

HEALTH CHOICE NETWORK

ANNUAL REPORT 2011



MISSION VISION WHO WE ARE



MISSION

Delivering technology solutions to improve health outcomes.

VISION

An industry leader in innovative technology solutions.

WHO WE ARE

Health Choice Network, Inc. (HCN) is a national model of successful collaboration among health center controlled networks, community health centers and other health partners. Through its cutting-edge health information technology and business services, Health Choice Network participants increase efficiencies, decrease costs and provide better and more accessible patient care.

HCN is a not-for-profit organization governed by a Board comprised of its members. Participating centers provide care to more than 800,000 patients in 12 states and play a vital role in improving the quality of life within the communities they serve.

A LETTER FROM THE CHAIRMAN AND THE PRESIDENT AND CEO

The future is here. And Health Choice Network is well-prepared. In anticipation of the sweeping changes in health care, we have worked diligently in recent years to lay a multilevel foundation from which we can build a stronger, more diverse Network.

Through new partnerships, expanded business models, grant-funded programs, improved facilities and service excellence training, Health Choice Network is positioned to move boldly forward and serve more providers with the industry's most advanced health information technology.

Key achievements of our 2011 year include our long-planned implementation of separate national and Florida organizations and Boards of Directors, allowing us to better serve our health center participants. We also launched our Journey to Excellence, a comprehensive three-year leadership development model that focuses on accountability and results. We are the first community health center group in the nation to embark on this prestigious business model.

This 2011 annual report also highlights our success in guiding participating centers to meaningful use of certified electronic health record systems through continued implementation and technical assistance to achieve Stage 1 requirements. Managed care continued to be in the spotlight this year. With new contractual partners, we were able to provide more financial rewards to member health centers for the quality care they provide to our communities.

With additional health centers joining HCN, the total number of patient visits among all our members surpassed 2.4 million this year.

The future is here, and with the support of our participants, partners and dedicated employees, the future looks bright.

Sincerely:

Brodes H. Hartley, Jr.
Chairman of the Board of Directors

Kevin Kearns
President and Chief Executive Officer



Col. Brodes H. Hartley, Jr.



Kevin Kearns

HEALTH CHOICE NETWORK

BENEFITING PATIENTS WITH HEALTH INFORMATION TECHNOLOGY

Health Choice Network's services enable health care providers to improve the efficiency, quality and value of care. Patients benefit from faster service, reduced errors and safer transmission of information among labs, pharmacies, hospitals and physicians. HCN also utilizes its state-of-the-art health information technology systems to document, capture, analyze and leverage data, while improving the access to care in underserved communities. HCN, Inc. provides a full range of health information technology services, from training and hosting to disaster planning to a turn-key HIT department.



“The power of data, the use of electronic health record and health informatics systems, are tools used in the delivery of comprehensive and quality healthcare; these services are provided to ALL patients daily by our member centers.”

- Alex Romillo, CIO

AT A GLANCE

Member Centers: **43**

Patients: **837,778**

Sites: **405**

Patient Visits: **2.4 Million**

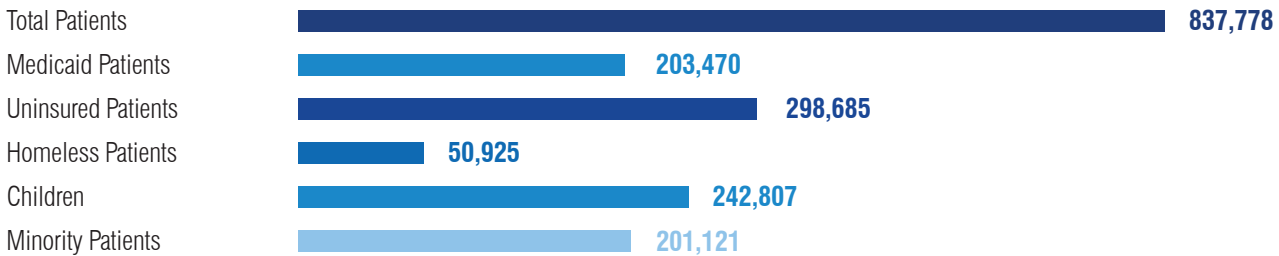
TECHNOLOGY PARTNERS

Sage Software (Intergy)

