



H E A L T H

C H O I C E

N E T W O R K

2009

ANNUAL REPORT

A LETTER FROM the Chairman of the Board and President and CEO

“Things do not change, we change” – Henry David Thoreau

Dear Participants and Friends:

This past year we have ridden a roller coaster of change: a serious economic downturn, the debates over health care reform and the benefit of stimulus funding. It has been a year of change with a capital “C.” But as we look to the future, perhaps Thoreau was right when he said the only changes that really matter are those we make as individuals and organizations.

Whether it is universal health care, mandatory coverage, insurance exchanges or a public option, there will be changes in the way health care is dispensed in our nation. The important question is, *Are we ready to adapt to those changes so we can better serve our communities?*

We believe the participants of Health Choice Network will have a distinct advantage. By being a part of a large, respected network that is at the forefront of health center innovation – through health information technology, electronic health record, informatics research and much more – our participants can more rapidly and efficiently keep pace with the evolving health care environment.

This year’s highlights show HCN’s continuing growth as well as the diversity of programs and activities:

- We welcomed four new participants: Care Resource, Choptank Community Health System, Genesis Community Health and Valley Health Systems.
- Three HCN participants – Broward Community & Family Health Center, Care Resource and Premier Community HealthCare Group – received stimulus grant funding to open new health centers.
- The creation of the HCN’s Clinical & Informatics Research Division, which will encompass grants, research, and the Jessie Trice Health Promotion Program.
- Prestige Health Choice, our provider service network, has surpassed 20,000 members and has applied to enter three more Florida counties.

As health care reform begins to take shape in the coming year, community health will undoubtedly play a major role. Participants of Health Choice Network can rely on us to stay focused on our strengths while we keep a step ahead of changes in our industry.



Col. Brodes Hartley, Jr.
*Chairman of the
Board of Directors*



Kevin Kearns
*President and
Chief Executive Officer*

Our Mission

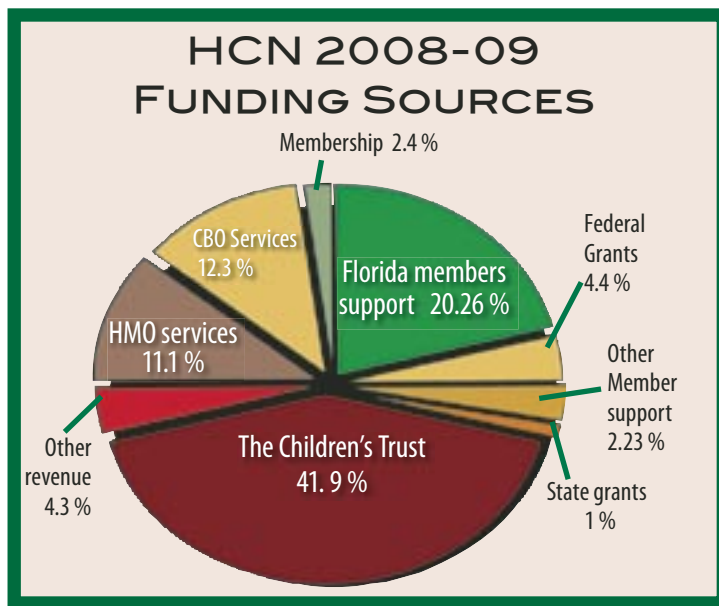
To provide high quality service, support and expertise to member organizations and to act as a vehicle for strategic efforts that strengthen our community health partners.

WHO WE ARE

Health Choice Network

Health Choice Network is a national model of successful collaboration of community health centers. By sharing common business, technology and administrative services, Health Choice Network participants increase efficiencies, decrease costs and provide better and more accessible patient care.

Health Choice Network is a not-for-profit organization governed by a Board comprised of its members. Now with participants in nine states, Health Choice Network members serve more than 680,000 patients. HCN provides participants with the very latest in electronic health records, health information technology, risk management, managed care, financial and clinical services. By providing the tools to strengthen our members and partners, Health Choice Network improves the lives of the underserved and vulnerable in our communities.



