

# NJPCA & NJSORH

Quarterly Newsletter

New Jersey Primary Care Association

Spring 2009

New Jersey State Office of Rural Health



## NACHC 34<sup>th</sup> Annual Policy and Issues Forum

Representatives from NJPCA and New Jersey's Federally Qualified Health Centers joined over 2,500 advocates of Community Health Centers from around the country who gathered in Washington DC. during the week of March 24-27 to hear inspirational and, at times, emotional calls to action as they prepared to visit members of Congress during the National Association of Community Health Center's (NACHC) 2009 Policy and Issues Forum

"Hill Day" results in a flooding of the halls of the

Capitol by consumers, professionals, staff and others who want lawmakers to know how much the nation's health centers mean to them. Health Center representatives had the opportunity to go up on Capitol Hill to speak with their congressmen, Senators and state representatives on a multitude of health issues impacting the lives of millions of America's poor, underserved and uninsured populations.

On Capitol Hill, the key issues and concerns presented to the lawmakers were that health reform should strive to achieve universal coverage that is available and affordable to everyone and provides comprehensive care that emphasizes prevention and primary care. Lawmakers were also asked to support a funding increase of \$412 million in FY10 which would enable every state to expand access to care during hard economic times. Health center representatives also requested the lawmakers to support the MATCH Act which would update the outdated Medicare payment structures. Currently, because

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*Pictured from l to r: Front row: Dr. Rina Ramirez, Medical Director, Zufall Health Center; Congressman Rush Holt's Health Aide, Robert Saunders; Eva Turbiner, CEO, Zufall Health Center and Linda Whitfield-Spinner, NJPCA. Back row: Rudine Smith, President & CEO, B. Turnley, Jr., CFO; U. Rice, Jr., Board Vice-Chair, and Celeste Roberts-Sang, Board Chair, all of Neighborhood Health Center Plainfield and Selina Haq, Ph.D., NJPCA*



*From left to right: Callie Simmons, Mary Monroe, Board Members, Paterson Community Health Center; Congressman Bill Pascrell, Jr.'s Health Aide, Mandy Spears; Michael Shababb, COO, North Hudson Community Action Corporation; Linda Whitfield-Spinner, NJPCA, and Mary Wheeler, Board Member, Paterson CHC.*

### NJPCA

Katherine Grant-Davis  
President and CEO

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Judy Rynkewicz

# 34th Annual P&I Forum

(continued from page 1)

of the outdated payment structure, 75% of all health centers lose money serving medically underserved Medicare beneficiaries. During the visits, lawmakers were thanked for their support of the recent American Recovery and Reinvestment Act of 2009 which will direct resources to every health center, expand care, and create thousands of jobs.

Honored with the National Association of Community Health Centers (NACHC) "2009" Community Health Defender Award" were Senators Robert Menendez and Frank Lautenberg for their outstanding leadership in expanding access to millions of uninsured and medically underserved Americans. The award is given each year to Members of Congress who have worked to successfully increase the numbers of Community, Migrant, Public

Housing and Homeless Health Centers around the country that provide quality health care to medically uninsured and underserved people. Receiving the Super Hero Award for their efforts in supporting health care issues were Representatives Rush Holt, Frank A. LoBiondo, Bill Pascrell, Jr., Albio Sires, and Christopher H. Smith. The House Champions Award went to Representative Frank Pallone, Jr.

P&I workshop sessions reflected the current health care crisis and other concerns that health centers grapple with on a daily basis. The workshops provided an opportunity to dialogue about many issues as well as to form new partnerships and strategies for care.

## LEGISLATIVE DAY 2009

February 6 was an incredibly busy day for both the CEOs of New Jersey's 19 federally qualified health centers and legislators who represent those centers. The day began at 9:00 AM with the leaders of the health centers meeting with over 40 state senators and assemblymen and women to discuss issues that were of most concern to the health centers. High on the list was recognition that federal money provided to the health centers is for centers across the entire nation. The dollars awarded will be competitive dollars. There is no guarantee that money will flow into NJ. Secondly, while no increase in funding was requested, funding must remain level as the number of patients continues to climb steadily against the backdrop of this economic downturn. The final point focused on allowing EMR implementation to be included in Medicaid services. The day ended by 4:00 PM with all health center representatives feeling they had given their best in explaining the obstacles that confront the health centers on a daily basis. The legislators had been both responsive and supportive throughout the meetings.