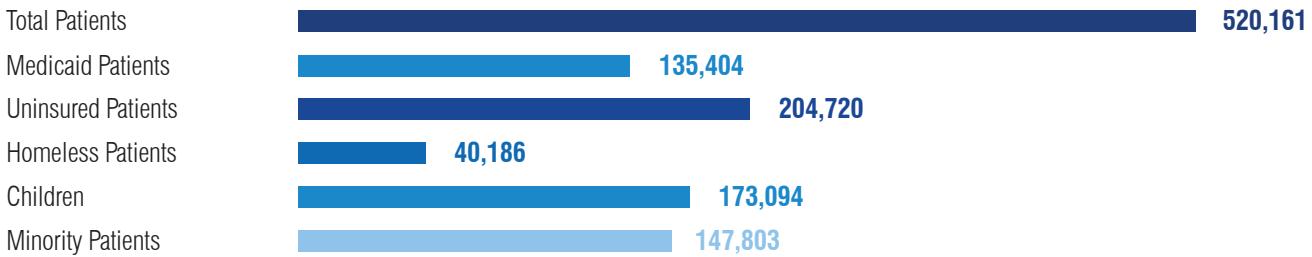
Henry Schein (Dentrix/Dexis)

Microsoft (Amalga)

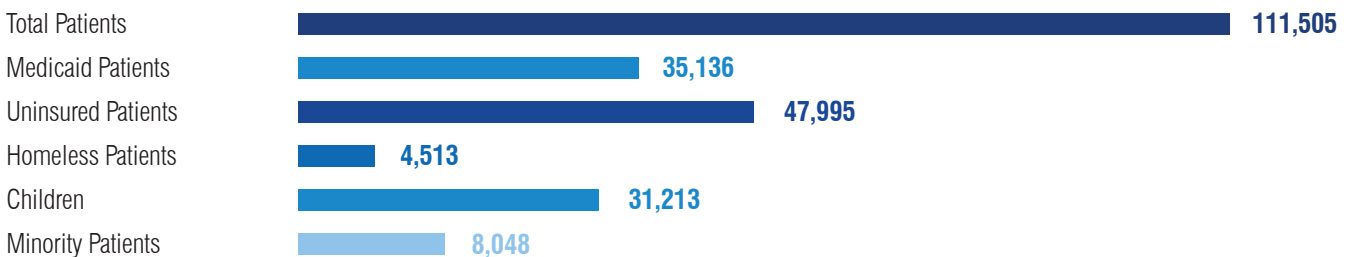
PATIENTS SERVED BY HCN PARTICIPANTS IN 2010*