HEALTH CHOICE NETWORK AT A GLANCE

- 2008-09 budget: \$24+ million
- Budgeted FTEs: 121
- Participating centers: 37
- Participating sites: 294
- Participating patients visits: \$2.1 million
- Patients on EHR: \$1.9 million
- Providers on EHR: 461

HEALTH CHOICE NETWORK PROGRAMS & SERVICES

FINANCE	<ul style="list-style-type: none"> • Central accounting • CFO functions 	<ul style="list-style-type: none"> • Payroll • Financial analysis 	<ul style="list-style-type: none"> • Practice management 	<ul style="list-style-type: none"> • Central billing
HEALTH INFORMATION TECHNOLOGY	<ul style="list-style-type: none"> • System management • Training 	<ul style="list-style-type: none"> • Hardware/Software support • Database management 	<ul style="list-style-type: none"> • CIO functions • Hosting 	<ul style="list-style-type: none"> • Web design • Disaster planning
ELECTRONIC HEALTH & ORAL HEALTH RECORD	<ul style="list-style-type: none"> • Paperless record system • Clinical forms 	<ul style="list-style-type: none"> • Data tracking 	<ul style="list-style-type: none"> • System implementation 	<ul style="list-style-type: none"> • System support
MANAGED CARE	<ul style="list-style-type: none"> • Risk contract management 	<ul style="list-style-type: none"> • Credentialing 	<ul style="list-style-type: none"> • Referral management 	
PROGRAM, CLINICAL & OTHER SERVICES	<ul style="list-style-type: none"> • Health Connect in Our Schools • Grants • Clinical Committee • Strategic planning 	<ul style="list-style-type: none"> • Jessie Trice Health Promotion • Marketing/Fund development • Informatics • Strategic initiatives 	<ul style="list-style-type: none"> • Pediatric asthma • Data reports • Common service agreements • Board education 	<ul style="list-style-type: none"> • Faith-based outreach • Lab contracts • Advocacy • Group contracting

