

NJPCA & NJSORH

Quarterly
Newsletter



Fall
2009

New Jersey Primary Care Association

New Jersey State Office of Rural Health

NJPCA CELEBRATES 20 YEARS!

gala n.- A festive occasion, especially a lavish social event or entertainment

The New Jersey Primary Care Association celebrated its 20th anniversary with a great deal of elegance, glamour and fun. The gala, attended by over 300 guests, was held at the Hyatt Regency Princeton on October 9. The celebration included a video highlight of the past twenty years and many tributes and good wishes for the next twenty years. The Warren Daniels band entertained guests throughout the evening with fantastic music and song. The Governor's office through Commissioner of Health and Senior Services, Heather Howard, acknowledged the fine work the New Jersey Primary Care Association has done. A proclamation honoring the NJPCA was delivered from Senator Robert Menendez's office.

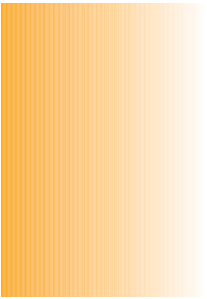
One of the most enjoyable moments of the event focused on dance groups from four of our health centers as well as our own Leslie Morris. The performances were varied and even included a tribute to Michael Jackson. A great deal of work went into planning the event and it certainly resulted in a very successful, fun-filled evening.

More photos on page 2



NJPCA CELEBRATES 20 YEARS!

continued from page 1



GOVERNOR CORZINE TOUTS PUBLIC HEALTH RECORD SINCE 2006

Number of community centers have nearly doubled from 51 to 93

During a visit to the New Jersey Primary Care Association's annual picnic in West Windsor, Governor Jon Corzine praised the services that health centers and health professionals provide to what he described as New Jersey's most vulnerable residents.

"We are celebrating National Health Center Week at a time when better, more efficient and affordable health care has moved to the forefront of the national debate," Corzine said. "In New Jersey, we are committed to the mission and expansion of community health centers, which is to provide preventive and primary health care for New Jersey's uninsured and underserved population."

Over the past four years, New Jersey has supported federally qualified health centers. Since 2006, the state has reimbursed more than \$142.6 million to the centers for direct patient care.

Under a 2008 budget initiative, patient care reimbursement was increased to further support what is seen as a cornerstone of New Jersey's health care safety net. In addition, with \$17.5 million in state capacity expansion grants, community health center sites have almost doubled. In 2006, there were 18 federally qualified centers with 51 licensed sites. This year, there are 20 with 93 licensed sites.

With this funding, all community health centers in the state have expanded operating hours, with most centers open from 50 to 60 hours per week. With continued support, these health centers were able to handle more than 1.1 million patient visits in 2008 and are now serving approximately 50,000 more people than in 2006.

"National Health Center Week is the perfect opportunity to recognize New Jersey's community health centers' commitment to providing comprehensive primary and preventive care for our uninsured and medically underserved residents," said Health and Senior Services Commissioner Heather Howard.

New Jersey's 20 community health centers also are collectively receiving \$25 million in federal recovery funds over the next two years to expand health care services to low-income medically underserved residents. They are among 1,128 community health centers nationwide that are receiving \$338 million in federal aid to help an additional 2.1 million patients.

"There can be no dispute that community-based health care providers serve as a critical link and an important partner for many of our residents," Corzine said. "They have and will continue to provide an important safety net for those in need of medical care."

— TOM HESTER SR., NEWJERSEYNEWSROOM.COM
MONDAY, 10 AUGUST 2009

U.S. Senator Robert Menendez & NJPCA 2009 Children's Health Day Initiative



From the months of August through October, U.S. Senator Robert Menendez and the New Jersey Primary Care Association hosted

the 3rd Annual Children's Health Day initiative. The effort included partnerships with seven Federally Qualified Health Centers (FQHCs) throughout New Jersey – Camden, Garfield, Hammonton, Jersey City, Long Branch, Millville and New Brunswick – to sponsor events that provided vaccinations, vision screenings, and dental care to uninsured and underinsured children.

A strong advocate of children's health care and an ardent supporter of

health centers, Senator Menendez has hosted immunization initiatives since joining Congress in 1993. This year's initiative provided much needed services to over five hundred children and raised awareness about the importance and availability of health centers among parents.

Representatives from NJ FamilyCare and the U.S. Census were also on hand to provide information about state health insurance programs and the upcoming 2010 Census.

Senator Menendez has taken an active role in health care reform in the United State Senate. As a member of the Finance Committee, he has included a provision in the legislation that would ensure that FQHCs would not lose revenue when treating newly

insured patients gaining coverage through the new health insurance exchanges. It would be accomplished by extending the Prospective Payment System payment rate (currently used by the Medicaid program to determine payments for health centers' services) to private insurance plans participating in the exchange.

In addition, Senator Menendez has successfully added child-only health plans to the new insurance exchange. The creation of insurance plans that are just for children would help ensure that children have coverage in many family situations that are unique because of economic reasons or otherwise. Without this option, children might have been forced to purchase adult insurance or forgo health coverage altogether.

KATHERINE GRANT-DAVIS RECEIVES JEFFREY T. LATMAN FOUNDATION AWARD

The Jeffrey T. Latman Foundation presented Katherine Grant-Davis with the Lifetime of Service Award "Working to Make Quality Health Care Available to All" at "Day at the Races" at Belmont Park, NY, on Saturday, September 12, 2009.

