

## **River Valley Health and Dental Center**

### **CEO Report to the Board of Directors**

May 2021

#### **COVID-19: Center and Community Impact**

- Leadership presented the Finance committee a proposed spending plan for the nearly \$2.9 million grant that was part of the American Rescue Plan. The plan extends over a 2-year period. Another grant under the same funding opportunity will be available in an approximate amount of \$687,000 for capital improvements. Both opportunities will be discussed during this board meeting.
- Both COVID-19 testing and vaccine numbers have declined during past month. The vaccine clinic is now open to walk-ins from 9 am – 3 pm. Outreach staff has been active in the community to make the vaccine available to as many individuals as possible. The outreach staff has worked with Clinton County Housing Authority, Roads to Freedom, YWCA, Family Promise, Sojourner Truth Ministry, and Journey House.
- To date we have administered approximated 9,400 vaccines and just over 2,500 COVID tests.
- Due to reduced patient activity, management is considering options to relocate our testing and vaccine clinics to make the best use of valuable space.

#### **Grants and/or Expanded Services Opportunities**

- As previously reported, two other dentists will be joining us over the next few months. We have also made an employment offer to a third dentist, which, if accepted, will round out our full complement of dentists for both the Williamsport and Jersey Shore practices.
- Express Care is fully operational at our 431 location. Hours have been extended to Monday – Thursday 8 a.m. to 7 p.m., Friday 8 a.m. to 5 p.m., and Saturday 9 a.m. to 1 p.m.

#### **Building Community Awareness and Perception**

- PACHC Statewide Initiative Update & Vaccine Campaign: The statewide effort coordinated by PACHC has been collecting market research data and feedback from community health patients and should soon have the results ready for review. River Valley has used the collateral developed to continue its campaign around COVID-19 vaccines, to include social medial posts and billboard

advertising. River Valley continues to seek to help in the education of patients and others with vaccine hesitancy. Recently, a postcard was to be sent to a segment of our patient base with more mailings planned.

- Let's End COVID!, a local grass roots group seeking to educate the residents of Lycoming County and the City of Williamsport, has asked River Valley to be the fiscal manager of its funding for the planned efforts. We have supported their plans to place billboards and other communications, radio, direct mail, and print ads that should be increasingly visible and effective to address the vaccine hesitancy which is still prevalent. In addition, we are working with them to provide vaccines at the upcoming Juneteenth celebration planned in Brandon Park on Saturday, June 19th.
- Marketing plans for the new budget cycle are underway that will utilize tactics begun last year to include the use of bus and bus shelter advertising. Further exploration of other campaign efforts continues around the launch of Express Care Services, other service offerings and promotion of new providers.
- National Health Center Week is August 8 -14, 2021 and the theme is "Community Health Centers: The Chemistry for Strong Communities". Plans are still being formulated for celebration of this event to include recognition of River Valley's 10-year anniversary of being an FQHC. We are optimistic that the relaxation of COVID restrictions will permit a more traditional celebration than last year.

### **Outreach Locations & Activities for April and May 2021**

- STEP Board Activities
- Chamber of Commerce 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.
- Vaccine Outreach: Prysman Group and YWCA
- RVHDC Waiting Room: STD awareness displays.
- Table Display and TV monitors in exam rooms at RVH&DC: Prevention and risk reduction of STD's and COVID-19 awareness and prevention