



## NACHC 35th Annual Policy and Issues Forum

Spring is here and that can mean only one thing—the climb up the Capitol steps. No this is not an athletic event but rather an informational and educational one. NJPCA, along with a few thousand advocates of Community Health Centers from around the country, gathered in Washington, D.C. during the week of February 24 -28, 2010 for the 35th Annual Policy and Issues Forum to hear inspirational and moving messages as they prepared to meet with their Congressional representatives.

Because this meeting took place prior to the passage of the health reform legislation, advocates urged the legisla-



**CONGRESSMAN FRANK PALLONE RECEIVING  
“HOUSE CHAMPION AWARD”**

*In the photo above, L to R  
Sandra Adams, Executive Director, Eric B. Chandler Health Center, Rudine Smith, President/CEO, Neighborhood Health Center Plainfield, Congressman Frank Pallone, Jr., Siddeeq El-Amin, Board Member, NHCP, Katherine Grant-Davis, President/CEO, NJPCA, Celeste Roberts-Sang, Chairman of the Board, Neighborhood Health Services Corporation, Marta Silverberg, Executive Director, Monmouth Family Health Center*

tors throughout the country to support the proposed bill. Stressing the need to support health center expansion for the ever increasing uninsured and underinsured individuals who cannot otherwise access health care, advocates explained that there must also be support for key clinical training and placement programs. This would include National Health Service Corps, aligning the payment mechanism for Medicare with the current structures in Medicare and CHIP, and providing additional low cost financing tools to make much needed capital investments including grants, loans, loan guarantees, bonds, and tax credits.

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## Community Health Centers and Health Reform

### Summary of Key Health Center Provisions:

On March 18, 2010, the House Democratic Leadership released the text of the Reconciliation Act of 2010, which makes changes to H.R. 3590, the Senate-passed Patient Protection and Affordable Care Act. Taken together, the Reconciliation Act and H.R. 3590 are considered the health care reform package. There are numerous provisions in health reform

that impact community health centers both directly and indirectly. The summary below highlights key provisions of health reform for health centers.

### *Community Health Centers and National Health Service Corps Trust Fund*

#### **☐ \$11 Billion for Health Center Program Expansion- Beginning in FY2011**

The health reform package contains a total of \$11 billion in new funding for

the Health Centers program over five years. \$9.5 billion of this funding will allow health centers to expand their operational capacity to serve nearly 20 million new patients and to enhance their medical, oral, and behavioral health services. \$1.5 billion of this funding will allow health centers to begin to meet their extraordinary capital needs, by expanding and improving existing facilities and constructing new sites.

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## P&I Forum

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NJPCA found a sympathetic ear among its Congressional representatives. Several of those representatives were honored for their support for assuring that New Jersey's most vulnerable populations can access health care. Senator Robert Menendez received recognition from NJPCA through the "Senate Champion Award." The "Senate Defender Award" went to Senator Frank Lautenberg. Congressman Frank Pallone, Jr. was awarded the "House Champion Award", Congressman Bill Pascrell, Jr. received the "House Defender Award", as well as Congressman Donald H. Payne, Congressman Rush Holt and Congressman Frank A. LoBiondo. The "House Superhero Award" went to Congressman Robert E. Andrews and Congressman Christopher H. Smith. After a tiring few days, the New Jersey contingent returned satisfied that they had done a good job representing the concerns surrounding New Jersey's health centers and health reform.



### SENATOR MENENDEZ RECEIVING "SENATE CHAMPION AWARD"

**Back L to R:**

*Dr. Patrick Beaty, Medical Director, Metropolitan Family Health Network, Dr. Tonya X. Cook, Chief Dental Officer, Jewish Renaissance Medical Center, Scott Carey, Metropolitan Family Health Network, Dr. Puneet Babbar, CMO, Jewish Renaissance Medical Center, Siddeeq El-Amin, Board Member, Neighborhood Health Services Corps, Bridget Hogan, COO, Ocean Health Initiatives, Inc., Senator Robert Menendez, Katherine Grant-Davis, President/CEO, NJPCA, Joan Dublin, Metropolitan Family Health Network, Janet White-Hunt, Jewish Renaissance Medical Center, Mark Roberts, CEO, Jewish Renaissance Medical Center*

