

River Valley Health and Dental Center

CEO Report to the Board of Directors

February 2020

Financial Sustainability and Growth

- We are happy to report that we received word from UPMC that we have exceeded our emergency department visit reduction targets for the next quarter. We should be receiving another installment of \$87,771 from the UPMC within the next several weeks.
- Pharmacy sales volume continues to grow slowly. We have continued our internal efforts to educate staff on the merits of this service, as well as external advertising.
- We are continuing to discuss potential opportunities to collaborate closely with area health care providers including UPMC, Geisinger and Laurel Health Centers pursuant to the strategic plan. In addition, as our substance use disorder (SUD) treatment program advances, we are also developing relationships with area SUD providers. All of this work is predicated on meeting community need and expanding access to care.
- Staff and management continue to integrate the Electronic Health Record (EHR), eClinicalWorks (eCW), into workflows. We will be going live with a patient portal by mid-March. The portal will be a very good feature (tool) for patients wanting to be active in their own care.

Grant and/or Expanded Services Opportunities

- To date, we have not received any communication from HRSA regarding the Service Area Competition (SAC) grant application. As mentioned previously, the review process has undergone significant change since our last submittal, so it is difficult to estimate the timing of the approval process.
- Telepsychiatry adult visits continue to be going well. We have selected a child psychiatrist who has begun scheduling patients.
- The Mobile Care Unit has continued to actively serve the Williamsport and South Williamsport School Districts. The Jersey Shore School District services began in mid-February and East Lycoming School District has agreed to start their program in March. The staff has also been working with various organizations to promote services during the summer months.

Quality Assurance and Improvement

- We have been successful with generating clinical quality reports and have information to review this evening.

- We recently had a PA Department of Health visit to review our Vaccines for Children program. As you might imagine, the administration of this program is monitored closely. It went well and no adverse findings were made.
- The Department of Health also performed a site visit for the STD clinic last week. Preliminary results were good with no areas of corrective action needed.

Individual Care Management

- The Care Coordination Team continues to advance their efforts to assist patients in overcoming barriers to their health care. This team continues to work closely with the ED staff and other care managers to reduce visits and improve access to care. Planning for more support programming to enhance these efforts has begun.
- The Medical/Legal Partnership with North Penn Legal Services is up and running with a significant level of patient interest.

Building Community Awareness and Perception

- Outreach in February revolved around the month-long celebration of “National Children’s’ Dental Health Month”. Outreach events were planned in partnership with the following: Nurse Family Partnership/ELECT Program with participation by STEP Head start and other community organizations (February 20th 3 – 6 p.m.) and the James V. Brown Library (February 27th). The program for the Nurse Family Partnership/ELECT program featured a presentation by Melinda Diggan, Public Health Hygienist and Dental Supervisor, on dental care for infants and expectant mothers (prenatal dental care). In addition, events were held at the Montainview Christian School, Cochran Primary School and Messiah Lutheran Preschool.
- Raise the Region, the yearly fundraising campaign sponsored by the First Community Foundation Partnership will be March 11-12, 2020. A rally and donor recognition event is planned for March 12th at 5:30 – 7 p.m. to feature a meet and greet with Dr. Richardson and the new dentist, Dr. Earl Waters and special tours of the Center.
- Eat Around the World: The PR, Marketing and Fundraising committee began preliminary planning for the annual fundraising event. The date for the event is planned for Thursday, September 17th and the committee is looking at the venue option of the event space at the Pajama Factory off Rose Street. The committee also approved a change in the cost structure. Tickets will be offered in advance for \$30 per person in the hopes of increasing attendance at the event.
- Increased visibility is the goal for new advertising efforts in March – May with planning for billboards to run on the River Valley Transit buses, increased ads and digital placements on Effectiv (formerly Comcast Spotlight) and NorthcentralPA.com This campaign will feature the Pharmacy, Behavioral Health Services and general ads for primary care services. The PR, Marketing and Fundraising Committee met and reviewed the final deliverables by Gavin Advertising to design custom marketing templates that included new letterhead, business cards and flyer templates. The committee approved the deliverables, and each will be used to enhance the promotions plan over the next several months.

Outreach Locations & Activities for January 2029

- STEP Board Activities
- Lycoming Clinton Health Improvement Coalition
- Lock Haven University STD prevention and testing
- Prenatal Center: Nutrition and dental health
- Friends Feeding Friends
- Penn College of Technology: STD prevention and testing
- Youth Development Task Force
- Transitional Living Center Cervical Cancer awareness
- Mt. View Christian School Dental exams and cleanings
- Cochran Primary School oral health interactive presentation with first grade students
- Blast IU prenatal and infant oral health
- JV Brown Library Reading dental related storybooks to children and discuss diets role in cavities
- Table Display and TV monitors in exam rooms at RVH&DC: Pediatric Dental awareness and Heart Health awareness