HEALTH CHOICE NETWORK

Serving more than 680,000 patients at co

HCN OF UTAH ⁺

△Christopher Viavant, Managing Director

5 Centers • 8 Sites • 16,672 patients

*Carbon Medical Service Association
Yvonne Jensen, Executive Director

*Enterprise Valley Medical Clinic
Rydel Reber, Executive Director

*Green River Medical Center
Mary Winters, Executive Director

*Wasatch Homeless Health Care Center
△Allan Ainsworth, Executive Director

*Wayne Community Health Center
Gina Flanagan, Executive Director

HCN OF NEW MEXICO ⁺

△David Roddy, CEO

5 Centers • 52 Sites • 106,292 patients

*Ben Archer Health Center
Mary Alice Garay, Executive Director

*El Centro Family Health
Lore Pease, CEO

*La Casa Family Health Center
△Seferino Montano, CEO

*La Clinica de Familia
Harriett Brandstetter, CEO

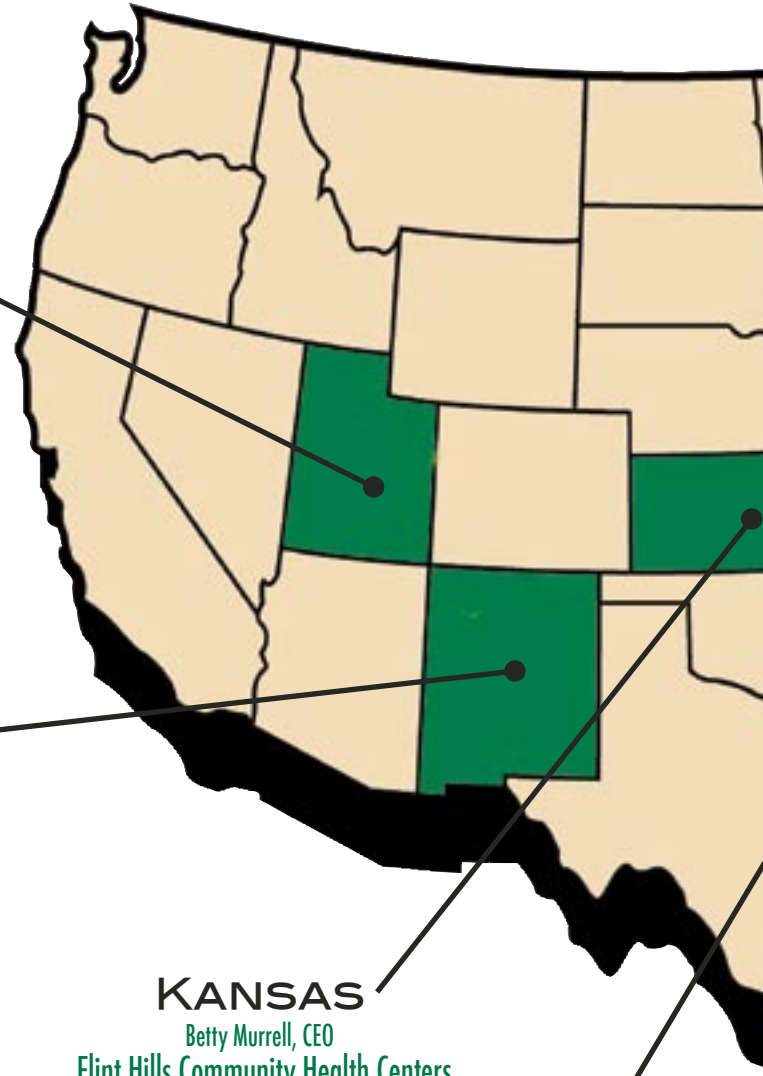
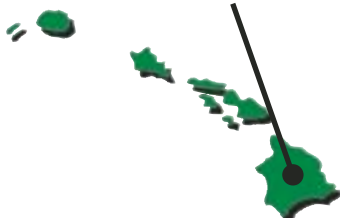
*La Familia Medical Center
John Cassidy, CEO

