

Heartbeats

News from the Free Medical Clinic of Northern Shenandoah Valley, Inc.

Summer 2012

Improving Health Together



“Healthier, together.” Valley Health’s new slogan may sound simple, but those two words speak volumes when it comes to the Free Medical Clinic’s partnership with the health system.

Free Medical Clinic Services Rely on Community Support

Without Federal funding or insurance payments for services, the Free Medical Clinic relies on community support to provide vital health care services to those who have no insurance and cannot afford care. We exist to serve unmet needs. The generosity of time and financial support of our community partners has strengthened the Clinic through the years, and enabled us to grow to meet increasingly complex health care needs—diabetes, heart disease, cancer to name a few. It is through this generosity and dedication to serving those less fortunate that the Free Medical Clinic is in the position to provide our patients with access to comprehensive services in response to their medical needs.

Winchester Medical Center and Valley Health have demonstrated their leadership in health care and support of the Free Medical Clinic throughout the Clinic’s more than 25-year history. Our shared commitment to improving the health of the community drives the services we offer our patients. **Through our partnership with Valley Health, we are able, together, to provide critical access to care and serve priority community needs.**

Valley Health Provides Substantial Support to the Free Medical Clinic

Valley Health helps the Free Medical Clinic meet the health needs of the uninsured, low-income population through human and financial resources, as both direct and indirect support.

- ◆ All Free Medical Clinic patients receive **lab work** free of charge by referral at the Diagnostic Center at Winchester Medical Center—a critical tool for measuring the health of a patient.
- ◆ Since 1995, the **Diabetes Management Program** of Valley Health has partnered with the Free Medical Clinic to provide our patients with specialized services and resources to better manage their diabetes.
- ◆ **Cash grants** - accounting for 23% of the Free Medical Clinic’s 2012 budget - support pharmacy services to ensure that patients have access to medications essential to treating and managing illness and chronic diseases.
- ◆ Free Medical Clinic patients can receive an array of **diagnostic tests** at Valley Health facilities, free of charge through referral from the Clinic, to help our health care providers effectively diagnose and treat our patients’ conditions.
- ◆ Valley Health’s **financial services** department has a Free Medical Clinic Liaison Financial Counselor to help our patients receive charity assistance for services provided at the hospital.
- ◆ Valley Health, Winchester Medical Center and their subsidiaries, as well as the Winchester Medical Center Foundation, reliably support **special projects** such as the Clinic’s fundraising gala Taste of the Town, and our Electronic Medical Record implementation.
- ◆ The Clinic’s service rely on **volunteer time** and services of countless Valley Health employees and affiliated practitioners.

Referrals are made to the Free Medical Clinic as well. When qualifying uninsured patients are treated at the Winchester Medical Center Emergency Department, they may be referred to the Clinic to establish themselves with a primary care provider for continuity of care and access to medications.

Through a strong collaborative partnership, Valley Health and the Free Medical Clinic are bringing access to high quality health care to our community. **As a community, we are healthier and stronger because of these services.**



Diabetes Management Program of Valley Health Team



Diagnostic and Lab Testing at Valley Health



Winchester Medical Center

Photos Courtesy of Valley Health

Board of Directors 2012

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Executive Director

Vicki L. McClelland

Clinic Services

Acute Clinic
Daytime Chronic Disease Clinic
Diabetes Management
Gynecology and Women's
Health Care Clinic
Orthopedic Clinic
Referrals to Specialists
Medication Assistance
Limited Behavioral Health
Referrals for Lab Work,
Diagnostic Testing and X-Rays
Acute Dental & Children's Dental
Services through the
Dental Clinic of NSV

Clinic Hours

9 AM - 5 PM
Monday - Friday
and Thursday Evenings
301 North Cameron St., Ste 100
Winchester, Virginia 22601
540-536-1680
info@fmcwinchester.org
www.fmcwinchester.org

A Message from the Director

Health Care Reform Explained

With all the information recently released on health care reform, here are a few easy steps to help keep you up-to-date and informed.

Step 1

Learn more about Health Care Reform and how the new Affordable Care Act (ACA) law works in an easy to watch animated video available at the **Kaiser Family Foundation Health Reform Source**: <http://healthreform.kff.org>. Go to **The Basics** and watch "Health Reform Hits Main Street" written and produced by the Kaiser Family Foundation, and narrated by Cokie Roberts, a news commentator for ABC News and NPR.

