

# River Valley Health and Dental Center

## CEO Report to the Board of Directors

November 2020

EARLY RELEASE

### Financial Sustainability and Growth

- COVID testing has remained a valuable service during the past four weeks. To date, we have tested 1,272 patients, an increase of 234 over the prior month. There have been XX positive cases since March 11. A demographic breakdown of the patients tested is as follows:

	Year to Date / Monthly Increase	
American Indian	3	0
Asian	6	0
Black or African American	253	36
Other Pacific Islander	7	0
Other Race	57	11
Unreported/Refused to Report	134	37
White	812	150

Leadership has implemented a phased approach to conducting business during the increased spread of the virus. The plan allows patient scheduling to be either face to face or in person based on the patient's health needs and their preference. The plan also allows for rapid adjustments as changes in the community spread occurs. Having just been implemented last week, it is too early to evaluate its impact on patient care.

In addition, we have had five employees test positive for COVID-19 during the past month. We have taken aggressive steps to mitigate employee exposure in all areas of the operation. Further steps could impact patient care and may be necessary.

- Our first temporary dentist has begun to care for patients, and we are pleased with his work. The additional dentist, along with changes to schedules, has served to maximize patient services.
- Progress has been made regarding the nationwide 340B challenge launched by four large pharmaceutical manufacturers discussed last month. All four have dialed back their demands and one has even withdrawn all their demands. Much of the progress can be attributed to our state and national association, as well as the efforts of the many health centers across the country.
- Management has implemented a Communications Work Group, made up of an interdisciplinary group of employees, to look at additional ways to improve internal communications. The group held its

organizational meeting this month and will be meeting in the months to come to explore barriers and provide recommendations.

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

- Construction will begin in December associated with the Oral Health Infrastructure funding approved last year. This work is needed to convert a medical exam room to a fully functioning dental operator.
- An agreement of sale has been executed for the dental practice in Jersey Shore. We were successful in negotiating a sale price below the Board approved threshold. Closing on the property should occur in early January.
- Provider staff has been recruited for the Express Care Services, and procurement of equipment and supplies has begun. It is anticipated that the new services will be fully operational by the middle to end of January.

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

- The River Valley Health and Dental website has been moved to an enhanced platform, which along with improved features, has allowed for an updated design and content. Efforts continue to add new content and to update the information on new programs. New staff photos have been taken which will improve the overall look of the site.
- Work continues with positive action by representatives of the Liberty Group to improve the exterior sidewalks and landscape of the Plaza. River Valley is moving forward with some planters and other external signage that will be implemented in the next few months.
- River Valley Health & Dental was recognized in a virtual award ceremony on last Tuesday (November 18) by the Pennsylvania Office of Rural Health. The award will designate the Center as “Rural Health Program of the Year.” This award is given to honor exemplary health programs that address an identified need in a rural community.
- Planning is underway for two upcoming opportunities for increased visibility at the Center. The first is the soft launch of the Express Care Services expansion at 431 Hepburn. The second is the celebration of the Center’s 10-year operational anniversary of the Center based on its 1/1/2010 opening as an independent corporate organization. These events will be used to rally marketing and staff engagement efforts.
- An annual fundraising campaign was kicked off this month. Additional efforts to solicit contributions will be explored in the next month. Approximately 1,000 letters were mailed to Chamber of Commerce members and to our current list of previous donors and supporters. To date, we have received about \$600.

## **Outreach Locations & Activities for October / November 2020**

- STEP Board Activities
- Chamber of Commerce Activities
- American Rescue Workers: approximately 30 flu shots given
- Senior High Rise: Diabetes Education for 12 people
- Health Resource Center: STD education 10 students
- Table Display and TV monitors in exam rooms at RVH&DC: Diabetes Awareness and COVID prevention/awareness