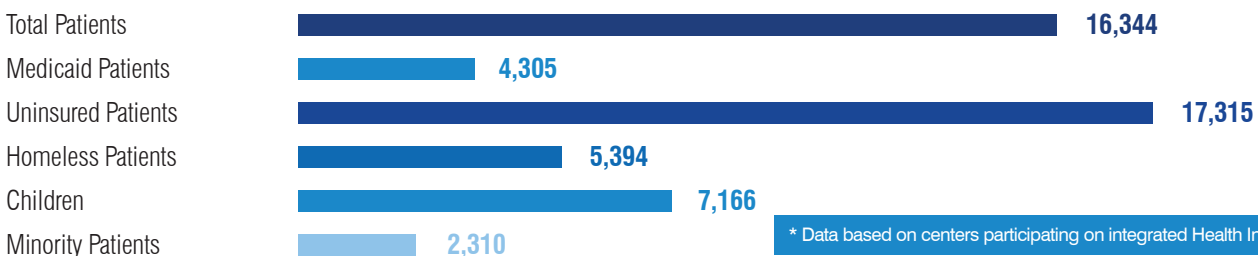
PATIENTS SERVED BY FLORIDA HCN PARTICIPANTS IN 2010*



PATIENTS SERVED BY NEW MEXICO HCN PARTICIPANTS IN 2010*

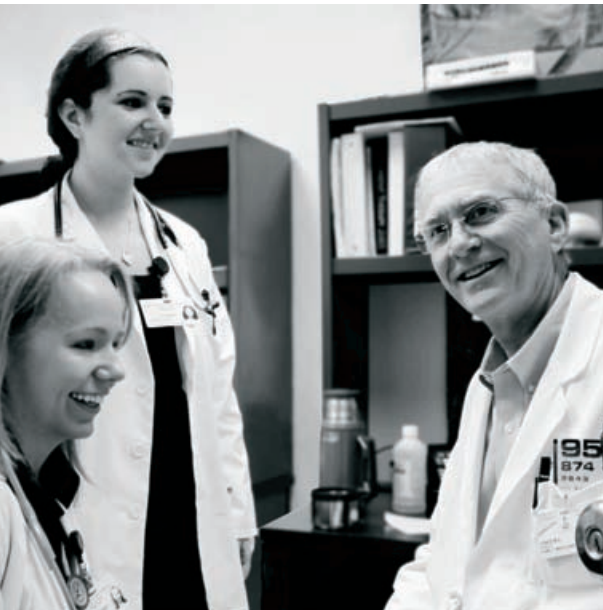


PATIENTS SERVED BY UTAH HCN PARTICIPANTS IN 2010*



* Data based on centers participating on integrated Health Information Technology.

HEALTH CHOICE NETWORK



BRINGING MEANINGFUL USE TO HEALTH CENTERS

During the past year, HCN continued to implement meaningful use-certified electronic health records (EHR), oral health records and behavioral health record systems in health centers nation-wide. HCN guides its members to meaningful use of EHR as defined by the Office of the National Coordinator for Health Information Technology. This includes meeting all of the measures of the Stage 1 Meaningful Use Requirements.

National studies have shown that meaningful use of electronic health records will reduce medical costs by increasing efficiencies, reducing errors and wait times, improving data collection and reducing labor costs. It also provides secure transmission of information and more easily identifies health trends.

EHR ADOPTION & UPGRADES

Borinquen Medical Centers of Miami Dade

Citrus Health Network

Community Health of South Florida

Family Care Health Center

Family Health Centers of Southwest Florida

Institute for Child and Family Health

Jessie Trice Community Health Center

Miami Beach Community Health Center

Northeast Florida Health Services

Valley Health Systems

JOURNEY TO EXCELLENCE

HCN IS THE NATION'S FIRST HEALTH CENTER NETWORK TO PURSUE LEADERSHIP DEVELOPMENT WITH STUDER GROUP

Four member health centers in Florida and one in Maryland have joined Health Choice Network and Prestige Health Choice in a comprehensive three-year leadership development model. Launched at the end of 2010, the Journey to Excellence includes intensive training to achieve measurable change in all areas of service culture and business operations. Coordinating the effort is the prestigious Studer Group, whose models have been successful in more than 800 hospitals in five countries. This is the first partnership with community health centers.

Quarterly Leadership Development Institutes and Clinical Leadership Institutes teach key Journey Leaders how to use evidence-based leadership techniques designed to create individual accountability for improved performance through aligned goals, behaviors and processes. The seven organizations have more than 290 Journey Leaders in the process.

“It will change the way we work, interact and serve our patients and partners. But it will ultimately turn very good organizations into great organizations.”