At right, NJPCA Staff join Kathy for an award picture, from l. to r. are: Susan Skinner, Katherine Grant-Davis, Dr. Selina Haq and Linda Whitfield-Spinner.



NJPCA HIT/EMR/EHR Seminar

As efforts to promote health information technology in health care continue, FQHCs must find effective ways to adopt and implement Electronic Medical Records (EMR) and Electronic Health Records (EHR). On September 30, 2009, New Jersey Primary Care Association (NJPCA) hosted a seminar for its members that addressed the adoption and implementation of EMRs and EHRs as well as other Health Information Technology (HIT) related issues.

The seminar provided an opportunity for NJ CHCs to hear from others who have already taken this journey and how HIT and Health Reform will influence medical practice in Community Health Centers.

Seminar topics included:

Health Information Technology as a tool for Health Reform: "Meaningful Use" of HIT - **Dr. Neil Calman**, Member HHS HIT Policy Committee Meaningful Use Subcommittee



Dr. Mirela Draganescu and Tracy Slotter from CHCI, Practical Tips Presenters

- Health Information Technology as a tool for Health Reform: "Meaningful Use" of HIT - **Dr. Neil Calman**, Member HHS HIT Policy Committee Meaningful Use Subcommittee
- CHC HIT Network - a collaborative approach to implementing electronic medical records - **Dr. Warria Esmond**, Medical Director Settlement Health Center in NY
- Use of EHRs for Real-Time Decision making – Collaboration between FQHCs and a Community Health Center Network and a Public Health Department - **Dr. Joseph Lurio**, Chief Medical Information Officer for the Institute for Family Health NY
- Practical Tips for EMR Adoption & Implementation - **Dr. Mirela Draganescu**, Associate Medical Director and **Tracy Slotter**, IT Director –Community Health Care, Inc.

Dr. Joseph Lurio and Dr. Martin Zanna from the NJDHSS discuss medical alerts design supports for EMR.

STATE OFFICE OF RURAL HEALTH COMMUNITY HEALTH ACTIVITIES

The NJ State Office of Rural Health was on the road in August and September spreading the word about diabetes awareness and care. As a member of the Southern Jersey Diabetes Council, Justine Ceserano joined Harry Parison of Southern Jersey Family Medical Centers in distributing health education literature focused on diabetes symptoms, testing and self-management to over 300 people at a health fair sponsored by Bethel Development Corporation and Community Health Care, Inc and a second fair organized by the Vineland



Justine Ceserano hands out goodies at the Health Fair.

Health Department. Attendees were made aware of the need to test glucose levels especially if there were risk factors present such as obesity, family history, etc. and then encouraged to receive follow-up testing on

site. Many took advantage of the availability of glucose testing at the fair in Millville.

The fair in Vineland was held on September 13, 2009 and focused more on the educational aspects of diabetes. Literature was distributed and conversations with attendees took place focusing on risk factors and the types of care and lifestyle changes necessary to keep diabetes under control.

Both opportunities presented the SORH with getting the word out to its constituents that diabetes, while a chronic disease, is manageable and can be controlled.

2009 Uniform Data System (UDS) Training

NJPCA will host its annual UDS training on Tuesday, December 8, 2009 at the Conference Center at Robert Wood Johnson Center for Health and Wellness located at 3100 Quakerbridge Road, Mercerville, New Jersey.

This one-day training allows health centers to familiarize staff with Federal submission requirements and procedures for their UDS data. This year's training will address each of the UDS tables including the newly introduced data elements in Tables 6A, 9D, and 9E for 2009 UDS

data to be submitted in 2010. Overall, the training will focus on definitions of data elements, locating and reporting these elements, and common errors and problems to be avoided. The training is useful for those who are responsible for gathering and reporting data elements included in the UDS report, as well as management staff who need to understand the definitions and concepts used; and CEOs/Executive Directors who want to understand the process.

Community Health Care Observes National HIV Testing Day

On Saturday June 27, 2009, from 8:00am to 12 p.m., Community Health Care observed "National HIV Testing Day." In support of this important public health initiative, Community Health Care provided free HIV testing as well as free and confidential HIV counseling. The National HIV Testing Day was sponsored by the HIV/AIDS community to raise awareness of the need for testing and early treatment.

Risk Management

Health Centers are exposed to risks on a daily basis requiring the need for structured risk management activities to be incorporated into the daily work environment of the organization. The purpose of these activities is to reduce financial exposure while providing safe and effective patient care. In response to requests for additional information on this topic, NJPCA is sponsoring a Clinical Risk Management program at the Conference Center at Robert Wood Johnson Center for Health and Wellness on October 22nd. Melinda Malecki of Lebow, Malecki and Tasch, LLC will discuss risk management principles, enterprise risk management programming, documentation to reduce risk and recommendation for compliance.

10 STEPS YOU CAN TAKE: ACTIONS FOR NOVEL H1N1 INFLUENZA PLANNING AND RESPONSE FOR MEDICAL OFFICES AND OUTPATIENT FACILITIES

It is critical to assure that medical offices and other outpatient facilities (e.g., outpatient/ambulatory clinics, outpatient surgery centers, urgent care centers, physical therapy/rehabilitation offices or clinics) that provide routine, episodic, and/or chronic healthcare services can manage an increased demand for services in the midst of a novel H1N1 influenza outbreak. Ensuring a sustainable community healthcare response will be important for a likely recurrence of novel H1N1 flu in the fall.

