

River Valley Health and Dental Center

CEO Report to the Board of Directors

March 2021

COVID-19: Center and Community Impact

- Our Center has continued to do our share of work to assist the community with our COVID testing and immunization. HRSA's direct vaccine distribution discussed during last month's meeting has rolled out according to their plan. We have been the recipient of 700 doses of the Moderna vaccine for the past three weeks. We have also been recognized as one of four providers in Lycoming county that will continue to receive a supply of vaccine from the PA Department of Health.
- The Center offered a Saturday vaccine clinic on March 6. Over 350 individuals were immunized; it was truly a proud moment for the center. Our goal of administering 1,000 vaccines per week has been a driving force. Barb Wool, Clinical Operations Manager, will provide additional information during our meeting.
- Demand for COVID-19 testing continued to decline in March. So far in this month we have performed 115 tests as compared to 184 last month. The Center has continued to provide both rapid testing and non-rapid PCR tests five days per week.
- Congress has passed the \$1.9 trillion COVID relief package, known as the American Rescue Plan. The package includes much-needed relief for Community Health Centers. The legislation includes:
 - \$7.6 billion in flexible emergency COVID-19 funding for Community Health Centers.
 - \$800 million for the National Health Service Corps, \$200 million for the Nurse Corps, and \$330 million for the Teaching Health Center Graduate Medical Education programs, all of which support the health center workforce.
 - \$7.6 billion to the Department of Health and Human Services (HHS) to expand the public health workforce.
 - \$47.8 billion to HHS to implement a national testing strategy and contact tracing surveillance; and
 - \$7.5 billion in funding for the Centers for Disease Control and Prevention for vaccine administration and distribution, to be dispersed to support state, local, tribal, and territorial public health departments, community vaccination centers, and mobile vaccination units.

Grants and/or Expanded Services Opportunities

- As mentioned last month, we expect a new dentist to be onboarded within the next two weeks. A second dentist has accepted our employment offer and will most likely begin in late July.
- Express Care is now open for business at our 431 location.

Building Community Awareness and Perception

- PACHC Statewide Initiative Update & Vaccine Campaign: With funding from the CARES Act, PACHC has engaged Gavin Advertising, the marketing firm who had helped with our branding and marketing efforts, to develop a statewide campaign. A couple of initiatives are planned. The first effort involves a marketing research study in which each health center will solicit feedback from patients. The second strategy of the effort will be the development of a special campaign around COVID-19 vaccines. This campaign should come in April. Gavin will be creating social medial posts and flyers and other marketing collateral for individual use by Centers.
- Marketing Planning: The Marketing, PR and Fundraising Committee of the Board discussed planning for the new budget cycle by reviewing some of the tactics and plans that were utilized last year, to include the use of bus and bus shelter advertising. Further discussion included ideas and plans for the Express Care Services launch and the rollout of the new dental office in Jersey Shore.
- Fundraising & Raise the Region Update: In the 5th year of participation in Raise the Region, the First Community Foundation's online fundraising event, the Center was able to collect \$5,375 from donors, which is 30% more than last year. It is anticipated that additional stretch funds from Blaise Alexander will be forthcoming; however, those funds have not yet been announced. The employees of River Valley Health and Dental Center held their annual bake sale and were able to donate \$164 to the Center this year. In addition, another donation of \$3,000 was received by separate check from a donor that was not included in the Raise the Region total above.

Outreach Locations & Activities for December 2020 / January 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.
- Lock Haven University: STD awareness/testing
- Table Display and TV monitors in exam rooms at RVH&DC: Colorectal Cancer Awareness and COVID-19 awareness and prevention