## Katherine Grant-Davis Honored



Katherine Grant-Davis, President and CEO of New Jersey Primary Care Association, was honored on March 14 by the New Jersey Women and AIDS Network (NJWAN). Ms. Grant-Davis was recognized for her outstanding commitment to and support of improving the health of New Jersey's women. She was awarded recognition along with Dr. Arlene Bardeguez, a professor and attending physician of Obstetrics and Gynecology at UMDNJ-University Hospital/New Jersey Medical School and Dr. Joy Perez, a senior program officer in Research and Evaluation at the Robert Wood Johnson Foundation. Jennifer Velez, Esquire, Commissioner of the Department of Human Services presented the awards in conjunction with Monique Howard, Executive Director of NJWAN.

## Leslie Morris Receives Award

Leslie Morris, Director of Community Relations at the New Jersey Primary Care Association, was the recipient of the 2009 Betsey K. Cooke Advocacy MVP Award for her hard work and dedication to building Health Center Advocacy power and furthering the Health Center Policy Agenda in Congress last year. Leslie was selected for this award by the Department of Federal and State Affairs of the National Association of Community Health Centers (NACHC) in Washington, D.C. She received her award on March 26th during the Congressional Awards Breakfast at NACHC's Annual Policy and Issues Forum in Washington, D.C. Congratulations to Leslie!



*Leslie accepts her award from Marc Weatherhorn*

## SJFMC Receives Special Recognition

Southern Jersey Family Medical Centers' Black Infant Mortality Reduction (BIMR) program recently was selected by the US Office of Minority Health (OMH) to present a poster display at the Third National Leadership Summit on Eliminating Racial and Ethnic Disparities. The poster highlighted the agency's "*I Know It!*" comprehensive sex education program for youth and families. OMH spokespeople indicated there were more than 500 applications submitted for this competitive program. The conference and awards program took place in February at the Gaylord National Resort and Convention Center, National Harbor, Maryland.

According to Linda Flake, SJFMC's President and CEO, this represents the second time this program has received honors. Previously the "I Know It!" program was recognized as an innovative and effective health education program that aims to reduce disparities and can be widely replicated in our communities at the 26th Annual New Jersey Black Issues Leadership Convention in Parsippany, New Jersey.

SJFMC's BIMR program is funded by the NJ Department of Health and Senior Services Black Infant Mortality Program and has been in operation for over two years. Focus is directed toward improving birth outcomes and pregnancy spacing in three counties throughout Southern New Jersey.

## GIVE KIDS A SMILE DAY



Camden County Community College Dental Program students  
From left to right, Stephanie Bond, Chantel Morris, K.C. Lombardo and Bree Elmore.

The annual "Give Kids a Smile Day" was held on February 6, 2009 at Burlington County Community College's Dental Hygiene Program. This day gave everyone involved much to smile about! With 94 volunteers, 7 of whom are BCC graduates, and 146 patients, everyone walked out with a smile on their face. During the course of the day, a total of 1,212 procedures were performed, the total amount of dentistry delivered was over \$84,000. On behalf of everyone in the Dental Hygiene Program we would like to thank the students, the professional colleagues and all of the wonderful volunteers who helped make the day a success.



## CHCI Welcomes Family Practice Provider Dr. Gouru

CHCI's welcomes Family Practice Provider Dr. As the As the numbers of laid-off workers are rising so are the ranks of those without health insurance. After more than 2 million American workers were laid off in the past three months, the number of

those who have lost their health insurance and applied for Medicaid have also risen rapidly. As health insurance premiums and deductibles rise, even patients with health insurance are finding it difficult to keep up with escalating costs. To combat this growing problem, Community Health Care, Inc. has expanded services and now offers primary care at its new Vineland Women's Health Center.