1. DEVELOP A BUSINESS CONTINUITY PLAN – Novel H1N1 flu outbreaks will impact your organization, employees, suppliers of critical material, and your family. Identify your office/clinic essential functions and the individuals who perform them. Make sure you have trained enough people to properly work in these essential functions and allow for potential absenteeism. Develop a plan that will sustain your core business activities for several weeks. Make sure you have alternate plans for critical supplies in case there is disruption in your supply chains.

2. INFORM EMPLOYEES ABOUT YOUR PLAN FOR COPING WITH ADDITIONAL SURGE DURING PANDEMIC – Provide clear and frequent communication to ensure that your staff are aware and understand the plan. Explain any policies and procedures that will be used to protect staff and your patients, and to manage a surge of patients. Improve the resiliency of your staff by advising that employees have a pandemic family plan or personal plan.

3. PLAN TO OPERATE YOUR FACILITY IF THERE IS SIGNIFICANT STAFF ABSENTEEISM – Are you ready for 20 to 40% of your employees not being able to come to work? Cross training your staff is key to resilience here. What else can be done to assure continuity of operations with reduced staff?

4. PROTECT YOUR WORKPLACE BY ASKING SICK EMPLOYEES TO STAY HOME – Be sure to ask sick staff to stay home. All personnel should self-monitor daily for signs and symptoms of febrile respiratory illness. Staff who develop these symptoms should be instructed not to report to work, or if at work, should cease patient care activities and notify their supervisor. Be sure to align your sick leave policies so ill staff can stay home.

5. PLAN FOR A SURGE OF PATIENTS AND INCREASED DEMANDS FOR YOUR SERVICES – Consider using your telephone system to deliver messages to incoming callers about when to seek medical care at your facility, when to seek emergency care, and where to go for information about caring for a person with flu at home. Consider extending your hours of operation to include telephone triage of patients during a community outbreak.

6. CARE FOR PATIENTS WITH NOVEL H1N1 FLU IN YOUR FACILITY – Make plans to screen patients for signs and symptoms of febrile respiratory illness at entry to the facility. If feasible, use separate waiting and exam rooms for possible novel H1N1 flu patients; plan to offer surgical masks to symptomatic patients who are able to wear them (adult and pediatric sizes should be available), provide facial tissues, receptacles for their disposal, and provide hand hygiene products in waiting areas and examination rooms.

7. TAKE STEPS TO PROTECT THE HEALTH OF YOUR WORKFORCE DURING AN OUTBREAK OF H1N1 – All healthcare personnel who come in close contact with patients who may have novel H1N1 flu should take precautions to include use of respiratory and eye protection for all patient care activities

8. PROVIDE IMMUNIZATION AGAINST SEASONAL FLU AT NO COST TO YOUR STAFF – In the fall there may be several influenza strains circulating at the same time. Although seasonal flu immunization will not provide protection to novel H1N1 influenza, annual influenza vaccination is recommended for health care professionals and will likely protect against seasonal influenza strains.

9. MAKE SURE YOU KNOW ABOUT THE PANDEMIC PLANNING AND RESPONSE ACTIVITIES OF THE HOSPITALS, OUTPATIENT FACILITIES AND LOCAL PUBLIC HEALTH IN YOUR COMMUNITY – Actively seek information from and coordinate with key medical, clinical facilities and public health departments in your community to learn about how they will manage patients during a pandemic. Medical offices, emergency rooms, urgent care centers and hospitals in communities with outbreaks will likely have difficulty managing a large influx of patients; a coordinated community response is important to manage surge and assure optimal patient care. Develop a plan to manage your patients who do not need to seek emergency services.

10. PLAN NOW SO YOU WILL KNOW WHERE TO TURN TO FOR RELIABLE, UP-TO-DATE INFORMATION IN YOUR LOCAL COMMUNITY Staff in healthcare settings should monitor the [CDC H1N1 Flu](#) website and local and State health department websites for the latest information. See these websites for contact information for local health departments and the State health department.

Be prepared for a range of situations. The true impact of novel H1N1 flu outbreaks in the coming months will not be known until it happens. Be prepared for a possibility that your facility will have significant increased demand for services and the possibility that the fall outbreak may have greater impact than the outbreak in the spring, 2009.

Southern Jersey Family Medical Centers Celebrate First Back-2-School Celebration

On Friday, August 28, 2009, SJFMC held its first Back-2-School Celebration in honor of Children's Health Day. As a result of this event, held in concert with the Hammonton Farmer's Market and Senator Menendez's office, over 200 children

received free childhood vaccinations and/or eye and dental screenings. In addition, participating children each received a book bag filled with school supplies donated by the United Way, free ice cream and an opportunity to win a free laptop!

At this outdoor event, over 60 families not only arrived early, but endured the inclement weather in order to receive services, because their need for services was greater than their desire for shelter from the storm. This is just another testament to the extreme importance of FQHCs in our communities.



Not only was there a need for the medical services, but each child was in need of the book bag and school supplies. The lucky child, pictured, who received the laptop, was delighted. Upon receiving his laptop, the winner exclaimed that, "I am so happy that I went to that Farmer's Market. The two shots hurt, but it was worth it!"