*West Hawaii Community Health Center

Richard J. Taaffe, Executive Director

1 Center • 2 Sites

6,332 patients



KANSAS

Betty Murrell, CEO

Flint Hills Community Health Centers

1 Center • 1 Site • 8,598 patients

ARKANSAS

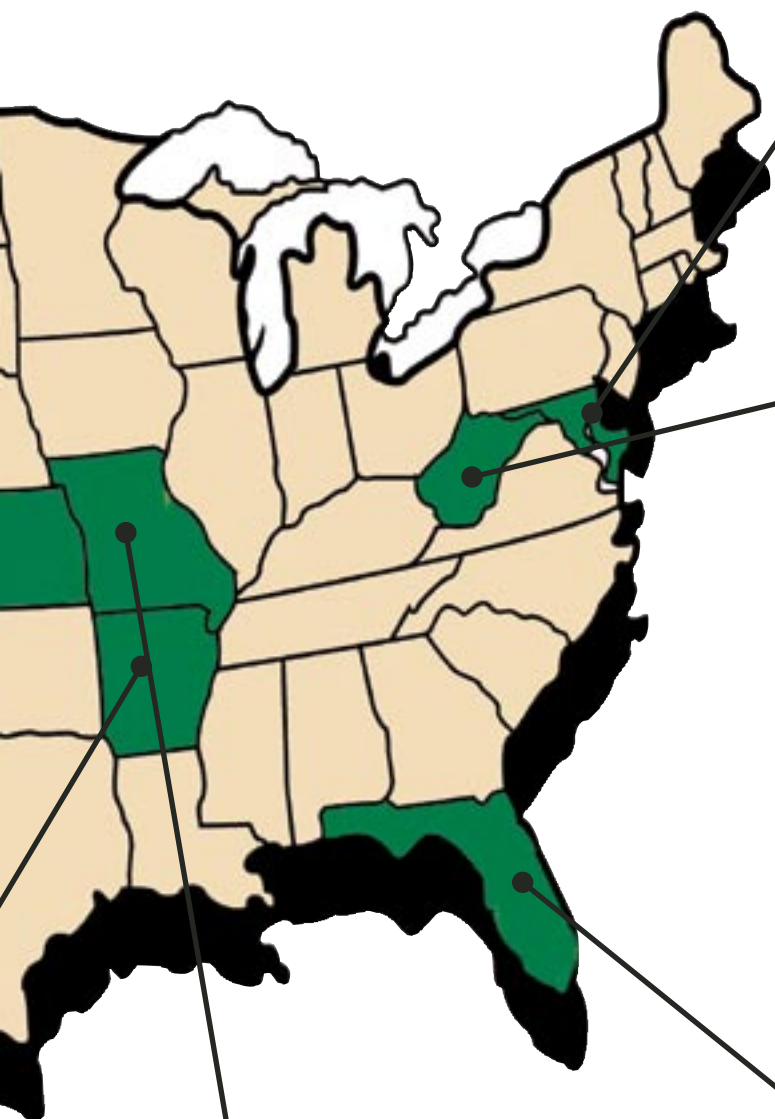
△Steve Collier, M.D., CEO

White River Rural Community Health Centers

1 Center • 24 Sites • 26,127 patients

MARK PARTICIPANTS 2009

Community health centers across the nation



MARYLAND

Choptank Community Health Systems
Wayne Howard, CEO
1 Center • 7 Sites • 25,676 patients

WEST VIRGINIA

Valley Health Systems
Steve Shattls, CEO
1 Center 26 Sites • 62,592 patients

FLORIDA⁺

Kevin Kearns, CEO
22 Centers • 174 Sites (78 school-based sites)
413,282 patients

MISSOURI

△ Robert Massie, DDS, CEO
Family Care Health Center
2 Sites • 19,763 patients

△ HCN Board Members
+ Health Center-controlled Network Member
* Integrated Health Information Technology

*Borinquen Health Care Center
△ Robert Linder, CEO

*Broward Community and Family Health Centers
△ Rosalyn Frazier, CEO

*Camillus Health Concern
△ Hirut Kassaye, Executive Director
△ Paul Ahr, Ph.D., CEO, Camillus House
Care Resource
Rick Siclari, Executive Director

*Citrus Health Network
△ Mario Jordan, CEO

*Community Health Centers of Pinellas
△ Pat Mabe, CEO

*Community Health of South Florida
△ Col. Brodes Hartley, Jr., CEO

Comprehensive Community Care Network
Yolette Bonnet, CEO

*Family Health Centers of Southwest Florida
△ Frank Mazzeo, DDS, CEO
△ Roger Ward, Sr. Vice President of Operations
Lalai S. Hamric, CEO Emeritus

Family Medical and Dental Centers
△ Dwayne Yates, CEO

Genesis Community Health
Tom Rose, CEO

*Health Care Center for the Homeless
△ Bakari Burns, CEO

*Helen B. Bentley Family Health Center
△ Caleb A. Davis, Ph.D., CEO
△ Frankie Rolle, Board Chair

*Jessie Trice Community Health Center
△ Annie Neasman, CEO
△ Paul Roberts, Board Chair

*Miami Beach Community Health Center
△ Kathryn Abbate, CEO
△ Mark Rabinowitz, M.D.

*Premier Community HealthCare Group
△ Kim Schuknect, Executive Director
Suncoast Community Health Centers
Brantz Roszel, CEO

*Tampa Family Health Centers
△ Charles Bottoms, CEO

OTHER HEALTH CARE MEMBERS

*Agape Network
△ Claudio M. Perez, CEO

Bayview Center for Mental Health
△ James Sleeper, CEO

Institute for Child & Family Health
△ Robert Nolan, Executive Director

New Horizons Community Mental Health Centers
△ Luvernice Croskey, Ph.D., LCSW, CEO

2009 PROGRAM

Highlights

CLINICAL & INFORMATICS RESEARCH DIVISION

The Clinical & Informatics Research Division works with community partners and member Centers to identify and test strategies that can improve health outcomes and reduce health disparities in the communities we serve. CIRDD activities build upon the electronic health record investment to support member Center operations and to define new areas of innovative development.