- Kevin Kearns, CEO

JOURNEY TO EXCELLENCE PARTNERS

Borinquen Medical Centers of Miami Dade

Choptank Community Health System

Community Health of South Florida

Family Health Centers of Southwest Florida

Health Choice Network

Jessie Trice Community Health Center

Prestige Health Choice



HEALTH CHOICE NETWORK PARTICIPANTS 2011

OREGON

Abigail Sears, CEO
OCHIN

KANSAS

Will Rodgers, Interim CEO

1 CENTER // 10,782 PATIENTS

°Flint Hills Community Health

MISSOURI

Robert Massie, DDS, CEO

1 CENTER // 19,972 PATIENTS

°Family Care Health Centers

HCN OF UTAH+

Christopher Viavant, Managing Director

5 CENTERS // 16,344 PATIENTS

°Carbon Medical Service Association,
Yvonne Jensen, Executive Director

°Enterprise Valley Medical Center,
Rydel Reber, Executive Director

°Green River Medical Center,
Mary Winters, Executive Director

°Wasatch Homeless Health Care Center,
Kristy Chambers, Executive Director

°Wayne Community Health Center,
Gina Flanagan, Executive Director

HCN OF NEW MEXICO+

David Roddy, Executive Director

5 CENTERS // 111,505 PATIENTS

°Ben Archer Health Center, Mary Alice Garay, CEO

°La Casa Family Health Center, Seferino Montano, CEO

°La Clinica de Familia, Suzan Martinez de Gonzales, CEO

El Centro Family Health, Lore Pease, CEO

°La Familia Medical Center, John Cassidy, CEO

HAWAII

Richard J Taaffe, Executive Director

1 CENTER // 7,699 PATIENTS

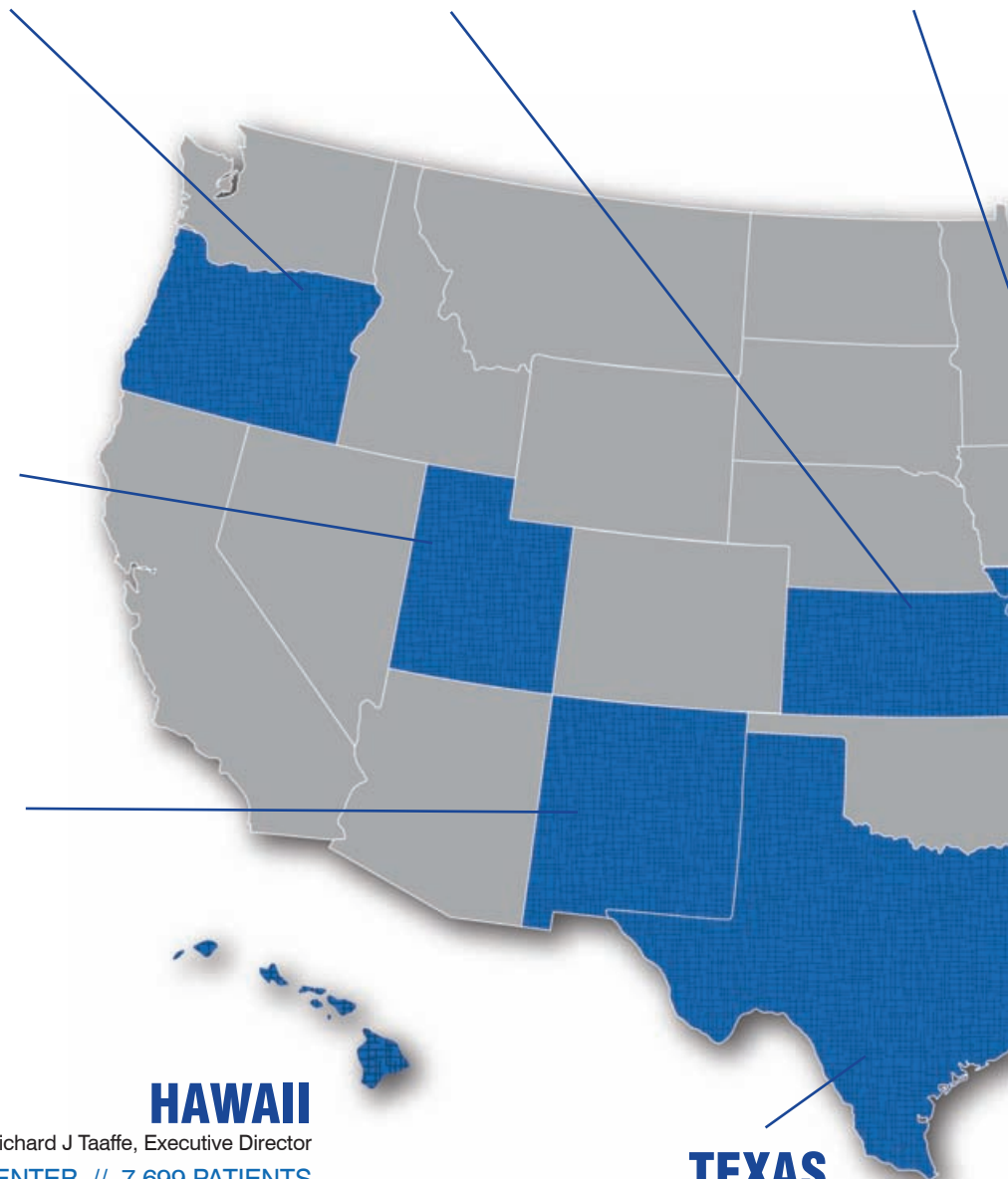
°West Hawaii Community Health Center

TEXAS

Stephanie Theaker, CEO

1 CENTER // 8,416 PATIENTS

°Total Healthcare Center



SERVING 837,000 PATIENTS AT HEALTH CENTERS ACROSS THE NATION

WEST VIRGINIA

Steve Shattls, CEO

1 CENTER // 59,679 PATIENTS

°Valley Health Systems

MARYLAND

Joe Sheehan, CEO

1 CENTER // 26,504 PATIENTS

°Choptank Community Health Systems

RHODE ISLAND

Merrill Thomas, CEO

1 CENTER // 36,789 PATIENTS

°Providence Community Health Center