Step 2

While there, check out the **Timeline of Change** for a listing of health care reform provisions that will be rolled out over the next 5+ years into 2018.

Step 3

Stay tuned to the Kaiser Family Foundation's **Kaiser Health News** website at www.kaiserhealthnews.org to check for regular updates on implementation of key provisions, and how Virginia will implement the federal reform provisions at the state level.

And Next Steps for the Free Medical Clinic of Northern Shenandoah Valley, Inc.

Over the next 18 months, the Free Medical Clinic Board of Directors and executive staff will begin working with Dr. Steve Horan and Community Health Solutions, a health care consultant hired by the Virginia Association of Free Clinics (VAFC), in a strategic planning process to develop future organizational plans for individual free clinics, in partnership with the 59 other Free Clinics throughout Virginia.

This fall, four regional meetings are being scheduled with Dr. Horan and Community Health Solutions, the VAFC, and regional free clinics along with their community partners to begin the VAFC's strategic planning process and support free clinics in their own future organizational development under health care reform.



Vicki L. McClelland, Executive Director

Free Medical Clinic
of Northern Shenandoah Valley, Inc.



We'll Go Down In History

Do you have your copy of **Mickey Harden's History of the Free Medical Clinic**? Founding Board Member, Chair of the 25th Anniversary Committee, and 26-year volunteer, Mickey spent much of last year combing through the archives and interviewing anyone she could find to write a comprehensive history of the Clinic to mark our 25th year. A copy of the Free Medical Clinic history has been submitted to the Handley Library Stewart Bell Jr. Archives, so it will serve as a permanent account of the organization in our local history records.

Mickey says that researching and writing this history was one of the most difficult things she's ever done. As with everything she does for the Clinic, she put her whole heart into the project. In her post note included in the history, Mickey offers a reflection to fellow Clinic volunteers and friends: "My gratitude to each of you, just having known you, which is to love you, and second to have shared the same goal in life to help those less fortunate than ourselves—with its joys and sorrows, and thirdly for your influence in having made me a better person. You are beautiful people—thank you for all you have done for the Free Medical Clinic in these 25 years and years to come."

Call the office to get your copy today—540-536-1699. \$10 suggested donation.
Thank you for all of your hard work, Mickey!

Keeping Track: Shifting to Electronic Patient Records

Free Medical Clinic staff and volunteers have taken on the immense task of learning a new electronic medical record software to better serve our patients. They are logging weights and BMIs, checking off diagnoses, generating auto-populated referral forms, and much more thanks to a greatly needed upgrade to our software.

EMR Funding Gives a Big Boost to Clinic Services

In 2011 the Winchester Medical Center Foundation awarded the Free Medical Clinic with a grant of \$10,200 to fund the upgrade of our patient records software to improve efficiencies in patient services and more effectively collect data necessary for evaluating and reporting on performance and patient outcomes. Prior to the upgrade, the Clinic used a simple software tool to track patients and their eligibility, schedule appointments, track patient visits, and record volunteer hours—but all of the real details about patients and visits were stored in paper charts. To gather data for patient outcomes we relied on nursing students who combed through charts each semester as part of their research methods course. The electronic medical record (EMR) was needed to better position the Clinic to provide quality patient care, and to support patient outcomes evaluation, funding requests, and strategic planning.

Keeping a Digital Record of All We Do

The selected software, MedServices Central EMR version 5, is an EMR application designed specifically for free clinics. It includes patient records management, scheduling and chronic disease modules, which together enable us to track visit activity, diagnosis history, lab work and outcomes, diagnostic testing, medical history and allergies, referrals, medications, and more. The move supports standardized coding for diagnosis types and procedures, a basic but important feature that our old software lacked.

The Free Medical Clinic went live with the new EMR on October 17, 2011. While the move from an entirely paper recordkeeping process into electronic data collection was certainly a daunting task, the impacts are already clear. Our nurses directly enter patient visit information, improving the scope and accuracy of data recorded by doing so in real time. The interactive scheduler allows people in different Clinic departments to know the status of a patient visit. Through the chronic disease manager we can log lab results for a patient so that over time we can track progress and areas for improvement on key indicators like cholesterol, glucose, and hemoglobin A1C. Though our nurse practitioners still print out a copy of their typed exam notes to keep in the chart, we have reduced our paper consumption in addition to logging a more legible electronic visit record.