Clinical Informatics and Research Division (CIRDD) encompasses program evaluation, data reporting, grant writing and administration, scientific research activities, community partnerships and health promotion programs including the Jessie Trice Health Promotion Program and Health Connect In Our Schools.

By leveraging the valuable and growing amount of data now under the EHR, the CIRDD Division can improve patient efficiencies throughout the Network, partner with other organizations and pursue funding opportunities.

Over the past year, CIRDD staff have applied for several research grants, made numerous presentations, including presenting at the National Association for Community Health Centers conference, and submitted papers for publication.

QUICK System Grant Improves Reporting

The Clinical & Informatics Research Division is leading a multidisciplinary team to develop a new web-based reporting system called QUICK (Quality and Utilization Information for Clinician Knowledge). Funded through a HRSA health information technology innovation award, this health information tool can identify health care trends and enhance quality improvement at all levels. QUICK will support center-led clinical operations and quality improvement initiatives by easily reporting reliable and valid clinical process and outcomes.



JESSIE TRICE HEALTH PROMOTION PROGRAM REACHES OUT TO A WIDER COMMUNITY

The Jessie Trice Health Promotion Program continues to pursue its goal of reducing health care disparities that exist in underserved communities, even while expanding its scope.

Now in its ninth year, the program is poised to repeat its successful cancer screening, asthma education and faith-based outreach efforts as it reaches even greater

populations of underserved and uninsured patients.

The program has broadened its goals to investigate and implement innovative approaches to address health disparities in diseases such as cancer, asthma, diabetes, hypertension and behavioral health. Approaches include: Healthy Sundays pulpit education, Patient navigation, Care management and Medical home outreach.

HCiOS BEGINS FOURTH SCHOOL YEAR

Health Connect In Our Schools begins its fourth year with 78 Miami Dade County Public Schools (MDCPS). With expanded services, the number of students visiting the suites continues to grow. Last year, student immunizations were emphasized since they are necessary for school attendance. In partnership with The Children's Trust, the Health Department and MDCPS, HCiOS worked to drastically improve the immunization rate in

the Health Connect Schools. According to the Department of Health, 83.5 percent of elementary and middle school students have been immunized. In the 2008-2009 school year, HCiOS had visits from approximately 100,000 students, representing over 200,000 encounters. The school suites were able to provide services to more than 85 percent of their school's student population.

2009 SERVICE Highlights

MORE THAN 20,000 MAKE PRESTIGE HEALTH CHOICE THEIR MEDICAL HOME



HEALTH CHOICE®

Leading the Way to Quality Care

Prestige Health Choice continues to spread its wings across Florida by moving into Miami-Dade and Orange Counties in 2009 and submitting applications for three central Florida counties: Pasco, Putnam and Seminole. More than 20,000 patients are now making Prestige their medical home. Many of the members were previously enrolled in Florida Medicaid's Medipass program and were without traditional health insurance.

With its roots in long-established community health centers, Prestige Health Choice focuses on primary and preventative care, as well as disease management and access to specialty care. Setting Prestige apart from other managed care programs is that it is owned by 501(c)3 Federally Qualified Health Centers who will return profits into the community health system and expand care to the underserved.

Prestige sponsored several 2009 National Health Center Week activities, including Florida's largest back-to-school celebration at the Amway Center in Orlando. More than 30,000 people attended the Healthy Heroes event to receive free backpacks, vaccinations and vision screenings.

"Although we serve our communities as a safety net health plan, we are truly a medical home," said Kevin Kearns, CEO of Prestige Health Choice. "Members receive care from a personal physician dedicated to providing comprehensive and compassionate care."