The Vineland Women's Health Center is located at 484 S. Brewster Road in Vineland and now offers women's health services, including comprehensive obstetrics and gynecology, and primary care. CHCI is proud to welcome Dr. Gouru who will be providing primary care to the Center's patients and will see anyone regardless of their ability to pay.

Living without access to health care is not easy and CHCI is expanding to alleviate the barriers to access to care.

Vineland Women Health Center accepts all insurances, Medicaid, Medicare and has a reasonable sliding fee for the uninsured. For more information or to make an appointment call 856-451-4700.

## CORRECTION

In the Winter Newsletter article regarding the Homeless Conference, the wrong picture was inserted for opening remarks speaker, Herb Levine, Executive Director of the Mercer County Alliance to End Homelessness. At right is the correct picture. Our apologies.



## The Obesity Education Program Initiative Close-Out Meeting

In 2008, the Department of Health and Senior Services provided funding to health centers who agreed to adopt and implement an obesity education program or enhance an existing program. Over the past year, 16 of New Jersey's Federally Qualified Health Centers (FQHC's) have been involved in the Obesity Education Program Initiative.

On October 17, 2008, all 16 health centers displayed storyboard presentations of their programs goals/objectives, target population and their planned or current intervention. From October to the present, each health center continued to work and implement their obesity education program. These programs were presented on Thursday, March 5, 2009 at the Obesity Education Program Initiative Close-Out Meeting.

The meeting was a great success. The programs that have been implemented around obesity and the partnerships that have been formed because of this initiative are outstanding. Here are a few highlights from our close-out meeting:

**CAMcare Health Corporation** has partnered with Rutgers Cooperative Extension Education program to help their dietitian lead Healthy Weight Classes. They have also created a Healthy Weight referral form for providers.

**Community Health Care Inc.**, has implemented the We Can! Childhood Obesity Prevention Program in Bridgeton schools and is currently developing a traveling children's health/nutrition fair focused on the food guide pyramid.

**Eric B. Chandler Health Center** created a family nutrition support and education group titled "Together Healthy" that meets the third Thursday of every month. Group activities are scheduled for every meeting i.e., grocery store tours, label reading, etc. The children are really taking to this group.

**North Hudson Community Action Corporation** has implemented weekly group nutrition classes at their Union City site focused on the nutrition facts label. In addition,



### Presenters:

Pat Weinstein - Zufall, Rina Ramirez – Zufall, Kemi Alli – HJA, Glenda Mazza – CHCI, Loida Lebron – OHI, Felicia Briggs – Newark, Esther Carpenter – SJFMC, Serena Hammie- SJFMC, Marilyn Quintana – Metropolitan, Beatriz Osterheld – Monmouth, Megan Sullivan - NJPCA, Janet Blum – VNACJ, Beatriz Amador – North Hudson, Maria Colon – CAMcare.

the Community Health Educator holds monthly nutrition education classes at each of North Hudson's 7 sites.

**Ocean Health Initiatives** has incorporated the 5-2-1-0 Childhood Obesity Prevention Campaign messages into their medical record checklist.

**Southern Jersey Family Medical Center** revised their 10-4-10 program, now titled 10-4-Life which is scheduled to begin this month.

**Zufall Health Center** educates all patients with a BMI > 30 on the plate method for portion control. In addition, they modified their Lifestyle Changes program to meet the needs of high school teens and group classes are scheduled to start on March 12th.

These programs and the others not discussed here are showing great strides toward obesity awareness and the importance of a healthy lifestyle. Although the Obesity Education Program Initiative is now ended, we hope that your programs don't end with it. We encourage you to continue with the work you've started. Great Job!

## HORIZON FOUNDATION GRANTS \$2.46 MILLION TO 18 NJ BASED HEALTH CENTERS.

The Horizon Foundation for New Jersey has awarded \$2.46 million in grants to support 12 federally qualified health centers and 6 independent health centers throughout the state. The funds were awarded as part of the Foundation's \$5 million, 5 year grant initiative to expand access to health care for thousands of uninsured and underinsured individuals in New Jersey. The Foundation recognized health centers as the safety net for individuals and families who would otherwise be without care. The Foundation dollars will be immensely helpful to those centers that have seen an increase in their uninsured patients due to the recent economic downturn.