Improving Patient Services With EMR

Right now, three separate departments—Medical, Pharmacy and Eligibility—may need to have the chart in hand in order to assist a patient. To alleviate this our next phase of implementation will focus on scanning patient eligibility documents into the electronic record. A document library feature enables paper records to be scanned and stored within the patient's electronic file. With financial and tax information at our staff's fingertips, our eligibility department can review applications and our pharmacy staff can submit medication assistance applications without hunting down the paper chart. For our patients that means more efficient services and faster access to care.

As our users become more familiar with the tool and its capabilities, we continue to refine our processes and expand its use to best address our needs. Already, we can better assess the needs of our patient population, and track and report on the impact we are making through the quality care provided at the Free Medical Clinic and by our community partners.



Sallie Grundman, FMC Lead Nurse Practitioner, records a patient visit in the new electronic medical record during a Daytime Clinic visit.

Outcomes Indicators

The new EMR software helps us to identify priority patient needs and focus on making a greater impact on the health of our patients and community. These are just a few of the outcomes indicators we can use to evaluate our services.



73% of patients diagnosed with hypertension had a controlled blood pressure recorded at most recent visit



82% of patients diagnosed as tobacco users received smoking cessation counseling and/or received medication to help quit



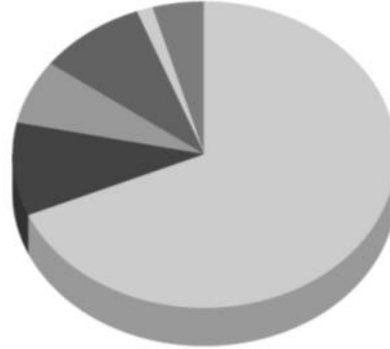
82% of new patients had a BMI measurement at their first visit that indicated they are overweight or obese—indicating we have a lot of work ahead to reduce this risk factor for chronic disease

Data sample represents a 3 month period following implementation of MedServices Central EMR version 5

PROVIDING THE GIFT OF HEALTH TO THOSE IN NEED

ON SITE VISITS PROVIDED BY FMC

- Daytime General Medical 65.4%
- Acute Clinic 9.4%
- Gynecology 6.5%
- Diabetic 8.7%
- Behavioral Health Clinic 4.5%
- Acute Dental 4.2%



\$3.5
million

Retail Value of Pharmaceuticals provided to FMC Patients in 2011 through the Clinic Pharmacy

2434
Medication Review encounters recorded in 2011



Monthly average of FMC Patients receiving services

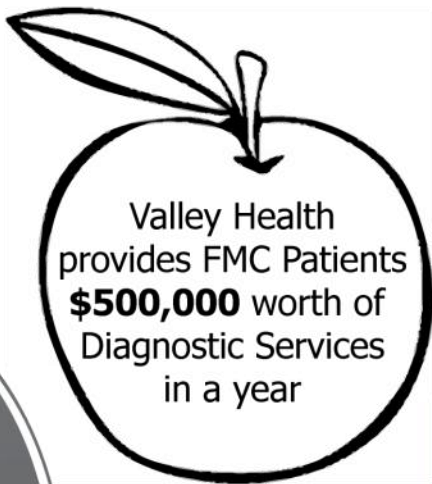
OUR DOOR IS OPEN
TO THE UNINSURED & LOW-INCOME FOR
ACCESS TO MEDICAL CARE
WITHIN OUR COMMUNITY



**free
medical
clinic**

of Northern Shenandoah Valley, Inc.

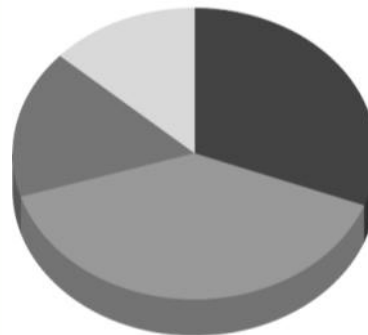
THE ROAD TO HEALTH



Valley Health provides FMC Patients **\$500,000** worth of Diagnostic Services in a year



OFF SITE SERVICES PROVIDED BY OUR COMMUNITY



- Specialty Referral 30.8%
- Labwork 39.3%
- Diagnostic Testing 16.5%
- Womens Health 13.3%



OVER 3638 PRO BONO SPECIALTY MEDICAL REFERRALS PROVIDED LAST YEAR IN OUR COMMUNITY

Professional Volunteers connect FMC Patients to over 60 local offices and provide life-saving specialty care pro bono



OUR PARTNERS ARE ENSURING ACCESS TO LIFE-SAVING CARE

Taste of the Town

Plans are underway for our 16th Annual Taste of the Town Benefit and Auction on September 13, 2012. Taste of the Town is the Free Medical Clinic's largest fundraiser of the year, and a vital part of meeting our annual budget.