**Front row (L) standing:**

*Marta Silverberg, Executive Director, Monmouth Family Health Center*

**Front row: seated:**

*Chedva Werblowsky, CHEMED. Theresa Berger, Executive Director, Ocean Health Initiatives, Inc., Rudine Smith, President/CEO, Neighborhood Health Center Plainfield Celeste Roberts-Sang, Board Chair, Neighborhood Health Services Corporation, Sandra Adams, Executive Director, Eric B. Chandler Health Center*



### CONGRESSMAN PAYNE RECEIVING "HOUSE DEFENDER AWARD"

**Back row From L to R:**

*Joan Dublin, CEO, Metropolitan Family Health Network, David Jaslow, Finance Consultant, Newark Community Health Center, Dr. Patrick Beaty, Medical Director, Metropolitan Family Health Network, Celeste Roberts-Sang, Chairman of the Board, Neighborhood Health Services Corps, Scott Carey, Metropolitan Family Health Network*

**Front row from L to R:**

*Mark Roberts, CEO, Jewish Renaissance Medical Center, Dr. Puneet Babbar, CMO, Jewish Renaissance Medical Center, Racquel Benford, Newark Community Health Center, Congressman Donald M. Payne, Dr. Janice Anderson, Director of Nursing, Newark Community Health Center, Peter Velez, President/CEO, Newark Community Health Centers, Inc., Dr. Nancy Tham, Newark Community Health Centers, Inc.*



*Above, Selina Haq, Ph.D. (L) and Linda Whitfield-Spinner present the "House Defender Award" to Congressman Bill Pascrell, Jr.*

# Community Health Centers and Health Reform

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## ❑ **\$1.5 Billion for the National Health Service Corps**

The health reform package also includes \$1.5 billion over five years for the National Health Service Corps, which will place an estimated 15,000 primary care providers in provider-short communities. The bill also makes programmatic improvements to the Corps.

## *Medicaid Expansions*

### ❑ **Expands Medicaid to 133% of the Federal Poverty Level (FPL) in FY2014**

Expands Medicaid to 133% of FPL in FY2014, without any categorical restrictions, newly insuring 16 million Americans.

## *Payment Protections and Improvements*

### ❑ **Requires that health centers receive no less than their Medicaid PPS rate from private insurers offering plans through the new health insurance exchanges and requires that these plans contract with health centers.**

Ensures that health center patients will not be excluded from new insurance products and that health centers are not underpaid for their services.

### ❑ **Adds preventative services to the Federally-Qualified Health Center (FQHC) Medicare payment rate and eliminates the outdated Medicare payment cap on FQHC payments.**

Begins to modernize health center Medicare payments to ensure health

centers are able to provide the highest quality care to our Medicare beneficiaries.

## *Teaching Health Centers*

### ❑ **Acknowledges the growing role of health centers in teaching the next generation of primary care providers by authorizing and funding new programs for health center-based residencies.**

Authorizes a new Title VII grant program for the development of residency programs at health centers and establishes a new Title III program that would provide payments to community-based entities that operate teaching programs. Directly appropriates \$230 million over 5 years for the Title III payments.

## KATHY GRANT-DAVIS NAMED TO NJBIZ 50 MOST POWERFUL PEOPLE IN HEALTH CARE LIST



NJBIZ has named its "50 Power People in Health Care" for the year, and our very own Kathy Grant-Davis has been listed. Kathy heads the New Jersey Primary Care Association for New Jersey's 20 Federally Qualified Health Centers, which care for 400,000 of the

state's uninsured and underinsured. She has advocated for restoring cuts to the state's FamilyCare program, and for expanding access to community-based primary medical care thereby reducing emergency room visits and financial pressures on hospitals. Congrats, Kathy!

## Nina Robinson Named NJPCA EMR Coordinator

NJPCA has developed a new position to assist the health centers move toward the implementation of interoperable health information systems within the timelines outlined by CMS. As the EMR Coordinator, Nina Robinson will be providing technical assistance to the health centers to meet the meaningful use criteria in order to take advantage of the EMR incentive program. Meeting the meaningful use criteria will require that an electronic health record be certified by the Office of the National Coordinator for Health Information Technology, use electronic prescribing, have the necessary technology to allow for electronic exchange of health information to improve the quality of care and allow the provider to submit information on clinical quality.

## NJPCA

*Katherine Grant-Davis*  
President and CEO

This newsletter is published by the New Jersey Primary Care Association.