PARTICIPANTS EXPAND ADOPTION OF HIT

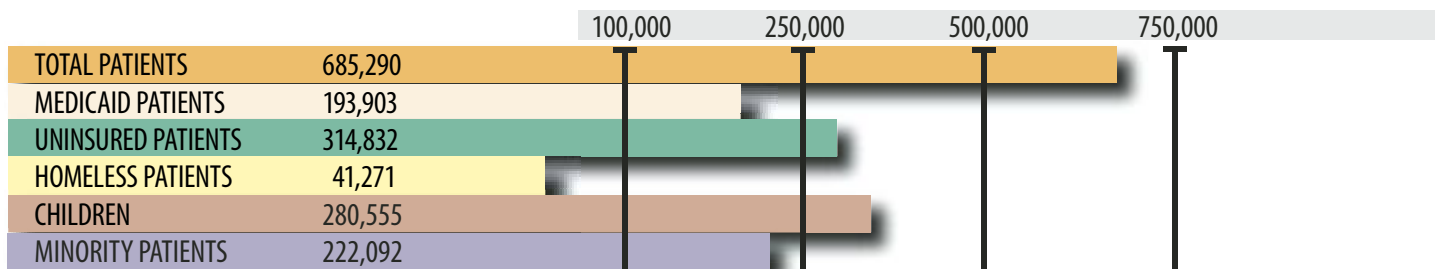
Congratulations to all those participants who are now using the latest data management systems to document patient histories, order prescriptions, review laboratory results and improve the quality of patient care.

- Choptank Community Health Centers
- West Hawaii Community Health Center
- Tampa Family Health Centers
- Community Health Centers of Pinellas
- Borinquen Health Care Center
- Utah Health Choice Network CHCs Carbon, Green River, Wasatch and Wayne
- Flint Hills Community Health Centers (Kansas)
- White River Health Center (Arkansas) *Dentrix Practice Management System*
- Family Care Centers (Missouri) *Dentrix Practice Management System*

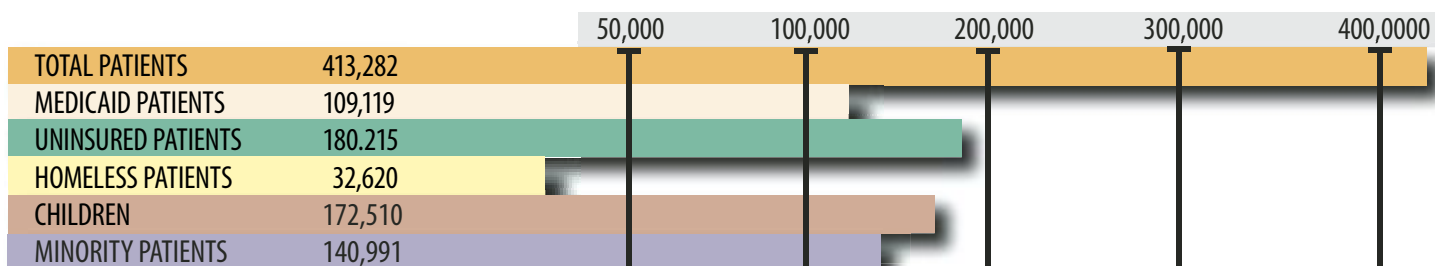
SERVICES PROVIDED BY PARTICIPATING CENTERS IN 2009

- Family practice
- Pediatrics
- Obstetrics & gynecology
- Pharmacy
- Dental
- Radiology
- Podiatry
- Vision services
- Behavioral health
- Health screening & disease prevention
- Substance abuse treatment
- Community & patient outreach
- Patient education
- School-based centers
- Disease management
- Extended hours of service
- Case management
- Faith-based partnerships
- Care for special populations
 - Migrant & seasonal farmworkers
 - Homeless
 - HIV/AIDS
- Healthy Start
- Women's residential services