From our generous sponsors and donors, to the restaurants and wine shops, to our volunteer committee members who spend months planning every last detail, as well as ticket purchasers, gracious volunteers, and everyone behind the scenes — Taste of the Town is a success thanks to this community's commitment to providing access to quality health care for those with no means to access the medical care they need.

The 2012 Taste of the Town is on track to be another sell-out event thanks to the generosity of our community. Your support helps to ensure that we are making a real impact in the lives of our patients, and we are deeply grateful. Thank you!

Coming in September...


SUNSET ON SAFARI

The 16th Annual
**TASTE OF THE TOWN
BENEFIT & AUCTION**

To Benefit the
FREE MEDICAL CLINIC

Thursday, September 13, 2012
Shenandoah Valley Golf Club

To learn more or to receive an invitation
contact the Free Medical Clinic
amyd@fmcwinchester.org or 540-536-1682



September 15, 2011—An Unforgettable Evening

We extend our grateful appreciation to all who supported our 15th Annual Taste of the Town Benefit & Auction on September 15, 2011. Thanks to your generous support we raised net proceeds of over \$100,000 for the Clinic's programs.

Signature Sponsor

Virginia National Bank

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Valley Proteins

Crystal Sponsors

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Trex Company, Inc.
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Winchester Cardiology & Vascular
Medicine, PC
Wiseman & Associates

Hosted by

Shenandoah Valley Golf Club

Master of Ceremonies

Mike O'Dell

Auctioneer

Hoyle Laughlin, Laughlin Auctions

Guest Judge

John Garland Russell, IV

Featured Restaurants

A Heart-Y A-Fare
The Battletown Inn
Cantina D'Italia
Castiglia's Italian Eatery
Chinatown Restaurant
La Niçoise Café
Pasty's Pastry Pizzas
Piccadilly's Public House and Restaurant
Thai Winchester Restaurant
Violino Ristorante Italiano

Wines Presented by

D'Vine Wines
Murphy Beverage Co.
Saluté Wine Market LLC

Contributors

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kbexoticvillas.com
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The Daily Grind at Abrams Crossing
Erik Michael Photography
Everything Linen
Dwayne Seldon, First Class Chauffeur
Services
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Bill Henkel, Henkel Harris Furniture
Company
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The Inn at Vacluse Spring
Dr. Matthew Karen
Kimberly's
Dr. Mark Landrio
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Families
McDonald's®
Walt Moyer, Moyer Motor Cars
Nerangis Enterprises
Photography by DJ Bender
Ponte Vecchio Living
Bob and Julie Read
Shenandoah University
Corky Strader

Erik Zimmerman, White Spider Design

Winchester Country Club
Winchester Floral
Winchester Printers
Tom and Sarah Witt
Jim and Melissa Youngblood

Taste of the Town Committee

Kathy Nerangis, Co-Chair
Diane Sinclair, Co-Chair
Mitzi Davis
Mary Pat Gronauer
Martha Hardy
Fabiola Hutchins
Becky Lipscomb
Janet Maucione
Mary Nordman
Adriana Posadas
Linda Russell
Linda Shimer
Robin Warner
Shelley Williams
Ann Wiltshire
Sarah Witt
Melissa Youngblood

And special thanks to the many smiling volunteers who made the evening a night to remember!

Celebrating Outstanding Service

In a matter of a few months, three of our long time staff members will be moving on, and we will miss them greatly. Thank you for your years of service!



Janet Hughes, RN

This July, Janet Hughes, RN, will be retiring after 25 years of service to the Clinic, first as one of our original volunteers, then as a part-time staff nurse and Thursday Evening Acute Clinic coordinator. We have never known the Clinic without her. Happy Retirement, Janet!