# Office of Disaster Planning

## Focus on Training

### Center for Domestic

**Preparedness**—The CDP develops and delivers training for emergency response providers from state, local, and tribal governments and, when appropriate, the federal government, foreign governments, and private entities.

### Fundamentals of Healthcare Emergency Management (FUND), <https://cdp.dhs.gov/resident/fhem.html>

The FHEM is a four-day, 32-hour course which provides healthcare personnel with a foundation of knowledge in healthcare emergency management. The course includes lectures on standards, regulations, and organizations affecting healthcare entities and the integration of government agencies and stakeholders; disaster preparedness planning; staffing and personnel; emergency management issues for healthcare; PPE and decontamination; evacuation, isolation, and quarantine; ethical issues; financial issues; public affairs; and

training, drills, and exercises. Small exercises are conducted in hazard vulnerability assessment, managing medical surge, and developing a SOCO. The final exercise provides an opportunity to apply a majority of the fundamental principles learned in the course.

[Week 26](#)

Mar. 22-28, 2009

[Week 30](#)

Apr. 19-25, 2009

[Week 32](#)

May 3-9, 2009

[Week 39](#)

Jun. 21-27, 2009

[Week 44](#)

Jul. 26-Aug. 1, 2009

[Week 49](#)

Aug. 30-Sep. 5, 2009

### Healthcare Leadership and Administrative Decision Making (HCL),

<https://cdp.dhs.gov/resident/hcl.html>

The HCL course is a four-day, 32-hour course that provides healthcare responders an opportunity to address realistic decisions regarding an all-hazards disaster in a facility-based exercise. The course is a combination of lecture and exercises, providing

responders a foundation on which to make critical decisions during the fast-paced final exercise. The course includes lectures on decision making in a disaster; ICS, NIMS, and HICS in a healthcare facility; IEMS; PPE and decontamination procedures in a healthcare facility; and media/public information.

[Week 26](#)

Mar. 22-28, 2009

[Week 27](#)

Mar. 29-Apr. 4, 2009

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May 17-23, 2009

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May 31-Jun. 6, 2009

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Jul. 19-25, 2009

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Aug. 9-15, 2009

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Aug. 23-29, 2009

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Sep. 13-19, 2009

## SJFMC SUPPORTS NATIONAL WEAR RED DAY

On Friday, February 6, 2009, Southern Jersey Family Medical Centers in Hammonton gave support for a nationwide movement that supports the efforts of women in their fight against heart disease. National Wear Red Day brings a focus on the prevalence of heart disease among women, which has become the leading cause of death among women today. While many women may still be unaware that heart disease is such a potential risk, this initiative is designed to educate all women about the facts, risks and ways to lead a potentially healthy lifestyle. Shades of red were visible throughout the center as employees joined together to show support for the on-going efforts to educate and improve women's heart health.



*SJFMC Corporate Office Staff wearing their red colors!*

## CHILDREN'S HEALTH INSURANCE PROGRAM RECEIVES \$32.8 BILLION EXPANSION

President Obama fulfilled one of his campaign pledges with a \$32.8 billion expansion of the Children's Health Insurance Program. The program, now covers 130,000 beneficiaries in New Jersey. With the additional Federal money, the program called NJ Family Care will open enrollment to 100,000 additional uninsured. Family Care covers both children and adults, including uninsured working people making up to double the Federal poverty level—that's \$42,000 for a family of four.

The program also extends coverage with a modest co-premium to uninsured people earning higher wages. A family of four earning \$74,200 can enroll in a participating HMO for \$128 per month.

