A Message from the CEO

HCN Celebrates 10 Years

Hello Friends,

Several months ago, I was pleased to announce that the H. Lee Moffitt Cancer Center and Research Institute in Tampa was becoming a patron of the Network. The Moffitt Cancer Center is ranked as one of the top cancer centers in the nation and is committed to reducing cancer disparities in our communities. We are working together to develop a plan that links our separate areas of expertise in addressing mutual goals.

Little did I know that my own health would benefit from this new partnership and their highly-skilled staff. I was recently diagnosed with a recurrence of breast cancer. Based on medical tests conducted here in South Florida, I was referred to Moffitt where I was diagnosed with a little known and often misdiagnosed immune system disorder. The disease is so rare that it affects only one in ten thousand breast and lung cancer reoccurrences. What happens is that the body detects cancer at a very early stage - often before there is any tumor or sign - and sends out antibodies to kill the cancer. But those same antibodies also attack the cerebellum, the part of the brain that controls motor skills. New cutting-edge research is attempting to isolate the antibody and prevent it from attacking healthy cells. If successful, the research may result in a new form of cancer therapy.

I will begin treatment soon at Moffitt and at Memorial Regional Cancer Center with my local oncologist. The good news is the cancer is almost undetectable and my motor skills will continue to improve with therapy. I’m happy to report that a full recovery is expected.

Many thanks to everyone for your words of support, kind thoughts and prayers. While I’m undergoing treatment for my condition, Health Choice Network is blessed with an experienced and talented executive team to direct day-to-day operations and continue to fulfill our mission of providing the best in health care to our communities. We are moving forward with plans for our 10th anniversary celebration, our Board of Directors annual education session and Jessie Trice Cancer Prevention Project Benefit on October 1-3, 2004. I look forward to seeing all of you as we share in the excitement and fellowship of this important event (see box at right). Don’t miss it.

Thanks to our “virtual” workplace, I am in constant communication with our management team and continue to work behind the scenes. Feel free to email me (ecooke@hcnetwork.org) because working on the computer is classified as occupational therapy!

Warm regards,

Betsy

Join Us in October!

Health Choice Network is finalizing plans for our 10th anniversary celebration, Oct. 1-3 at the Sheraton Bal Harbor Beach Resort. Invitations will be mailed soon and attendees are encouraged to register online at www.hcnetwork.org.

Friday evening program, Oct. 1 • An entertaining telling of our history featuring our founders and recognizing those who have been and continue to be a part of our growth and development.

Saturday educational session, Oct. 2 • Our past, present and future in information technology and electronic health record, Medicaid reform and reduction in health disparities with local, state and national speakers.

Saturday evening gala, Oct. 2 • The 4th annual Jessie Trice Cancer Prevention Project Benefit, including the dinner (black tie optional), awards, entertainment and keynote address.

Sunday morning planning session, Oct. 3 • Annual review of the Network strategic plan, including the first recommendations for Healthy Body, Healthy Soul.

For more information on the events or benefit sponsorship, visit our website www.hcnetwork.org or contact Diana Evans, (305) 599-1015, ext. 8080.
**Moffitt Center a Leader in Cancer Care**

The H. Lee Moffitt Cancer Center & Research Institute, a proud new patron of Health Choice Network, has made a lasting commitment to the prevention and cure of cancer, working tirelessly in the areas of patient care, research and education to advance one step further in fighting this disease.

A Moffitt-HCN steering committee, which includes physicians from Family Health Center of SW Florida and Community Health Centers of Pinellas is one of several joint committees exploring opportunities for research and collaboration. Established in 1986, Moffitt focuses on the development of early stage research aimed at the rapid translation of scientific discoveries to benefit patient care.

**Kearns Named to Governor’s Panel**

Kevin S. Kearns, vice president and chief financial officer/chief information officer for HCN, was recently appointed to a three-year term on a new advisory board formed by Governor Jeb Bush. The board’s goal is to improve electronic medical records technology statewide.

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**Camillus Health Concern** received a 5-year, $2 million award from the Centers for Disease Control and Prevention to provide a wide range of HIV services to homeless and injected drug users in Miami-Dade County. Services include HIV counseling, testing and referral, behavioral intervention and preventive case management. The award will enable Camillus to double the number of HIV services it provides.

**Economic Opportunity Family Health Center** received a Health & Human Services award to provide early HIV/AIDS care. The grant is part of a national program aimed at low income and medically underserved Americans who are living with HIV/AIDS or are at risk of contracting the virus. Economic Opportunity Family Health Center is one of 45 community health centers nationwide to share in the $23 million award.

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**A W A R D S**

**CHI Wins Chamber Award**

Community Health of South Dade (CHI), an HCN founding member, has been honored with a “2004 Health Care Hero” award by the Greater Miami Chamber of Commerce.

CHI has been providing health care to underserved South Miami-Dade residents since 1971 and was the first HCN member to initiate Healthy Body, Healthy Soul. This faith-based program provides education, preventive services and screening for at-risk, hard-to-reach populations.

Brodes H. Hartley Jr., president and CEO of CHI for 19 years, accepted the award on behalf of the CHI board and the 480 employees. CHI serves 40,000 South Dade residents at six community health centers and four school-based centers.

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**South Florida Business Publication Names HCN a Finalist**

Health Choice Network and its members have been named a finalist in the Technology Application category for South Florida Business Journal’s 2004 Technology Awards. Finalists and category winners will be recognized at an August 12th awards breakfast. HCN was cited for the innovative technology solution proposed for our integrated IT systems, as they are applied to the community health center setting.

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**Member Centers**

- Broward Community and Family Health Centers
- Camillus Health Concern
- Citrus Health Network
- Community Health Centers of Pinellas
- Community Health of South Dade
- Economic Opportunity Family Health Center
- Family Health Centers of Southwest Florida
- Health Care Center for the Homeless
- Helen B. Bentley Family Health Center

**Patrons**

- Amerigroup
- H. Lee Moffitt Cancer Center and Research Institute
- South Florida Hospital and Healthcare Association
- WebMD Practice Services

**Member Centers**

- Miami Beach Community Health Center
- New Mexico Network
- Utah Network

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**Health Choice Network**