

River Valley Health and Dental Center

CEO Report to the Board of Directors

October 2021

Highlights

- Since learning of the loss of 340B program revenue due to Wegman's decision to pull out of our program, we have secured an agreement with four CVS pharmacies. This agreement will add four pharmacies to our program beginning January 2022.
- During the past month, leadership was presented with a potential opportunity to take over a small, single provider medical practice in LaPorte, Sullivan County (see Executive Committee minutes), which was losing its medical provider. After a great deal of consideration and analysis, we have decided not to move forward with it. Initially, we felt obliged to consider the possibility since many underserved individuals could have been left without care. Once we learned that at least two other organizations indicated a willingness to take over the practice, our conclusion was that it was not worth the financial risk and staff resources, given our current priorities.
- The Personnel and Nominating Committee reviewed a revised organizational chart that included the position of Chief Operations Officer (COO) and a few other changes. As a function of the strategic plan, we have identified organizational changes that will need to be made to achieve desired results and the addition of a COO is at the top of the list.
- The real estate appraisal for the Hepburn Plaza was received just a few days ago. Leadership plans to review and present the findings to the Executive Committee during its next meeting.
- The school dental program now has five area school districts online, including Williamsport, Jersey Shore, Montoursville, S. Williamsport, and East Lycoming.
- We are continuing to watch for the requirement of the federal vaccine mandate. Regulations have not been made public yet. Contingency planning is underway to help mitigate staffing issues if unvaccinated individuals refuse to become vaccinated.
- The administration of COVID testing has continued to be demanding. We are accommodating about 60 individuals a day. Our vaccine administration demand has remained sluggish, although we are gearing up for increased demand because of boosters and pediatric (5 -11) availability.

Access to Care

- Our facility planning efforts continued to advance this past month. We have also received the commercial appraisal of the Plaza, which will be presented to the Executive Committee during its next meeting. In addition, planning and design work continued for the clinical space expansion at 431.
- The school dental program now has five area school districts online, including Williamsport, Jersey Shore, Montoursville, S. Williamsport, and East Lycoming.

Community

- Senior clinical leadership is watching the community COVID spread very carefully and considering operational options to assure the Center is in a good position to continue to serve residents.

Building Community Awareness and Perception

- Support for the grass roots efforts of the Let's End Covid has continued featuring new messaging around the continued need of masking and other preventative measures due to the continued prevalence of delta variant cases of the virus. The group continued to develop new messaging for billboards and advertising to residents of Lycoming County. In addition, recently volunteers, including River Valley's CMO Dr. Kayla Richardson, were featured on "PA Live," a program broadcast by WBRE/WYOU in Wilkes-Barre that airs in our area.
- Marketing plans continue with a strong emphasis on social media postings and regular advertising in the Webb Weekly for our women's health program due to funding from the Family Health Council and the celebration of Breast Cancer Awareness Month. Additional visibility is still being emphasized to support the growth of new patients and delivery of services by our Express Care.

Outreach Locations & Activities for October 2021 Board Meeting

- STEP Board activities
- Leadership Lycoming Activities
- Senior management has continued to participate with local groups anxious about COVID-19, which includes such interested parties as state and county government representatives, as well as concerned citizens.
- Penn College: STD testing
- Lock Haven University: STD Testing
- YMCA: Kids Health Equity Event
- Williamsport Elderly Health Fair
- Sojourner's Health Fair and vaccines
- COVID Vaccine Outreach
 - Brodart
 - Insingers
- Table Display and TV monitors in exam rooms at RVH&DC: Breast Cancer Awareness and Let's Talk Month for Youth. COVID Vaccine information.

Sustainability

Grants and/or Expanded Services Opportunities

- Since learning of the loss of 340B program revenue due to Wegman's decision to pull out of our program, we have secured an agreement with CVS. This agreement will add four pharmacies to our program beginning January 2022.

Workforce

- We are continuing to watch for the requirement of the federal vaccine mandate. Regulations have not been made public yet. Contingency planning is underway to help mitigate staffing issues if the unvaccinated individuals refuse to become vaccinated.
- PACHC Conference was held earlier this month and provided several of our managers an opportunity to advance their professional development. We will provide some of the highlights to the board in the coming months.

Partnership & Collaboration

- The partnership of the Center with the community group of Let's end COVID! has assisted with plans for pop-up vaccine clinics and dissemination of messaging throughout the community encouraging the public to get vaccinated. Recently those plans have included working with WBRE/WYOU to produce a program featuring masking and vaccination. The Center's Chief Medical Officer, Dr. Kayla Richardson, was a part of that program. While the Center has received good visibility from the program, the main reason for participating is to help educate the public about masking and vaccinations.

Technology

- No update

Governing Body

- A brief update of progress on the strategic plan is included with this report.