Martha Morrow, PhD, RN, CFNP

Marty has served our patients as a Daytime Clinic nurse practitioner 2 days per week, volunteer women's health provider, and past board chair. She has taught many Shenandoah University nursing students through clinical rotations at the Clinic, and she will be leaving the Daytime Clinic to devote more time to teaching in the classroom.



Kimberly Carter

Kimberly Carter, who has served as Receptionist, Patient Services Representative and Front Desk Coordinator, recently achieved her dream and graduated from nursing school. She starts her new career as a nurse this summer. Congratulations, Kim!

Around the Clinic

Tell Us Your Story

Why do you volunteer at the Clinic? What inspires you to give? We're collecting the stories of friends of the Free Medical Clinic for our annual report and outreach materials. Your story can help us tell others in our community what makes the Clinic so special. If you'd like to **share your story**, contact Vicki McClelland at vmcclelland@fmcwinchester.org or 536-1680.

United Way Community Impact Grant

The Free Medical Clinic is honored to be awarded a **United Way Community Impact Grant** of \$15,000 to support patient visits with the nurse practitioner during the Daytime Clinic and coordination of care with specialty medical services in the community. The Clinic's programs align with top community needs for health identified in the 2010 United Way Community Needs Assessment: affordable and accessible health care for people in need; and health promotion, disease prevention and response to "risk behaviors" such as obesity and smoking.

2011 Audit

Did you ever wonder why the Free Medical Clinic's annual report is published so long after the end of the calendar year? Each year after tax season, **Cundiff & Associates, CPA** volunteers their time to conduct a full audit to make certain the Clinic's finances are in line. We wait until the audit is complete before we publish that year's annual report to the community with the financial information. We are most grateful for Mike Cundiff, Chad Carpenter, Brenda Lineburg and the staff at Cundiff & Associates for their dedicated service.

CPAP Machines Needed

We have patients in need of **CPAP Machines**. If you have one that you no longer need, please consider donating it to the Clinic.

New Website, Coming Soon

We are excited for the upcoming re-launch of our website. With the help of **Erik Zimmerman, White Spider Design** and **Jessica Swiger, Pronounce PR**, we will soon have a redesigned website that will enable Free Medical Clinic staff to instantly update content, add important news, and share current information with the community. Watch for the launch and other current events on Facebook and Twitter.

Helping Yourself to a Healthy Plate

Karen Ridings, MS, RD, a dietician with the **Virginia Cooperative Extension**, offered three nutrition classes in partnership with the FMC this spring to educate our patients. The classes offered at the FMC included "Managing Your Blood Pressure with Diet" and "Planning a Healthy Plate."

Bluemont Summer Concert Series

The Free Medical Clinic sold treats during the **Bluemont Concert** in Downtown Winchester on Friday July 27th to raise awareness and funds...and have a little fun! Many thanks to our volunteers who helped out!

Community Wellness Festival

The Clinic participated in the annual **Community Wellness Festival** back in February. Thanks to **West Oaks Farm Market** for providing apples for those who stopped by our booth!



of Northern Shenandoah Valley, Inc.

301 North Cameron Street
Suite 100
Post Office Box 44
Winchester, VA 22604

 Find us on Facebook
www.facebook.com/fmcnsv

 Follow us on Twitter
[@FreeClinicNSV](https://twitter.com/FreeClinicNSV)



Provide the Gift of Health to those in need

The Free Medical Clinic is a locally supported non-profit organization. Your generous donations help us to provide quality health care services to those in need.

Name _____

List Name on Donor List as _____

I prefer my gift to remain **Anonymous**

Address _____

Phone/Email _____

This gift is In honor of In memory of

Please mail this form with your donation to:
Free Medical Clinic of NSV, PO Box 44, Winchester VA 22604

**Donate today by credit card on the
Free Medical Clinic website: www.fmcwinchester.org**

THANK YOU!

Announcing the 8th Annual Clarke County Rotary Golf Tournament

To Benefit Diabetes Patient Care at the
Free Medical Clinic

Monday, August 6, 2012
Shenandoah Valley Golf Club

Registration: 12:00 Noon • Shotgun Start: 1:00 PM
Prizes • Golf Cart • Range Balls • Dinner to Follow
\$340 Per Team of 4 • \$85 Per Golfer

Thank You to Clarke County Rotary Club and
All Sponsors, Donors and Players!



Photo courtesy Shenandoah Valley Golf Club