
Non-Operating Gains/(Losses)	55,493	71,709
<b>Increase/(Decrease) in Unrestricted Net Assets</b>	<b>(\$260,191)</b>	<b>\$116,381</b>

## Gross Revenue



- Medicare
- MaineCare
- Anthem
- Other Commercial Payers
- Self Pay

\*HRCHC converted to a calendar fiscal year beginning January 2007. Therefore, the 2006 figures reflect a transitional six month fiscal year covering July 1, 2006 through December 31, 2006.

## Our Mission

HealthReach Community Health Centers is a sustainable system of community-based health centers dedicated to high quality, affordable health care. Qualified and caring professionals deliver services in response to the diverse needs of those we serve, in collaboration with local organizations. Respectful care is delivered within a rewarding environment that fosters innovation and creativity. We commit ourselves to the rural and underserved of central and western Maine.



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