

River Valley Health and Dental Center

CEO Report to the Board of Directors

August 2021

Highlights

National Health Center Week: Staff visited the American Rescue Workers and provided vaccines, blood pressure checks, and food distribution. On Patient Appreciation Day, each patient who came into the Center that day received a free umbrella. During Children's Health Day, we partnered with the YMCA and STEP. The first 27 children received free backpacks filled with school supplies. Vaccines along with vision and hearing screenings were provided in consultation with our pediatrician.

- On Tuesday of National Health Center week, we celebrated our wonderful staff with a free lunch (food truck) and an Amazon gift card.
- The administration of COVID vaccines and testing has continued to be on the rise with news of increased spread. We have also continued our efforts with participation in community events during August. We administered vaccines at an event in Memorial Park and a pop-up clinic in the Faxon area.
- To date, we have administered nearly 12,000 vaccines and just over 3,700 COVID tests.

Access to Care

- Our facility planning efforts continued to advance this past month with the move of some administrative offices out of 431 to 427 and securing the firm of Anthony Visco and Associated to begin design work for the renovations at 431. In addition, planning work continued to rearrange space at 471.
- A new dentist, Dr. Tokede began work on August 9 and is already serving a solid patient load. Our recruitment effort for an additional dentist continues. As previously mentioned, we will add additional time at the Jersey Shore office as the new dentist is completely oriented.
- A new family nurse practitioner and a physician assistant have begun work and are seeing medical patients. We are also continuing to recruit for a family medicine physician.

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

- The project with Let's End COVID!, continued this month with support for their marketing and outreach efforts to include the creation of a direct mail campaign and messaging to young people. Additional funding

has been granted by the County Commissioners and final receipt of the subrecipient agreement from the City Council has been obtained to ensure financial resources for their efforts.

- Progress is being made in line with the annual marketing plan to include development of a new Center brochure which is currently in production that contains stylistic changes in conformance with our branding efforts. We continue to leverage the resources provided by the PACHC statewide campaign, especially with updated messaging, which will be seen on transit buses and shelters soon. Plans are also being implemented to raise the visibility of the Center's service offerings and new provider staff.

Outreach Locations & Activities for August 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.
- First Friday—Information provided to families on the services the Center provide. Nutrition, children's vaccine, and exercise education.
- Family Promise: blood pressure screenings and school dental program education
- Vaccine Outreach: YMCA; Event at the Park—Memorial Park; Faxon Pop-Up
- National Health Center Week: ARW—vaccines, blood pressure checks, and food distribution. Patient Appreciation Day--Each patient coming into the Center that day received a free umbrella. Children's Health Day—Partnered with YMCA and STEP. The first 27 children received free backpacks filled with school supplies.
- Table Display and TV monitors in exam rooms at RVH&DC: Immunization awareness and Safe Summer (pool safety and sunscreen)

Sustainability

Grants and/or Expanded Services Opportunities

- We have begun adding some of the support staff identified and funded under the H8F grant. We are actively recruiting for two care managers and have hired a health data analyst.
- The comprehensive market analysis conducted by Capital Link has been completed and will be discussed at next month's meeting. We anticipate starting the discussion with the Executive/Finance committee meeting and then reporting to the Board at our September meeting.

Workforce

- We have designed and are beginning to implement a comprehensive program to improve communications with staff and at the same time, serve as a leadership development tool. As a result of outcomes associated with a multidisciplinary task force that focused on improving communications, we have required all managers to participate in facilitation training and take an active role in leading small groups sessions to share current information affecting the organization and receive feedback from employees. This initiative is intended to support employee retention, morale, and communications, while facilitating leadership growth and development. We will enthusiastically share more information as we progress.

- Approximately 80% of our workforce have been fully vaccinated for Covid, which is an excellent percentage as compared to many other employers in our region. However, we would like that number to be 100%, especially if our regulatory entities require immunizations for all healthcare workers in the future. Accordingly, we are developing a program to financially incent people to become vaccinated. We are still in the early stages of creating the program but will share more information as it unfolds.
- As an important component of National Health Center week, we celebrated our wonderful staff with a free lunch (food truck) and an Amazon gift card.

Partnership & Collaboration

- The project with Let's End COVID!, continued this month with support for their marketing and outreach efforts to include the creation of a direct mail campaign and messaging to young people. Additional funding has been granted by the County Commissioners and final receipt of the subrecipient agreement from the City Council has been obtained to ensure financial resources for their efforts.

Technology

- Our new healthcare data analyst started work last week and we are very excited to finally have a position dedicated to data. Currently, several managers perform their own data analysis, spending hours trying to retrieve needed data. This position will allow us to develop a systematic process to make the best use of data.

Governing Body

- We are pleased to have presented the education session on Operational Site Visits as part of our continuing education for board members.
- The PA Association of Community Health Centers (PACHC) is sponsoring an annual conference on October 12 through 14. At this time, the event is planned to be in person at the Lancaster Hilton Convention Center. We have found this conference to extremely informative and a great use of time for our leadership. I would like to invite the board to review the program outline (placed on the portal) to see if any of the sessions are of interest to you. Frankly, currently it appears that sessions with specific application to governing body education are sparse.