FLORIDA+

Kevin Kearns, CEO

25 CENTERS // 520,161 PATIENTS

°Agape Network, Claudio Perez, CEO

Banyan Health System, Bruce Hayden, CEO

Bayview Center for Mental Health, James Sleeper, CEO

°Borinquen Medical Centers of Miami Dade, Robert Linder, CEO

°Broward Community and Family Health Center, Rosalyn Frazier, CEO

°Camillus Health Concern, Raymond J. Kayal, Sr., Executive Director

Care Resource, Rick Siclari, CEO

°Citrus Health Network, Mario Jardon, CEO

Community Health Centers of Pinellas, Pat Mabe, CEO

°Community Health of South Florida, Brodes Hartley, Jr., CEO

°Family Health Centers of Southwest Florida, Frank Mazzeo, DDS, CEO

Family Medical and Dental Centers, Laura Spencer, CEO

Fellowship House, Publio M. Santana, CEO

Foundcare, Yollette Bonnet, CEO

Genesis Community Health, DeAnna Warren, CEO

°Health Care Center for the Homeless, Bakari Burns, CEO

°Helen B. Bentley Family Health Center, Caleb Davis, Ph. D., CEO

Institute for Child and Family Health, Robert Nolan, Ph. D., CEO

°Jessie Trice Community Health Center, Annie Neasman, CEO

°Miami Beach Community Health Center, Kathryn Abbate, CEO

New Horizons Community Mental Health Center,

Luvernice Croskey, Ph. D., CEO

Northeast Florida Health Services, Kathy Wilkes, CEO

°Premier Community HealthCare Group, Kim Schuknecht, CEO

Suncoast Community Health Centers, Bradley Herremans, CEO

°Tampa Family Health Centers, Charles Bottoms, CEO

NORTH CAROLINA

Pam Tripp, CEO

1 CENTER // 19,967 PATIENTS

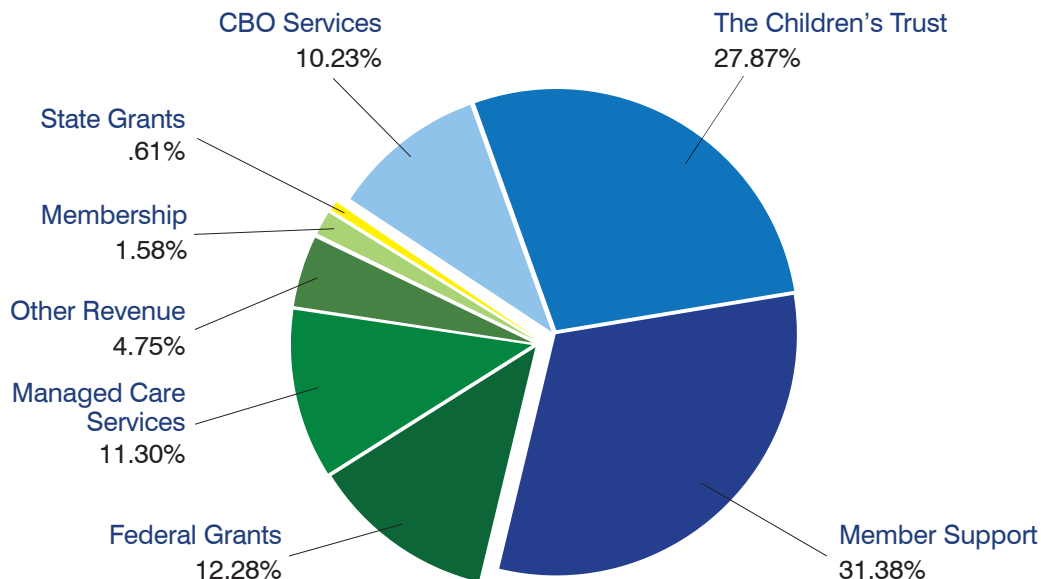
°CommWell Health Services

HEALTH CHOICE NETWORK OF FLORIDA

KEY ACHIEVEMENTS

- Expanded the South Florida Regional Extension Center to include a total of eight counties in South Florida to service 2,500 health care providers.
- Continuing funding of \$8.6 million from the Children’s Trust to make school-based health available to more than 100,000 students at Miami Dade County Public schools.