Community Health Care Receives Recovery Act Funding To Upgrade & Expand Health Centers, To Serve More Patients

The U.S. Department of Health and Human Services recently awarded Community Health Care a grant of \$1,756,575. CHCI will use the CIP grant to ameliorate health care needs and enhance their delivery system and patient outcomes. It will also address the immediate Recovery Act goals by addressing pressing capital improvement needs as well as creating and retaining employment for 27 CHCI employees and 28 construction related jobs in two underserved communities over the next two years. This funding will support two major construction related projects 1.) renovate a vacant historical building to open The Bridgeton Family and Youth Health and Fitness Center, and 2.) expand the existing Glassboro Health Center to include dental services.

CHCI will renovate a vacant historical school building, located at 265 Irving Avenue in Bridgeton, to house The Bridgeton Family and Youth Health and Fitness Center which will co-locate primary medical and mental health services. This new center will greatly improve access to health services for the underserved and will create construction related jobs. The Bridgeton Family and Youth Health and Fitness Center will be centrally located in a large low-income neighborhood where a HUD-funded project has recently opened 600 new homes to eligible families. The purchase and renovation of this state of the art facility will allow families, children and adolescents to have a medical home that is staffed by board certified Pediatric and Family Medicine providers.

The Glassboro Health Center, located at 335 Delsea Drive in Glassboro, currently provides primary health care and through this funding will add comprehensive dental services to a community in great need of access to affordable and quality dental care. The busy health center will offer thousands of individuals with no dental insurance access to care and improved health outcomes related to poor oral health care.

Community Health Care is thrilled to have the opportunity to expand increased access to comprehensive primary medical, dental and mental health services to the underserved and uninsured.

CONGRATULATIONS ZUFALL HEALTH CENTER ON YOUR PATIENT SAFETY AND CLINICAL PHARMACY SERVICES COLLABORATIVE AWARD

The Health Resources and Services Administration (HRSA) Patient Safety and Clinical Pharmacy Services Collaborative (PSPC) is a breakthrough effort to improve the quality of health care across America by integrating evidence-based clinical pharmacy services into the care and management of patients with chronic diseases.

PSPC teams learn leading practices from expert national faculty and from each other by participating in an intensive series of Learning Sessions and Action Periods. On September 17, 2009 PSPC teams met in Dallas, TX for Learning Session 4. A special



Back row L to R: Denise Geolot, Director, HRSA Center for Quality; Robert Pergola, Owner, Goodale Pharmacy; Linda Whitfield-Spinner, Quality Program Director, NJPCA; Jimmy Mitchell, Collaborative Co-Director; Front row: Pat Weinstein, Director of Nursing and Rina Ramirez, MD, Medical Director from Zufall Health Center.

Awards Luncheon was held to recognize successful teams. Zufall Health Center in Dover, NJ received four out of the four available awards.

Zufall Health Center is looking forward to participating in the second round of the HRSA Patient Safety and Clinical Pharmacy Services Collaborative (PSPC2.0) as they continue efforts to bring quality health care to the patients they serve.

NJPCA is also happy to announce that Ocean Health Initiative, Inc. will be joining PSPC2.0 as a new team.

NATION'S FIRST ECO-FRIENDLY MOBILE HEALTH VAN LAUNCHED BY ZUFALL HEALTH CENTER

Zufall Health Center, a FQHC operating in northwestern New Jersey, launched the nation's first eco-friendly mobile medical unit on July 15, 2009 in Flemington. The Highlands Health Van will bring urgently needed, affordable health care to low-income, mostly uninsured residents of Hunterdon, Warren, and Sussex counties.

"Governor Corzine and I take great pride in our state's support of this pioneering health and environmental initiative," said Commissioner Howard. "For many years, Zufall Health Center has been providing quality health care to the underserved. This van represents an exciting, creative, and valuable expansion of its reach."

"Our health van gives us the ability to serve a rural population – particularly those laboring in local agriculture – whose income, long work hours, and lack of transportation have made quality health care unattainable," said Eva Turbiner, President and Chief

Executive Officer of Zufall Health Center. "By taking our services on the road, we felt a tremendous responsibility to provide a mobile treatment setting that was healthy for patients and our staff while minimizing any adverse environmental impacts."

Designed to provide primary and preventive medical services to adults and children, the 37-foot van has been customized to be the "greenest", healthiest, and most efficient vehicle of its kind. Highlands Health Van's "green" mission was achieved by incorporating features that address energy efficiency, indoor health, water conservation, and sustainability. Powered by a biodiesel engine, the van was built using many recyclable and/or naturally grown materials, a first for a community health van.

According to the van's builder, Universal Specialty Vehicles of Perris, California, the "green" factor was considered in the selection of every component. "We made a 'green' decision

wherever we could, as long as the product was proven to hold up over time and could withstand the rigors of the road," explained Andy Mills, the company's president.

At a cost approaching \$300,000, the van was funded by a grant from the New Jersey Department of Health and Senior Services. Additional funding to help support its first two years of operation was provided by primary sponsor Daiichi Sankyo, Inc., a New Jersey-based global pharmaceutical company. "This van will provide thousands of people with critical health-care services," said Daiichi Sankyo, Inc. Chief Executive Officer Joseph Pieroni. "It's not enough to just tell people to 'get healthy,' we need to help ensure that they have access to the tools, resources and information to help them make appropriate behavior changes that can help them prevent and manage many of the chronic illnesses that are affecting millions of

continued on page 9

Zufall Van

continued from page 8

Americans each year, such as high cholesterol, high blood pressure and diabetes.”