The good news for thousands of South Jersey uninsured families is that New Jersey Medicaid Enrollment Workers can sign people up for both



Medicaid and New Jersey Family Care at the front desk of Community Health Care's health center sites: Medical and Dental Centers in Bridgeton, Vineland, Millville and other nearby communities in Cumberland, Gloucester and Cape May County. According to Community Health Care's President Gil Walter, "People should know that we are in the comprehensive health

service business—we can help uninsured people get both the care and the insurance coverage they need." To make it even more convenient, the Health Centers offer bilingual, Spanish-speaking staff, insurance enrollment workers available 8 AM to 4:30 PM Monday through Friday plus financial counselors to help people determine eligibility—as well as medical and dental services—weekdays until 9 PM and Saturday mornings.

Community Health Care offers medical, dental, and mental health services at 13 health center locations and four schools in Cumberland, Gloucester and Cape May Counties. For information about enrollment in New Jersey Family Care and Medicaid or to make an appointment call the CHCI Call Center at (856) 451-4700.

## Swedesboro's Dr. Dottie Dyer Opens County's First Dental Clinic for the Uninsured

All too often, the need for critical oral health care goes unmet for low income individuals. The number of dental providers accepting the uninsured and/or the underinsured is limited. However, access to dental care for the uninsured and underinsured is

no longer an obstacle in Gloucester County. Community Health Care, Inc., a federally qualified health center, and Dr. Dottie Dyer have partnered to provide dental services to the community. Dr. Dyer's D'Island Dental Spa began serving patients on March 14, 2008 and is located at 1601 Kings Highway in Swedesboro, NJ. Services will be offered every Saturday from 8am to 4pm.

Dr. Dyer is excited to partner with CHCI stating, "I am thrilled to be able to provide dental care to people who might not otherwise get the care they need".

CHCI has medical and dental offices located throughout Cape May, Cumberland and Gloucester Counties. For more information or to schedule an appointment call 856-451-4700.



Swedesboro  
Dentist Doctor  
Dottie Dyer  
Treats Patient  
Angelika Smith

## CHCI OPENS NEW CONVENIENT HEALTH CARE CENTER

Community Health Care, Inc. began seeing patients at a new convenient care center at Bottino's Shop Rite in the Upper Deerfield Shopping Center located at 1000 N. Pearl Street on Friday, March 6, 2009. The RiteCare – Right Now Center will provide quick and quality medical care to all, including people without health insurance. Services will be offered Friday evening from 4 pm to 8 pm, Saturday 12 pm – 8 pm, Sunday, 10 am – 6 pm and Monday 4 pm to 8 pm. Services will be provided by a highly skilled nurse practitioner. Medical services are available without an appointment and most insurances are accepted including Medicaid and NJ Family Care. CHCI and Bottino's are excited to be able to increase access to health care to those in need.

# NJPCA's Work Force Initiative

The training component of New Jersey Primary Care Association's Work Force Initiative got underway on February 18, 2009 at the Conference Center at Robert Wood Johnson in Hamilton. The trainings focus on recruitment and retention of health center staff, and team dynamics to include staff management and effective communication. Supervisors, managers and support staff are participating in these training sessions.

The Workforce Initiative is a collaboration between New Jersey Primary Care Association and the Human Resource Managers of the federally qualified health centers in New Jersey. The Initiative, funded by HRSA, has three components. In addition to the training component, the initiative focuses on recruitment strategies to include collaboration with the New Jersey Department of Labor on the placement of seniors and retirees at the network of community health centers.



*Janet Waterston, Consultant,  
SUPPORT CENTER FOR  
NONPROFIT MANAGEMENT*



Health center staff members participate in a training session.

## Spotlight On Monmouth Family Health Center: A Health Center on the Move!!

Monmouth Family Health Center in Long Branch was established in 2003 as a 501c 3 nonprofit organization. In 2004, the Center obtained status as a Federally Qualified Community Health Center Look-Alike. Under the direction and guidance of Marta Silverberg, Executive Director, the mission of the health center is to provide high quality, comprehensive, affordable, culturally sensitive and linguistically appropriate primary and preventive health care to Hispanic, African American and other economically disadvantaged residents in the city of Long Branch and neighboring communities in Monmouth County. Staffed by 52 full-time and three part-time employees, including physicians, dentists, nurses and podiatrists, the Center has steadily grown from 27,000 patient visits in 2004 to more than 43,000 patient visits in 2008

Monmouth Family Health Center is clearly a health center on the move in many other ways! Evening and Saturday hours have been added to accommodate the growing demand for their services and for those who work during the day.