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Judy Rynkewicz

## THE PEDIATRIC/ADULT ASTHMA COALITION OF NEW JERSEY HONORS LINDA WHITFIELD-SPINNER FOR OUTSTANDING LEADERSHIP

The Pediatric/Adult Asthma Coalition of New Jersey (PACNJ), sponsored by the American Lung Association in New Jersey (ALANJ) honored Linda Whitfield-Spinner at their ten-year anniversary celebration held at the Hilton Woodbridge Hotel, December 17, 2009. Ms. Whitfield-Spinner, Clinical Quality Program Director for the New Jersey Primary Care Association (NJPCA), is a member of the PACNJ Coordinating



Above: Clatie Campbell, RRT, PACNJ Co-Chair (right) and Linda Whitfield-Spinner

Committee. She organized the State of New Jersey Asthma Collaborative for the FQHCs and facilitated pilot testing of the new PACNJ Asthma Treatment Plan in the centers. With over 70 organizations participating on six task forces, the Pediatric/Adult Asthma Coalition of New Jersey is working with schools, health care providers, health insurance companies, community groups and environmental agencies to reach all individuals in New Jersey with the most effective strategies for managing their asthma. Asthma is a chronic disease in which airway inflammation makes breathing difficult when a person is exposed to a variety of triggers. It is a serious condition that needs on-going medical care and patient education on how to manage asthma in the home, work environment, school and child care settings.

## Take Control of Your Health

For six weeks spanning February and March, a group of seniors with chronic health problems met at the Atlantic City Townhouse Apartments to participate in a series of workshops designed to encourage self management strategies and techniques to assist in coping with chronic illnesses. A major snowstorm postponed one week's meeting. These self motivated seniors all took to creating goals and action plans for themselves and successfully implementing activities to achieve their goals. There were six workshops with attendance totaling 74 for an average of 12 participants per session throughout the six weeks of the series. More than 80% of the initial group completed the program. This is quite impressive. Upon completion, the group asked that a reunion be scheduled over the next six months so that they could share their experiences in long term behavior changes.



Pictured above are: Beatrice Gaines, Harry Paraison, Jean Martin, Gladys Wilson, Marsha Birts, Justine Ceserano, Michelle Fields, Ramesh Bhalja, Chalma Wellmas, Carol Mallette and others.

## Student/resident Experiences And Rotations in Community Health (SEARCH) Community Oriented Primary Care (COPC) Summer Assistantship 2010 Program

The 2010 SEARCH/COPC Summer Program is off to a vigorous start. Fifteen sites, including ten FQHCs, have agreed to host students. Projects include conducting surveys, needs assessments of the populations served by assessing such issues as access to services, acceptability of services, patient education, prevention, screenings and specific health problems, developing new programs and evaluating existing programs. Over forty candidates applied for the summer assistantship. The program is in the process of interviewing students for this rewarding opportunity. Thirty well-qualified students will be selected to participate. The summer program will commence on June 14th and will end on July 23rd with an appreciation dinner attended by both students and representatives from host sites. An exciting classroom training component for the students will be offered as well as the service experience. Topics will include building community coalitions, cultural competency and program planning & evaluation.

# GIVE KIDS A SMILE DAY



*In photo above from L to R: Captain Super Tooth, Assemblyman Anthony M. Bucco and Eva Turbiner, CEO Zufall Health Center with patient, Juan Revelo.*

Once again Give Kids a Smile Day was a huge success throughout New Jersey. On February 5, 2010, 90 sites in 20 of the 21 counties set up dental chairs to provide exams and treatment to over 4,300 children. Dentists, dental assistants and technicians provided a full day of treatment and also managed to have games and educational programs ready for the children's enjoyment.

For the fourth consecutive year, Justine Ceserano, representing the State Office of Rural Health, volunteered at Burlington Community College offering the administrative staff support. Over 995 procedures were provided at BCC. The children were treated to visits from the Tooth Fairy, face painting and many other activities as well as visits with oral health professionals. "I am always amazed at the commitment and the incredible hard work that goes into this day. But I guess that's what always makes it such a success", said Ms. Ceserano.

## Office of Disaster Preparedness Conducts Training in Continuity of Operations Plan (COOP)

On Monday, February 22, 2010, after the first attempt was postponed due to the blizzard of the century, 16 of the 20 health center representatives were trained in how to prepare their own facility's COOP plan. Representatives from Consult/IMC lead the presentation and answered any questions.