Resembling a standard doctor's office, the Highlands Health Van will house two examination rooms and an intake/waiting area. Staffed by a nurse practitioner, a medical assistant, and a patient representative, it will operate six days a week, making regularly scheduled stops in each county. It is expected to treat nearly 5,000 patients with more than 7,000 visits in its first two years. Patients will receive care regardless of their ability to pay.



Pictured above, from left, Paul Nusbaum, Chairman, Board of Directors, Zufall Health Center; Eva Turbiner, President and Chief Executive Officer, Zufall Health Center; Dr. Jonathan Jaffe, Senior Medical Director of Medicine, Research, and Strategy, Daiichi Sankyo, Inc.; Heather Howard, New Jersey Commissioner of Health and Senior Services; and Robert Hauck, Mayor, Flemington Borough.

ATLANTICARE HOLDS RIBBON-TYING CEREMONY FOR NEW MISSION HEALTHCARE, ADULT INTERVENTION SERVICES SITES

EVENT FOCUSES ON NEED FOR COMMUNITY PRIMARY AND MENTAL HEALTHCARE SERVICES

AtlantiCare held a symbolic ribbon-tying ceremony July 22, 2009 to mark the co-location of primary and behavioral healthcare services, one of which is funded by federal stimulus dollars.

“Today is a great day for Atlantic City residents—this community will now have even greater access to primary and mental health care” said Heather Howard, New Jersey Department of Health and Senior Services

Commissioner. “During these difficult economic times, our healthcare safety net is more important than ever and I want to thank AtlantiCare for expanding access to care for our most vulnerable residents.”

AtlantiCare Health Services (AHS) received \$364,170 in federal stimulus funds to relocate AtlantiCare Mission HealthCare primary care services for homeless that were in the AtlantiCare HealthPlex in Atlantic City to 1601 Atlantic Avenue, Atlantic City. The new location, which opened June 19, gives Mission HealthCare staff nearly 400 percent more patient care and



Pictured above are: Jim Whelan, Ted Stryker, Mike Logsdon, Katherine Grant-Davis, Kevin Martone, Heather Howard, James Manlandro, Bridgette Richardson and Don Parker.

office space. The 1,900 square foot area includes four exam rooms, a waiting area for 24 people and three offices for physicians and staff. Hours are Monday through Thursday, 8:30 a.m. to 6 p.m. and Fridays, 8 a.m. to 4 p.m.

AtlantiCare Behavioral Health (ABH) Adult Intervention Services (AIS), which opened at 1601 Atlantic Avenue December 19, 2008, offers comprehensive, short-term behavioral health services to adults of Atlantic County 18 and older who are undergoing significant emotional or psychiatric distress and are in need of immediate

intervention. ABH AIS staff includes a consumer advocate, three clinicians, four case managers, an advanced practice nurse, a psychiatrist, clerical support staff and security staff. ABH AIS provides psychiatric evaluations; assistance with client wellness and recovery plans; individual, group and family therapy; mental health counseling; drug and alcohol addiction counseling; medication management; short-term housing for patients in medical need; medical and behavioral healthcare referrals as needed and in-home therapy. Hours are Monday through Saturday, 10 a.m. to 8 p.m. Counselors are on call 24 hours a day at 1-866-750-6612.

“Today's event is a testament to people about what Federally Qualified Health Centers can do,” said Katherine Grant-Davis, President and CEO, New Jersey Primary Care Association. “This is a model you can really be proud of,” she told AtlantiCare physicians and staff.

NATIONAL HEALTH CENTER WEEK 2009

Dear Reader,

Welcome to this special section on National Health Center Week 2009! This section spotlights the many wonderful events that were held at our Federally Qualified Health Centers during the week of August 9-15.

Each year the second week in August is a special week dedicated to recognizing the important role and the invaluable contributions of America's Federally Qualified Health Centers (FQHCs), their staff, board members and all those responsible for their success. "Celebrating America's Health Centers: Where ACCESS and QUALITY CARE Begin," was the theme for National Health Center Week 2009. Each year the theme highlights the record of Health Centers in providing affordable, high quality, cost-effective health care to all people, regardless of ability to pay.

To highlight this theme, the NJPCA "kicked off" National Health Center Week on Monday, August 10, 2009 with a picnic held at Mercer County Park in West Windsor, NJ. Despite the record 100 degree temperature that day, there were close to 200 people in attendance whom, we are sure, appreciated the unlimited access to ice cream provided by the Jack and Jill ice cream truck.

Health Center Champions Governor Jon Corzine and U.S. Senator Robert Menendez joined the "kick off" event. Both addressed the audience on the valuable services that health centers and health professionals provide to New Jersey's most vulnerable residents. This was highlighted in the testimonies of six patients representing five health centers who spoke passionately of the many ways in which the health centers have provided access to quality health care for them and their families. "Had it not been for Ocean Health Initiatives (OHI), I may not have had my child or a healthy child," said one young lady who held her infant daughter close to her in a pouch sling. Her story of not knowing where to go for prenatal care and other assistance to finding OHI moved the audience to tears. She attributed the quality of care provided at OHI to the beautiful and healthy child she so lovingly stroked as she addressed the audience. Also

joining in the celebration were the Mayor of West Windsor, Shing-Fu Hsueh, the County Sheriff, Kevin Larkin, Assemblyman Reed Gusciora and other local officials.

This year there were 85 events sponsored by the health centers across the State of New Jersey. There were more events than in any previous year, and for the fourth year in a row, the National Association of Community Health Centers recognized the NJPCA as having more events than any other state in the country. John Sawyer, of the National Association of Community Health Centers joined in the celebration at the picnic on August 10.

