



Friends

OF HEALTH CHOICE NETWORK

The Future is Here

17TH EDUCATIONAL SESSION JUNE 3-5

The 17th annual Health Choice Network (HCN) Educational Session attracted hundreds to Marco Island to learn about the latest trends and policies impacting health information technology and service excellence. With the theme, *The Future is Here: Meaningful Use and Service Excellence*, the three-day retreat included specialty workshops, presentations, panel discussions, hands-on demonstrations, networking events and vendor displays.

This successful event continues to grow, attracting top speakers, CEOs and senior administrators nationwide. The opening day featured financial, human resources, dental and clinical workshops, followed by a festive Beach Blanket Bingo welcome reception that included prizes, awards and dancing. On Saturday, Health Choice Network CEO Kevin Kearns presented a state-of-the-network address followed by keynote speaker Laura Adams, President and CEO of the Rhode Island Quality Institute. Ms. Adams spoke on the changes facing health centers and the role Health Information Technologies will play in the future.

The following panel discussion on meaningful use of electronic health records included Kevin Dolan, Alliance Director of Microsoft Health & Human Services and David Stevens, M.D., of the National Association of Community Health Centers. The afternoon panel discussion covered the impact of health care reform changes at the national and state levels. A strategic feedback session completed the day's program.

The final day focused on improving service excellence at health centers and featured Jackie Gaines of the Studer Group and HCN CEOs and staff. Ms. Gaines entertained the audience with her presentation on using a results-based leadership process to improve quality service at all levels of a health organization.

Plan now to join the extended HCN family for the 18th Annual Educational Session, June 8-10, 2012.



CEO MESSAGE

HCN's Strength Tied to Powerful Partnerships

Summer has traditionally been the season to relax and renew, but activity remains strong at Health Choice Network (HCN). From key relationships with new partners to our ongoing Journey to Excellence, we continue to move forward at a rapid pace.

Recent events included a highly successful Board of Directors Educational Session (see story at left) and a Clinical Leadership Institute (CLI) featuring representatives from all seven organizations participating in our Journey to Excellence and our third Leadership Development Institute (see page 2). Just around the corner is our 11th Annual Benefit event. This year's theme is Partnerships for a Healthy Community.

And as we continue to spread our wings on a national stage, it is those partnerships that continue to strengthen HCN. In addition to new members in Texas and North Carolina, we are pleased to announce a new relationship with Oregon-based OCHIN, a large health center-controlled network based in Portland. For more than a year, our Boards have discussed scenarios in which we could work together while maintaining our respective networks. They are similar to us in size and structure and we are eager to explore how our service models compliment each other and can lead to new business opportunities. Welcome, OCHIN!

Finally, if you don't recognize the look of our Friends newsletter, it is because this is the first issue published under our new Health Choice Network, Inc. brand. Inside you will find news from members around the country and from our Florida centers.

See you in September.

Kevin Kearns, CEO

HEALTH CHOICE NETWORK OF FLORIDA'S

Eleventh
ANNUAL BENEFIT

SUPPORTING THE JESSIE TRICE HEALTH PROMOTION PROGRAM

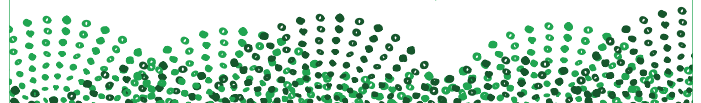
PARTNERSHIPS FOR A HEALTHY COMMUNITY
WEDNESDAY, SEPTEMBER 21, 2011

JESSIE TRICE HERO AWARD HONOREE
DAVID LAWRENCE

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WWW.HCNNETWORK.ORG/RSVP



The Journey to Excellence

LEADERSHIP DEVELOPMENT INSTITUTE PROVIDES SERVICE TRAINING

More than 200 "Journey Leaders" from five member health centers recently completed their third Leadership Development Institute training event as part of HCN's Journey to Excellence process. Launched at the start of the year, the comprehensive customer service program seeks to achieve measurable improvement at all levels of service, culture and business operations.