*On the far left and right above are: Damon Duncan and Mike Kelleher, consultants from Consult/IMC, the ladies in the middle are Amelia Muccio (l.) and Nina Robinson (r.) from NJPCA.*

## IMPORTANT NEWS FROM OFFICE OF DISASTER PLANNING

**SAVE THE DATE:** NJPCA's Tabletop Exercise "Tempesta Di Neve il New Jersey 2010" will be held on June 11, 2010 from 10:00 am - 2:00 pm at the Conference Center at RWJ Center for Health and Wellness (3100 Quakerbridge Rd, Mercerville, NJ 08619). All of New Jersey's 20 Federally Qualified Health Centers are invited and will be participating in this tabletop exercise to evaluate and validate their emergency plans, policies, procedures and training. For more detailed information contact Amelia Muccio [amuccio@njpca.org](mailto:amuccio@njpca.org) or Suzanne Geiger [sgeiger@njpca.org](mailto:sgeiger@njpca.org)

## Chandler Staff Goes Red for Women

It was a sea of red at New Brunswick's Eric B. Chandler Health Center, on February 5, 2010, as staff came out in support of fighting heart disease in women by participating in National Wear Red Day. The group also made a contribution to the American Heart Association.



## Community Health Care, Inc. Celebrated both a Ribbon Cutting and a Groundbreaking in the Month of January

A ribbon cutting was held on January 26, 2010 marking the groundbreaking for Community Health Care, Inc.'s newest site. The site, which should open early this summer, is located on 265 Irving Avenue at an historic former school building which had been unused the last few years. Federal dollars in the amount of \$500,000 from the American Recovery and Reinvestment Act have paved the way for renovations to the first floor of the building. Gil Walter, CHI President and CEO, hopes that, in time,

renovations can be made to the second floor expanding services and programs offered.

The new Bridgeton Family Health Center will offer local families comprehensive medical and mental health services. Mr. Walter estimates that the Center will provide about 10,000 services annually to about 4000 people. The Bridgeton Family Medical Center will be a wonderful addition to health services in Cumberland County.



At left, Community Health Care staff and providers were joined by community members to officially launch their Women's Health Care Services at the Millville Community Health Center (from left): Rev. Gerritt Kenyon, Dale Finch, Evelyn Roldan, Mellissa Fields, Rebecca Loatman, Dr. Michele Torchia, Dr. Neil Campbell and Curtis Edwards

At right, local leaders gather to break ground on Community Health Care, Inc.'s Bridgeton Family Center for Health (from left): William Whelan, Jack Surrency, Albert Kelly, Gloria Noto, Gwen Gould, Gil Walter, Demetrica Todd-Hunter, John Burzicelli, Paul Cooper and Jennifer Webb-McCrae.



## NJPCA Sponsors Resource and Training Conference

New Jersey Primary Care Association sponsored a Resource and Training Conference on March 23, 2010 at the Robert Wood Johnson Conference Center in Hamilton. Forty-five individuals representing fifteen (15) of our twenty (20) health centers and three (3) health care organizations filled the room to participate in this two-part conference that focused on resources for the health center patient population followed by a training session on Motivational Interviewing. Special guests were Mona Martin from HRSA's Region 2 Office in New York, and Anna Battle from the State Office of Primary Care.

The morning started with each representative providing a brief overview of their resource, followed by attendees visiting the display tables to pick up brochures and other information and to speak directly with resource personnel. Participating organizations provided information on domestic violence, information and referral hotlines, legal assistance programs for immigrants and undocumented immigrants, mobile crisis programs, NJ FamilyCare, Statewide Adolescent Substance Abuse Programs, cancer survivorship, and training for



*Speaker, Ken Kraybill and Leslie Morris from NJPCA.*

community health workers. Health center staff members will add these resources to their repertoire of referral sources for patients that use the health centers.

Anna Battle of the State Office of Primary Care took a few moments to speak with the attendees about the



*At left, conference participants visit with resource tables.*

National Health Service Corps (NHSC). The NHSC through scholarship and loan repayment programs helps Health Professional Shortage Areas (HPSAs) in the U.S. get the medical, dental, and mental health providers they need to meet their tremendous need for health care. As it turned out, some of the providers in the room were not aware of the NHSC but seemed qualified to participate in the program.