NJPCA was pleased to form a partnership this year with the U.S. Census Bureau. Representatives from the Census were present in full force at NHCW events, educating patients on the importance of being counted in the 2010 census. The U.S. Census joined an already dedicated group of sponsors that play a major role in the success of NHCW each and every year. The abundance of giveaways for patients and the kick-off events, including this year's picnic, were made possible by the following sponsors: AmeriChoice, AMERIGROUP, Healthfirst, Health Net, Horizon NJ Health, PhRMA, Pfizer and University Health Plans.

As I traveled around the state this year, it was apparent that our health center event coordinators did a great job reaching out to and involving community resources in NHCW. The 100 Black Men of New Jersey participated for the first time this year and at sites around the state there were informational booths on such topics as sudden infant death, domestic violence and the Amber Alert.

My only regret is that I do not have the space to name all the people who make NHCW such a huge success each year. My cup runneth over! But I would be remiss if I didn't acknowledge the hard work and dedication of my community advisory board members, the health event coordinators at the health centers, and the generous support of all the sponsors of NHCW. Added to this list is the unwavering support of my CEO, Katherine Grant-Davis, and my administrative assistant, Suzanne

Geiger. Kathy, thank you for supporting my ideas and outreach efforts, and Suzanne, thank you so much for posting and tracking the scheduled events that flooded our "outbox" on a daily basis for three months! And a bigger thank you for coordinating and separating the hundreds of giveaways that always seem to find their way to your work area. You are a real trooper!

Readers, enjoy this special section and good health to all,

Leslie A. Morris
Director of Community Relations

Elected and State Officials Visit Health Centers During National Health Center Week

Elected and State Officials Visit Health Centers During National Health Center Week

August 8

Wayne Smith, Mayor, Irvington, NJ – Newark Community Health Center's Community Day at Irvington site

August 10 – "Kick-Off" Event at Mercer County Park, West Windsor

Governor Jon Corzine
U.S. Senator Robert Menendez
Heather Howard, Commissioner, Department of Health and Senior Services
Shing-Fu Hsueh, Mayor, West Windsor
Assemblyman Reed Gusciora
Mercer County Sheriff Kevin Larkin

August 11

State Senator Jeff Van Drew – Community Health Care, Millville site

August 12

Governor Jon Corzine - Newark Community Health Center, Newark
Congressman Frank Pallone – Monmouth Family Health Center, Long Branch
Jennifer Velez, Commissioner, Department of Human Services – Zufall's Homeless Cookout in Morristown

August 14

Congressman Frank LoBiondo – Community Health Care's Cape May site

National Health Center Week Started with a Big Bash Picnic!

NJPCA “kicked off” National Health Center Week activities on Monday, August 10, 2009 with a statewide picnic held at Mercer County Park in West Windsor. Close to 200 people attended the picnic that included health center staff, elected officials, patients and other stakeholders.

Governor Jon Corzine and U. S. Senator Robert Menendez made scheduled appearances at the picnic and both addressed the audience on the importance of federally qualified health centers in serving New Jersey’s most vulnerable residents. “We are celebrating National Health Center Week at a time when better, more efficient and affordable health care has moved to the forefront of the national debate,” Governor Corzine said. “In New Jersey, we are committed to the mission and expansion of community health centers, which is to provide preventive and primary health care for New Jersey’s uninsured and



Governor Jon Corzine speaks to Big Bash Attendees

underserved population.” Joining in the recognition, Senator Robert Menendez (D-NJ) applauded the daily efforts of health center providers in meeting the needs of under-

served populations. “Health safety net providers, such as community health centers, are vital to ensuring that quality and affordable health care is widely accessible. They deserve our acknowledgement and applause for their service to America’s most vulnerable populations,” said Menendez.

Both Governor Corzine and Senator Menendez had the opportunity to hear patients speak about how the health centers have helped them in their lives, referencing the NHCW theme of access and quality care. Other attendees included Heather Howard, Commissioner of Health and Senior Services and U. S. Census Bureau representatives.

New Jersey Medicaid Managed Care organiza-

tions were out in full force and were active participants in the big bash. Dominic Forsenca and Angela Cosgrove of Amerigroup and University Health Plans, respectively, presented the FQHC homeless sites with socks collected during a sock drive for the homeless. Horizon NJ Health provided music. Healthfirst and AmeriChoice contributed literature and other items to patients during the picnic.



Above, Senator Robert Menendez with mother and child health center patients.



Above at picnic, back row, John Sawyer, NACHC, Governor Jon Corzine, front left, Heather Howard and Katherine Grant-Davis.



At right, health center staff enjoy the picnic lunch.

HIGHLIGHTS OF NATIONAL HEALTH CENTER WEEK ACROSS THE STATE:

For the fourth year in a row, the National Health Association of Community Health Centers recognized the state of New Jersey as having more events than any other state in the country. This year there were 85 events sponsored across the state of New Jersey. NJPCA's Director of Community Relations worked closely with the health center event coordinators and HMO representatives in coordinating and launching the events. Below are highlights of events held across the state during National Health Center Week

NORTHERN NEW JERSEY

Zufall Health Center in Dover held a cookout for the homeless on August 12 at the drop-in center for the Homeless in Morristown. Zufall plans to open a new primary care site in Morristown, which will include services to the homeless population. Leslie Morris of NJPCA was given a tour of the new site while attending the homeless cookout. "The site is both beautiful and spacious but more importantly it provides access to services to people in yet another community in New Jersey – this time Morristown," says Morris. Jennifer Velez, Commissioner of the NJ Department of Human Services, attended the cookout for the homeless and addressed the group as well.