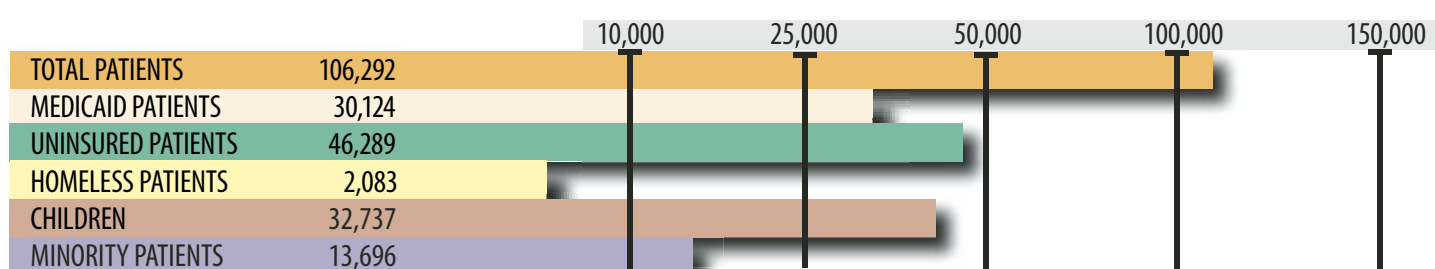
PATIENTS SERVED BY HCN PARTICIPANTS IN 2008



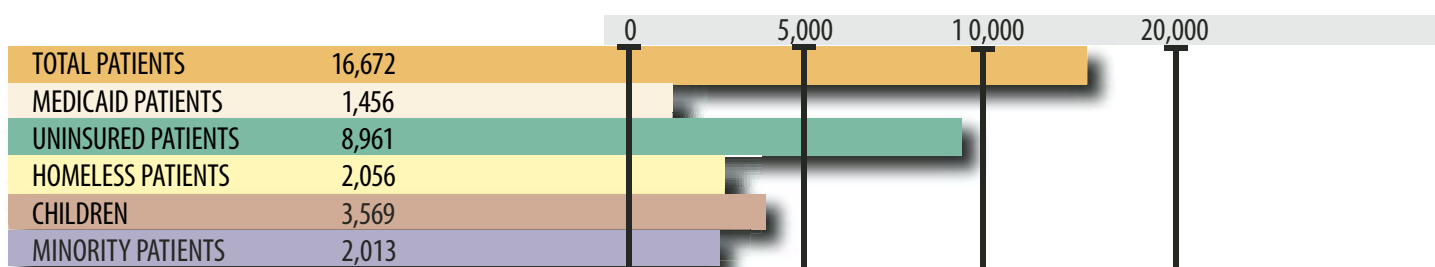
PATIENTS SERVED BY FLORIDA HCN PARTICIPANTS IN 2008



PATIENTS SERVED BY NEW MEXICO HCN PARTICIPANTS IN 2008



PATIENTS SERVED BY UTAH HCN PARTICIPANTS IN 2008



OFFICERS

CHAIR
Col. Brodes Hartley, Jr., President and CEO
Community Health of South Florida

VICE CHAIR
Lalai Hamric, President and CEO
Family Health Centers of Southwest Florida

SECRETARY
Rosalyn Frazier, President & CEO
Broward Community and Family Health Center

TREASURER
David Roddy, CEO
New Mexico Health Choice Network

PAST CHAIR
Caleb A. Davis, Ph.D., CEO
Helen B. Bentley Family Health Center

EXECUTIVE STAFF

Kevin Kearns
President and CEO

Terisa James
Executive VP of Programs & Fund Development

Margarita Ollet
Senior VP of Administrative Services

Alejandro Romillo
Senior VP and Chief Information Officer

Saint Anthony Amofah, M.D.
Chief Medical Officer

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

Brian Morton
Vice President of Reimbursement, Interim Chief Financial Officer

Tedd Marefka
Director of Human Resources

Betsey K. Cooke
Founding CEO

PATRONS

American Cancer Society
H. Lee Moffitt Cancer Center and Research Institute
Sage Software Healthcare Division
South Florida Hospital and Healthcare Association