The Journey Leaders will assist the CEOs in working with all employees and departments in the results-oriented process. They were selected from each of the centers: Community Health of South Florida, Jessie Trice Community Health Center, Borinquen Medical Centers of Miami Dade, Family Health Centers of Southwest Florida and Choptank Community Health System. Health Choice Network's Prestige Health Choice and the South Florida Regional Extension Center are also engaged in the process.

Health Choice Network is the first community health organization to undergo this process with the prestigious Studer Group.



Around Health Choice Network, Inc.

NEW MEMBERS

OCHIN, a large health center controlled network headquartered in Portland, Oregon, has joined with Health Choice Network. Formed in 2001, OCHIN has 30 member centers serving approximately 400,000 patients in five states. Similar to Health Choice Network, they provide their members with health information technology services. OCHIN also coordinates a Regional Extension Center and participates with state governments, universities, medical schools and research entities. The CEO is Abigail Sears.

CommWell Health, provides primary medical, dental, pharmacy and behavioral health care to 20,000 patients from ten sites in the southeastern region of North Carolina. CEO is Pam Tripp. For more information, www.commwelhealth.org.

Total Healthcare Center, located in Tyler, Texas, is a comprehensive community health center, providing medical and dental services to approximately 9,000 patients in the east Texas region. Stephanie Theaker is CEO. For more information, visit www.thctx.org.



DENISE DESCALZO NAMED EMPLOYEE OF THE YEAR

Human Resource Manager Denise Descalzo was named the 2011 Employee of the Year and was recognized at the recent Educational Session. She is pictured with CEO Kevin Kearns and Board President Brodes Hartley, Jr.

CHOPTANK'S TOOTH FAIRY PROMOTES SCHOOL-BASED DENTAL CARE



Jean Holtz, RDH, is a member of the Choptank Community Health System's school-based dental team when not playing tooth fairy.

Each year, Choptank Community Health System's (CCHS) school-based dental program visits 35 schools across the Maryland Shore region to provide dental screenings, preventive services and educational programs to improve the oral health of the youth. Jean Holtz, RDH, a member of the CCHS school-based dental team, uses a successful approach to engage children and promote good dental habits. Teachers have praised the lasting and positive impact she continues to make dressed as the "Tooth Fairy," visiting classrooms to promote daily flossing and proper dental care.

MERRILL THOMAS JOINS HCN INC. BOARD

Merrill Thomas, President and CEO of Providence Community Health Centers in Rhode Island, has joined the Health Choice Network, Inc. Board of Directors.



CHIEF MEDICAL OFFICER RECOGNIZED

St. Anthony Amofah, M.D., Chief Medical Officer for Health Choice Network, was recently selected as one of the country's top 25 most influential African American doctors by *BlackHealth* magazine.



Around Health Choice Network of Florida

SOUTH FLORIDA REC SURPASSES 1,500 MEMBERS

More than 1,500 health care providers have joined the South Florida Regional Extension Center (SFREC) to receive assistance as they convert their paper medical records to electronic. The SFREC has reached the milestone after being created in 2010 to provide guidance and advice to doctors as they make the EHR conversion. Providers who sign up receive office readiness assessments, help in registering and receiving financial incentives, assistance in choosing a certified vendor and implementing a system and training and support to achieve meaningful use of the system.

For more information, or to become a member call (866) 628-9193 or visit southfloridaREC.org.

PRESTIGE HEALTH CHOICE ADDS 13 COUNTIES

Prestige Health Choice recently added 13 more Florida counties for active enrollment of new members. Most of the new counties are in the north-central region of the state and total enrollment is now more than 60,000 members. Prestige is Florida's first Medicaid Managed Care Plan organized as a Provider Service Network (PSN) to be owned and operated by not-for-profit community health centers. Prestige's community health centers are dedicated to providing a quality medical home for all Floridians.