- Funding from the Health Foundation of South Florida to support patient-centered medical homes. Nine Miami Dade and Broward community health centers that serve more than 200,000 patients will be involved in the effort to become nationally designated as Patient Centered Medical Homes (PCMH) by the National Committee for Quality Assurance (NCQA).
- The Jessie Trice Health Promotion Program, now in its 11th year, educated more than 12,500 patients about the importance of cancer screening at health fairs, faith-based institutions and outreach activities. Hundreds were referred to member centers to receive services.
- Through the continued HCNFL partnership with Magellan Health Services, more than 80,000 Miami Dade Medicaid patients are eligible to receive quality behavioral health care from our Network providers.
- Prestige Health Choice, HCNFL’s provider service network, expanded to more than 60,000 members and is active in 24 Florida counties.

HGN OF FLORIDA 2010-2011 FUNDING SOURCES



HEALTH CHOICE NETWORK OF FLORIDA SERVICES & PROGRAMS

FINANCE	HEALTH INFORMATION TECHNOLOGY		CLINICAL & OTHER SERVICES
Central Accounting CFO Functions Payroll Financial Analysis Practice Management Central Billing	System Management Training Hardware/Software Support Database Management CIO Functions	Hosting Web Design Disaster Planning	Health Connect in Our Schools Grants Clinical Committee Strategic Planning Jessie Trice Health Promotion Program Marketing/Fund Development Informatics Strategic Initiatives Data Reports Common Service Agreements Board Education Faith-Based Outreach Lab Contracts Advocacy Group Contracting
ELECTRONIC HEALTH & ORAL HEALTH RECORD		MANAGED CARE PROGRAM	
Paperless Record System Clinical Forms Data Tracking System Implementation System Support		Risk Contract Management Credentialing Referral Management	