Marta Silverberg

Trilingual personnel (Spanish, Portuguese and English) have been hired to facilitate communication and a new call center was established to improve patients' ability to reach the Health Center.

But with all these accomplishments the Health Center is most proud of their outreach and education efforts. The Center conducts four to five health fairs a year and provides free health screenings. During the Christmas holiday, the Center sponsors a Christmas party where more than 500 gifts are distributed to children of all ages. Annual physicals are

provided free of charge to the Pop Warner Football Team in Long Branch. The Center's participation in the Reach Out and Read Program has been highlighted on television's The McNeal Leher Report and in local newspapers.

Monmouth Family Health Center has been the recipient of grants from ten foundations over the last five years to include funding for programs in health education, cervical cancer and asthma prevention, and prevention of infant mortality. The Center has obtained state grants for expanded medical capacity, purchase of medical equipment and emergency preparedness. Most recently the Center was the recipient of a grant entitled, "The Emergency Room Diversion Grant," in conjunction with Monmouth Medical Center, also in Long Branch. The ER Diversion Program will divert patients from the Emergency Room to Monmouth Family Health Center for their primary care needs.

Congratulations to Monmouth Family Health Center, a Center on the move!

## **NJPCA Welcomes New Staff Member, Quality Assurance Program Manager, Nina Robinson, RN, MBA, FACHE**

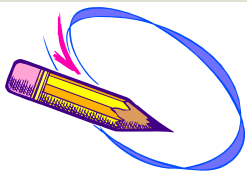


Nina Robinson has recently joined the staff at New Jersey Primary Care Association, Inc. as the new Quality Assurance Program Manager. She will be providing technical support to NJ Community Health Centers (CHCs) in their effort to develop and implement policies and procedures related to risk management.

Mrs. Robinson has worked for many years with various state and federal health care programs that focused on adherence to quality related policies and regulatory standards.

She is highly motivated and looks forward to working proactively with the NJ Community Health Centers in complying with state and federal laws and accreditation standards related to safety and risk management.

Nina is married to Edward Robinson. They have two children and two grandchildren. Nina enjoys doing all types of puzzles and she loves to golf.



## **MARK YOUR CALENDAR**

### **APRIL**

**April 23** - Workforce Training – Team Dynamics - NJPCA Board Room, 10:00-3:00

**April 27** - Planning Meeting for National Health Center Week, NJPCA Conference Room 10:00

**April 28** - Workforce Training – Team Dynamics - NJPCA Board Room, 10:00-3:00

**April 29** - Disaster Advisory Committee Meeting – NJPCA Conference Room, 11:00-3:00

### **MAY**

**May 7** - Presumptive Eligibility Meeting, 10:00-12:00, NJPCA Conference Room

**May 10-16** - National Women's Health Week, activities at Health Centers

**May 12** - Board Meeting, NJPCA Board Room, 10:00-2:00

**May 15** - Health Fair and Workshop at Grace A. Dunn Middle School in Trenton, NJ, sponsored by NJPCA.

**May 19 and 20** - Customer Satisfaction Training sponsored by NJPCA

**May 28-29** - QI Reunion Meeting, Marriott Princeton

### **JUNE**

**June 9** - Board Meeting, NJPCA Board Room, 10:00-2:00

**June 19** - Billing Mangers Meeting, NJPCA Conference Room, 1:00-3:00

**June 19** - Provider Coding

Training, RWJ Conference Center, 10:00-4:00

### **JULY**

**July 12-14** - Region II Meeting for New York, New Jersey, Puerto Rico and the Virgin Islands Community Health Centers, Rye, NY

**July 29** - Disaster Planning Advisory Committee Meeting, NJPCA Conference Room

**SAVE THE DATE**  
NJPCA 20th Anniversary Gala  
Friday, October 9th  
7pm – 11 pm  
Hyatt Regency Princeton  
Contact information:  
Donna Zsoldos  
609-689-9930, ext. 23