Paterson Community Health Center was among a handful of health centers that sponsored community and family health day on Saturday, August 15, the last day of NHCW. Paterson's event included breast and prostate exams, and obesity and dental screenings. Entertainment was top of the line with MoJo's Line Dancing, Karaoke, and Latino DJ Salsa Dancing. Children were provided with back-to-school supplies, t-shirts and backpacks. There were free hot dogs, hamburgers and cold drinks. The NJ Department of Health and Human Services, Department of

Health and Senior Services, U.S. Census Bureau, and Horizon Blue Cross/Blue Shield Foundation sponsored this event.

Newark Community Health Center held their event on Saturday, August 8. The fair was held in the parking lot of the Auto Zone, adjacent to the health center's new site in Irvington. Co-sponsored by the 100 Black Men of New Jersey and the Township of Irvington, the event featured a variety of screenings, including prostate, blood pressure readings, HIV testing, and body fat index. Irvington's Mayor, Wayne Smith, addressed the audience of close to 200 people on the importance of having a primary care site in the city of Irvington. Representatives from Horizon NJ Health, AmeriChoice and the U.S. Census Bureau were on hand with information and giveaways.

Newark Homeless Health Care held a cookout for their patients on August 13. Representatives from the U.S. Census Bureau were on hand to speak with patients about the importance of being counted in the census. The fair provided Newark's homeless, including homeless veterans of the wars in Iraq and Afghanistan, with medical checks and screenings, counseling, and information on resources available to them. AmeriChoice and Horizon NJ Health sponsored the event.

Metropolitan Family Health Network in Jersey City held events throughout the week with numerous community resources participating including the Urban League, Glenn D. Cunningham Branch Library, Bayer, Nordo-Norvisk, State Farm, and NJ FamilyCare. In an innovative move, Metropolitan was the only health center to sponsor Dr. Ian Smith's 50-million pound challenge. Information was distributed through State Farm, one of the sponsors of the 50 million pound challenge. Metropolitan joined the other sites that serve the homeless population with a cookout on August 14.



continued on page 13

Horizon Health Center in Jersey City held their big health fair in the parking lot of the health center on August 12. Amerigroup, Healthfirst, Horizon NJ Health, and the U.S. Census Bureau provided screenings, giveaways and information.

North Hudson Community Action Corp. in West New York sponsored health fairs and screenings throughout the week at the Hoboken, Garfield, Union City and Passaic sites. North Hudson wrapped up the week with their community health fair on Saturday, August 15, featuring entertainment for children, health screenings, dental screening, blood drive, HIV Screening, dexta scan, food and cold drinks. Sponsors were AmeriChoice and Horizon NJ Health.

CENTRAL NEW JERSEY

Eric B. Chandler Health Center in New Brunswick held health screenings targeting children, seniors and adults throughout the week. Health Net and Horizon NJ Health sponsored events August 12 and 13 that included health screening, dermascan, health wheel, and nutrition information. A mascot to entertain children was provided by Health Net.

Jewish Renaissance Medical Center in Perth Amboy held their biggest event on August 12 with their Immunization Day for Children. Free immunizations were provided to children along with t-shirts and other giveaways. Health Net, Horizon NJ Health and the U.S. Census Bureau sponsored this event.

Henry J. Austin Health Center, Inc. in our state's capital held events throughout the week including a picnic for staff on August 11 that honored employees of 15 years or more. Among their other events were childhood immunizations, voter registration drive, health screenings, and outreach through the U.S. Census Bureau.

Neighborhood Health Services Plainfield held their pediatric health fair on August 11. Close to 100 chil-

dren and adolescents attended the fair in the parking lot of the health center. Children were bused in from the local YMCA, the Urban Youth Program and the City Recreation Department. The fair featured health screenings conducted by AmeriChoice, Horizon NJ Health, Amerigroup, University Health Plan, Health Net and Alanon. An onsite D.J. provided music and organized dance contests. There were numerous fun activities for children including a mascot and trampoline, along with popcorn and cold drinks. The U.S. Census Bureau was onsite to provide outreach and information. Packets for seniors were also available.

Monmouth Family Health Center in Long Branch hosted their big back to school health fair on August 12 that featured free dental, vision, blood pressure, skin cancer screenings and HIV testing, and enrollment into NJ FamilyCare. Close to 200 children attended the event held in front of the health center on Broadway. There were free giveaways including backpacks and other back to school items for children. Sponsors were AmeriChoice, Amerigroup, Health Net, and Horizon NJ Health.

VNACNJ Community Health Center in Asbury Park hosted events throughout the week at their sites in Keansburg, Keyport, Red Bank and the main site in Asbury Park. Events included free dental screening for children (Keyport site on August 13), dancing for your health and dermascan at the Asbury Park site on August 11, and the community health fair on August 14 also at the Asbury Park site. Event sponsors were Horizon NJ Health, Amerigroup, AmeriChoice, the U.S. Census Bureau, Health Net, and NJ FamilyCare.