STUDENTS RECEIVE QUALITY CARE THROUGH HCiOS

Health Connect in Our Schools (HCiOS), the successful partnership with The Children’s Trust, provided basic health care, exams, screenings and immunizations to more than 70,000 students in 79 Miami Dade County Public Schools in 2010-11. The program is participating in a \$500,000 telemedicine grant from the Health Resources Services Administration that includes 24 participating schools and four member health centers. Two member centers continued with an oral health pilot program that performed more than 3,500 procedures last year. HCiOS also expanded its use of specialized software to collect valuable student health care data. With additional funding for the 2011-12 school year, HCiOS will add 14 new schools for a total of 93.



HEALTH CHOICE NETWORK OF FLORIDA

**September 1, 2010 -
May 1, 2011**

Total participants
educated: **12,577**

Total screened: **906**

Percentage of women
requiring follow-up who
were under/uninsured:
90%

Total referred to a CHC for
follow up: **647**

Total women screened for
potentially life threatening
conditions: **162**

Total number of outreach
activities: **54**

JESSIE TRICE HEALTH PREVENTION PROGRAM

The spirit of health care pioneer Jessie Trice lives on stronger than ever as her namesake program continues to improve health care through education, screening and detection of preventable disease in underserved and minority populations. The Jessie Trice Health Promotion Program (JTHPP) targets Floridians most at risk to become ill and die from undetected, yet treatable diseases. The Program has broadened its services to investigate and implement innovative approaches to address health disparities in cancer, asthma, diabetes, hypertension and behavioral health. Approaches include Healthy Sundays education, patient navigation, care management, medical home outreach, community and sponsored health fairs and data collection.



HCN SERVES BEHAVIORAL HEALTH PROVIDERS

Health Choice Network of Florida, in collaboration with our community mental health center members, manages more than 80,000 Medicaid enrollees through our partnership with Magellan Health Services. HCNFL continues to strengthen ties with behavioral health providers in recent years and several have become HCNFL participants. HCNFL will be implementing a specialized behavioral health electronic medical record system in 2012.

PRESTIGE HEALTH CHOICE

Prestige Health Choice, a capitated Medicaid provider service network owned by HCNFL and its member centers, continues to focus on high quality patient care while adding members throughout Florida. A Medicaid health care plan dedicated to providing a medical home for all Floridians, Prestige now has more than 60,000 members in 24 counties. It is one of the few health management organizations in the southeast U.S. primarily owned by not-for-profit community health centers. In 2010, Prestige received a three-year accreditation by the Accreditation Association for Ambulatory Health Care (AAAHC) and launched a comprehensive patient case management program.



ACTIVE COUNTIES

Alachua	Marion
Bradford	Miami Dade
Dixie	Orange
Gadsden	Osceola
Gilchrist	Pasco
Hamilton	Pinellas
Hendry	Putnam
Hillsborough	Seminole
Jefferson	Suwannee
Lafayette	Union
Lee	Wakulla
Leon	
Levy	



HEALTH CHOICE NETWORK OF FLORIDA

SOUTH FLORIDA REGIONAL EXTENSION CENTER GUIDES MEMBERS TOWARD MEANINGFUL USE

Created in 2010, the South Florida Regional Extension Center (SFREC) is one of 60 centers nationwide created and funded by the Office of National Coordinator of Health Information Technology to assist local physicians and health care providers select, successfully implement and meaningfully use certified electronic health records (EHR).

The South Florida Regional Extension Center was formed and governed by a broad coalition of partners committed to improving health care through the adoption of health information technology, including health care associations, academic institutions, hospital systems, non-profit organizations and foundations. Health Choice Network is the lead operational organization for the SFREC, which serves health care providers in eight counties: Miami-Dade, Broward, Monroe, Martin, Palm Beach, Indian River, Okeechobee and St. Lucie.