Following the resource conference, the attendees spent the remainder of the day in training on Motivational Interviewing conducted by Ken Kraybill, a social worker out of Seattle, Washington. Mr. Kraybill is nationally known for his work with patients using this mode of intervention. Attendees were trained on how to appropriately motivate patients to implement changes in their lives in a way that instills hope and fosters lasting change.

## Newark Community Health Center Involved in Helping People of Haiti

Newark Community Health Center, in collaboration with Healthfirst NJ, sponsored a benefit concert for survivors of the Haiti earthquake on March 18, 2010, at the Symphony Hall in Newark, NJ. "Jazz for Haiti," featured local jazz musicians and singers such as Bradford Hayes, Rueben Rodriguez, Carrie Jackson, Ragan Whiteside, among others.

Community residents, local officials and executives came out in numbers to hear good music and partake of the good food from the vendors around the room. All proceeds benefited the Red Cross International Relief Fund on behalf of Haiti as well as the City National Bank Haiti Emergency Fund.

NJPCA salutes Newark Community Health Center for their fine job of working with community organizations to help the people of Haiti!

# Planning Underway for National Women's Health Week and National Health Center Week

NJPCA sponsored a meeting with event coordinators and health educators to officially "kick off" planning activities for National Women's Health Week and National Health Center Week. Seventeen individuals representing New Jersey's network of health centers came prepared with ideas for these two events, and to exchange and share information with their colleagues.



*Above are some of the Health Center Coordinators.*

National Women's Health Week takes place May 9-15 and many of the health centers have already developed their calendars for activities ranging from breast cancer screening to fitness and nutrition. In addition to health center events and NJPCA's

annual Women's Brunch, NJPCA will be in the "mix" with two events planned for the week through Jewish Renaissance Medical Center's school-based program in Newark. HIV/STD Prevention Activities will take place at Barringer and Shabazz High Schools, both of which have school-based health centers operated by Jewish

Renaissance Medical Center.

The theme for National Health Center Week this year is "Turning the vision into reality," which focuses on the health center movement which began with the War on Poverty in the early 1960s. Attendees brainstormed a number of activities to highlight this theme during National Health Center Week.

NJPCA is encouraging all event coordinators at the health centers to reach out to a range of community resources in their event planning to include domestic violence, AIDS, early intervention with children, smoking cessation, and other topics that impact their patient population.

## MARK YOUR CALENDAR

### APRIL

**April 21** - Medical and Dental Directors Meeting, NJPCA Board Room, 10:00 - 12:00  
**April 27** - Rural Health Conference, RWJ Conference Center 8:00 - 1:00  
**April 29** - Behavioral Health Meeting, The Nicholson Foundation Newark, 8:30 - 4:00

### MAY

**May 4** - Executive Committee Meeting, NJPCA Board Room, 10:00 - 1:00  
**May 5** - NJPCA Monthly Statewide Quality Webinar 12:00 - 1:00

**May 11** - Board Meeting, NJPCA Board Room 10:00 - 1:00  
**May 9-15** - National Women's Health Week Activities at Health Centers  
**May 19** - Disaster Advisory Committee Meeting, NJPCA Conference Room 11:00 - 3:00  
**May 20** - Human Resources Meeting, NJPCA Conference Room, 10:00 - 1:00  
**May 20** - Presumptive Eligibility Meeting, NJPCA Board Room 12:00 - 2:00

### JUNE

**June 1 - 3** - Region II Annual Health Care Conference for New York, New Jersey, Puerto Rico and the Virgin Islands Community Health Centers, - Tropicana Casino and Resort, Atlantic City  
**June 3 - 4** - NJPCA Annual Quality Reunion Meeting - Tropicana Casino and Resort, Atlantic City  
**June 8** - Board Meeting, NJPCA Board Room, 10:00 - 1:00  
**June 11** - Office of Disaster Preparedness, Tabletop Exercise, RWJ Conference Center, 10:00 - 2:00

**June 17** - Human Resources Meeting, NJPCA Conference Room, 10:00 - 1:00

### JULY

**July 15** - Human Resources Meeting, NJPCA Conference Room, 10:00 - 1:00  
**July 15** - Billing Managers Meeting NJPCA Conference Room, 1:00 - 3:00