MBCHC EXPANDS HIV/AIDS SERVICES AND MEDICAL EDUCATION

With the addition of Medicaid Project AIDS Care (PAC) and AIDS Insurance Continuation Program (AICP), Miami Beach Community Health Center (MBCHC) increased staff and physicians and added nearly 500 new patients. MBCHC also has expanded its academic partnerships and affiliations with three hospitals and has been certified as an official testing site by the National Board of Medical Examiners. This has resulted in an increase in residency and clinical rotations, a key component to MBCHC's strategy to become a Title VII Teaching Health Center.

CHI WINS AWARD AND A HFSF GRANT

Community Health of South Florida (CHI) was recently named a winner in the 2011 South Florida Worksite Wellness Awards sponsored by the Consortium for a Healthier Miami-Dade, an initiative of the Miami-Dade County Health Department. CHI won in the mid-size business category as a company with a "commitment to employee wellness and whose programs produced positive health outcomes."

For the third year in a row, CHI has won a \$56,000 grant from the Health Foundation of South Florida (HFSF) to help seniors learn to manage their chronic diseases. CHI will work with numerous community partners to offer an evidence-based chronic disease self-management program to seniors.



(L-R) BCFHC Board Vice President Lonnie Baldwin, Dr. A. Seiji Hayashi and BCFHC CEO Rosalyn Frazier.

BCFHC RECOGNITION DINNER

Broward Community & Family Health Centers (BCFHC) hosted its 9th Annual Meeting & Recognition Dinner with the theme "A Journey to the New Era in Community Health." Keynote speaker was Dr. A. Seiji Hayashi, Chief Medical Officer for the Bureau of Primary Health Care. Honorees included Tere Rios, Edelize Endemano and Farren Hurwitz of the Implementations Team from Health Choice Network.



Borinquen CEO Robert Linder assists former Congresswoman Carrie Meek cut the ribbon for the new health center named in her honor.

BORINQUEN WINS AWARD, OPENS NEW CENTER

Congratulations to Borinquen Medical Centers of Miami Dade as one of only seven behavioral health organizations in the nation to be awarded the 2011 Pacesetter Award for outstanding business practices by the Annapolis Coalition and the Hitachi Foundation. The award recognizes behavioral healthcare treatment organizations that utilize best workforce practices while improving outcomes for clients and organizational performance. The award states that Borinquen "has skillfully prepared its multicultural, front-line substance abuse and community outreach workers to battle the spread of HIV in some of the city's poorest neighborhoods."

Borinquen also celebrated the opening of a new Center in Miami's Little Haiti district named for Congresswoman Carrie Meek. Congresswoman Meek and her family attended the ribbon-cutting ceremony.



HEALTH CHOICE NETWORK

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HEALTH CHOICE NETWORK OF FLORIDA

Agape Network
Banyan Health Systems
Bayview Center for Mental Health
Borinquen Medical Centers of Miami Dade
Broward Community and Family Health Center
Camillus Health Concern
Care Resource
Citrus Health Network
Community Health Centers of Pinellas
Community Health of South Florida
Foundcare
Family Health Centers of Southwest Florida
Family Medical and Dental Centers
Genesis Community Health
Health Care Center for the Homeless
Helen B. Bentley Family Health Center
Institute for Child and Family Health
Jessie Trice Community Health Center
Miami Beach Community Health Center
New Horizons Community Mental Health Center
Northeast Florida Health Services
Premier Community HealthCare Group
Suncoast Community Health Centers
Tampa Family Health Centers

HEALTH CHOICE NETWORK OF NEW MEXICO

Ben Archer Health Center
La Casa Family Health Center
La Clinica de Familia
El Centro Family Health
La Familia Medical Center

HEALTH CHOICE NETWORK OF UTAH

Carbon Medical Service Association
Enterprise Valley Medical Center
Green River Medical Center
Wasatch Homeless Health Care Center
Wayne Community Health Center

HAWAII

West Hawaii Community Health Center

KANSAS

Flint Hills Community Health

MARYLAND

Choptank Community Health System

MISSOURI

Family Care Health Centers

NORTH CAROLINA

CommWell Health Services

OREGON

OCHIN

RHODE ISLAND

Providence Community Health Centers

TEXAS

Total Healthcare Center

WEST VIRGINIA

Valley Health Systems