SOUTHERN NEW JERSEY Ocean Health Initiatives, Inc. in Lakewood sponsored a total of 13 events at their sites in Lakewood and Toms River. Their major event was held in Lakewood Town Square on Saturday, August 15, along with our



newest health center, CHEMED, also located in Lakewood. The theme, "Live A Healthy Life Family Celebration" geared for all ages, featured health screenings, games, free food, bouncers for children, the fun bus, Olympics, a scavenger hunt, free giveaways, and other activities. Amerigroup, Yoga & U, Health Net, and the Lakewood BlueClaws sponsored the family festival.

CAMcare Health Corporation held a fun day for children and family also on Saturday, August 15 at the Federal Street site in Camden. There were

continued on page 14

Health Center Highlights Continued

Continued from page 13

free health screenings, free hot dogs and cold drinks, a DJ, and a mascot to entertain the children. AmeriChoice, Horizon NJ Health, and the U.S. Census Bureau sponsored the event.

Southern Jersey Family Medical Centers in Hammonton celebrated Farmworkers Health Day on August 13 at the Burlington and Pemberton sites, both in Burlington County. In addition to health screenings, farm workers received free personal care kits.

Community Health Care, Inc. in

Bridgeton targeted the homeless with a cookout on August 14 at St. Theresa of Avila church grounds. Close to 100 people attended the event. The health center leadership award and open house were held at sites in Millville (August 11) and Cape May Court House (August 14).

AtlantiCare Health Services/Mission Health targeted the homeless population with their third annual cookout held on Thursday, August 13, in the parking lot of the mission center. The home-

less enjoyed hot dogs, hamburgers, potato salad, and other free food. Horizon NJ Health provided music. There were games and free health screenings. Sponsors were AmeriChoice and Horizon NJ Health. The U.S. Census Bureau was on hand to provide information and outreach.

Project H.O.P.E., Inc. sponsored a cookout for the homeless on August 14. Over 100 homeless patients attended.

Homeless Projects Held Cookouts for the Homeless During National Health Center Week

During National Health Center Week, an estimated 600 homeless individuals were fed at cookouts held at four of five federally qualified health centers that serve the homeless population including: AtlantiCare (Atlantic City), Metropolitan (Jersey City), Project H.O.P.E. (Camden), and Newark Homeless Health Care (Newark).

With funds from sponsors, NJPCA was able to provide each site with 200 hot dogs and rolls for their patients. The projects provided other food including hamburgers, potato

chips, soft drinks and punch. In addition to the homeless cookouts, all homeless sites received giveaways from NJPCA that included socks for men and women, coloring books for children, tooth brushes and toothpaste, hand sanitizer gel, hygiene kits, backpacks for children, and other necessities. AmeriChoice and University Health Plans provided socks to the homeless sites through a sock drive that was conducted at their respective work sites. Pfizer provided clothing that was distributed to the homeless sites as well.

Patients began inching their way up to the grills long before the events began. In addition to plenty of good food, patients were screened for blood pressure, depression, diabetes, and other health problems. Representatives from the community were on hand with information ranging from Medicaid to domestic violence. The Census Bureau was out in full force providing information and outreach to this population – a primary target population for the 2010 Census. Senator Jim Whelan (D) addressed the largest cookout held at AtlantiCare in Atlantic City.

U.S. Census Bureau Was Out in Full Force During National Health Center Week

New Jersey Primary Care Association (NJPCA) is partnering with the U.S. Census Bureau to ensure that patients who use our network of federally qualified health centers are provided with information about the 2010 Census and have the opportunity to ask questions and obtain clarification before they decide to participate in the census. One message that census representatives desire to convey to our patients is that the census is **not** a reporting agency. They do not

report information to immigration and child support agencies, law enforcement agencies or any other agency. Part of their mission is to honor privacy and protect confidentiality. During National Health Center Week, Census Bureau representatives were at health center events in full force. Informational tables and booths were set up at health fairs, homeless cookouts, pediatric health fairs, and other events throughout the week. U.S. Census giveaways were purchased

with partnership dollars provided to 18 of the 20 federally qualified health centers. The U.S. Census will continue to provide information and outreach to our network of health centers up until April 2010 when the census is complete. For information on the census, visit the website at www.census.gov, or www.njpc.org and click on "The Census is Coming," or contact Leslie Morris at lmorris@njpc.org.

Mark Your Calendars

OCTOBER

October 22

Risk Management
RWJ Conference Center
10 a.m. - 12:30 p.m.

October 30

The NJPCA and the Violence
Institute of NJ
Training on Gangs in NJ
RWJ Conference Center
11 a.m. - 4 p.m.

NOVEMBER

November 5

Executive Committee Meeting
NJPCA Board Room
10 a.m. - 12 p.m.

November 10

Board Meeting
NJPCA Board Room
10 a.m. - 2 p.m.

November 19

Human Resources Meeting
NJPCA Conference Room
10 a.m. - 12 p.m.

November 19

NJ Pediatric Council on
Research and Education
(NJPCORE) 5th Annual NJ
Vaccines for Children Program
Provider Education Conference
The Palace at Somerset Park
7:30 a.m. – 3:15 p.m.
Contact www.njpcore.org

November 20

Billing Managers Meeting
NJPCA Conference Room
1 p.m. - 3 p.m.

November 30

Community Advisory Committee
Meeting
NJPCA Conference room
12 - 3 p.m.

DECEMBER

December 8

UDS Training
RWJ Conference Center
8:30 a.m. - 5 p.m.

December 11

CFO Meeting
NJPCA Board Room
11:30 a.m. – 4 p.m.



NJPCA

*Katherine Grant-Davis
President and CEO*

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