The SFREC team of experienced HIT professionals provide advanced technical expertise and assist to maximize the Medicaid and Medicare incentives available to providers. They work side-by-side with providers through the electronic health record adoption process and provide direct, rapid and reliable information on health IT and meaningful EHR use. The SFREC is also taking a key role in developing the South Florida Health Information Exchange, an electronic system that will connect hospitals, physicians, clinics and health care professionals in a secure communications network.

“Our job is to make the process of adopting the electronic health record a smooth and successful transition while assisting the physicians and health care providers to achieve meaningful use.”

- Lisa Rawlins, Executive Director, South Florida REC

SOUTH FLORIDA
REGIONAL EXTENSION CENTER



HOW SFREC ASSISTS HEALTH CARE PROVIDERS

INITIATION PHASE

Practice readiness assessment

Identify target improvement opportunities

Address practice readiness barriers

PLANNING

Conduct practice workflow assessment

Perform MU Gap analysis

Create MU work plan

IMPLEMENTATION

Facilitate change management on EHR resources

Assist in EHR selection & purchase

Modify EHR implementation for MU

Assist with incentive registration

Facilitate with HIE connectivity

MONITORING

Provide supplemental SFREC services

Continuing education

Onsite coaching and training

ACHIEVING MEANINGFUL USE

Demonstrate Meaningful Use to CMS

HEALTH CHOICE NETWORK OF FLORIDA

BOARD OF DIRECTORS

Brodes H. Hartley, Jr.,
Chair

Rosalyn Frazier,
Vice Chair

Charles Bottoms,
Secretary

Bakari Burns,
Treasurer

Caleb A. Davis, Ph.D.,
Past Chair

Kathryn Abbate

Mario Jardon

Raymond J. Kayal, Sr.

Robert Linder

Pat Mabe

Frank Mazzeo, DDS

Annie Neasman

Claudio M. Perez

Mark Rabinowitz, M.D.
Clinical Representative

Kevin Kearns,
Ex-Officio, non-voting member

PATRONS

Beacon Health Strategies

Commonwealth Purchasing Group

H. Lee Moffitt Cancer Center and Research Institute

Sage Software Healthcare Division

South Florida Hospital and Health Care Association

EXECUTIVE STAFF

Kevin Kearns,
President and CEO

Terisa James,
EVP of Community Initiatives and Fund Development

Margarita Ollet,
Senior VP of Administrative Services

Alejandro (Alex) Romillo,
Senior VP and Chief Information Officer

Anthony Amofah, M.D.,
Chief Medical Officer

Marc Rivo, M.D.,
Vice President of Managed Care

Brian Morton,
Chief Financial Officer

Lisa Rawlins,
Executive Director, South Florida REC

Tedd Marefka,
Director of Human Resources and Operations

Betsey K. Cooke,
Founding CEO

HEALTH CHOICE NETWORK

BOARD OF DIRECTORS

Brodes H. Hartley, Jr., Chair

CEO, Community Health of South Florida

Seferino Montano, Vice Chair

CEO, La Casa Family Health Center

Dennis Kruse, Treasurer

CFO, Family Care Health Centers

Rosalyn Frazier, Secretary

CEO, Broward Community and Family Health Center

Charlie Bottoms

CEO, Tampa Family Health Centers

David Roddy

Executive Director, HCN of New Mexico

Steve Shattis

CEO, Valley Health Systems

Joe Sheehan

CEO, Choptank Community Health System

Merrill Thomas

CEO, Providence Community Health Centers

Chris Viavant

Managing Director, HCN of Utah

Anthony Amofah, M.D.

Interim Clinical Representative

Kevin Kearns

Ex-Officio, non-voting member

EXECUTIVE STAFF

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Senior VP and Chief Information Officer

Anthony Amofah, M.D.

Chief Medical Officer

Michele Russell

Vice President of Business Development

Brian Morton

Chief Financial Officer



HCNnetwork.org
Health Choice Network
INNOVATIVE HEALTH TECHNOLOGY SOLUTIONS