

## Governor Corzine signs State Fiscal Year 2010 Budget into Law

In one of the most challenging fiscal years ever seen in New Jersey, Governor Jon Corzine signed the \$29 billion budget into law on June 29, two days before the deadline to have a balanced budget in place. The Governor said the new budget, which increases taxes on cigarettes, wine, hard alcohol and high incomes, was the result of making difficult but correct choices amid a bad economy and declining revenues.

Certainly, during every budget season our elected officials are charged with making very difficult decisions. During good times and bad, each and every year the Governor and the Legislature must balance the needs of New Jersey's eight and a half million residents with the available resources, while attempting to align those interests and preserve essential services. The New Jersey Primary Care Association is grateful for the

level of consideration shown to Federally Qualified Health Centers during the SFY2010 Budget process. For the upcoming fiscal year that begins July 1st, FQHCs will receive:

- ◆\$40 million in payments for uncompensated care visits.
- ◆\$3 million from any unexpended funds that could be used to support financially distressed FQHCs.
- ◆\$1.9 million for care to pregnant women who have no other source of care.
- ◆Language requiring outstation workers in each site to do Medicaid eligibility determinations.
- ◆Language requiring that favorable rates be paid for OB/Gyn services for both fee for service and managed care patients.
- ◆Hold harmless language that states if additional State funding is needed to reimburse centers for services to uninsured patients, that the Division

of Budget and Accounting shall authorize the appropriation of such sums as the Commissioner of Health and Senior Services deems necessary.

In another very important development, the administration was able to cancel planned cut backs in the popular FamilyCare Program. With the receipt of federal money, the State of New Jersey will no longer have to cut health care to working poor families.

FQHCs play a huge role in delivering care to the uninsured and underserved in the State of New Jersey. In 2008, more than 1.1 million patients visits were made to all sites. As we move in SFY 2010, the FQHCs renew their commitment to continuing to provide high-level quality and accessible care to all within their communities.

### NJPCA

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Newsletter design  
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## Federally Qualified Health Centers Call for Restoration of Budget Cuts

On Monday, May 4, not even rainy skies could keep the rally participants from coming to the NJ State House to have their voices heard. Carrying signs, signing petitions and listening to speakers, representatives from many of the community health centers attended as well as repre-



Above Assemblywoman Mila Jasey speaks as Katherine Grant-Davis looks on.

sentatives from the Black and Latino Legislative Caucus, concerned about the proposed \$5 million decrease to federally qualified health centers which has historically been used to fund additional capacity at the centers. This additional capacity diverts patients from inappropriate, more costly

# Menendez speaks at NHCAC Press Conference: "Healthcare reforms could help New Jerseyans"

**W**ith 1.7 million people uninsured and health premiums rising 70 percent in just seven years, New Jersey would benefit from healthcare reforms Congress is drafting, U.S. Senator Robert Menendez said at North Hudson Community Action Corporation's Passaic site Monday, June 15th. The key reform is a new public insurance program that would compete with private plans to provide more families with coverage and to lower costs, Menendez said.

"In the strongest nation on earth, access to quality and affordable healthcare too often just doesn't exist," the Senator said at a press conference at the North Hudson Community Action Corporation. Menendez is a member of the Senate Finance Committee, which is expected to release a bill shortly. He stressed that consumers who are satisfied with their plans won't have to change. "If you like what you have, you get to keep it," he said.

Unlike Medicare and Medicaid, the government would not run the new plan. Instead, private insurers would become part of an exchange that offered policies with strong consumer protections, such as no rate setting or disqualifying consumers for pre-existing medical conditions. These public plans, however, would not provide dental or prescription coverage and Congress has not determined the range of costs for premiums.



*Pictured above l. to r. are: Michael Shababb, Chief Operating Officer; Christopher Irizarry, President/CEO of North Hudson Community Action Corporation Health Center; Senator Robert Menendez and Katherine Grant-Davis, President/CEO, NJPCA*

Greater competition is expected to lower costs and provide more coverage, which will prevent millions of Americans from relying on the emergency room for primary care, Menendez said. A vote in the House and Senate is expected before the August recess, he explained.

Menendez acknowledged the plan will initially cost taxpayers more and said Congress has not decided the source of that funding. "There will be some form of revenue raisers," he said adding that not revising the system is costly, too.

"New Jersey families know that the cost of doing nothing is high: high costs for families in terms of premiums and co-pays, high costs for taxpayers who foot the bill for emergency room visits that could have

been prevented, high risk for the millions of Americans who don't have health insurance or are in danger of losing their insurance if they lose or change their job," Menendez said.

At North Hudson, which provided 211,000 patients visits at nine sites throughout North Jersey last year, a pilot program that expands hours is saving money by keeping more patients out of emergency rooms, officials said. "In just 18 weeks, more than 2,000 patient visits were added on Sunday and in evenings," said Christopher F. Irizarry, President of NHCAC.

"Seventy percent of those patients would have gone to an emergency room if clinics weren't open," he said.

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## **NJPCA Community Health Centers Directors of Nursing (DON) form Statewide Working Group**

Acknowledging the success of other statewide groups, several DON requested technical assistance from NJPCA to form their own group. The newly formed NJPCA DON group

held its first meeting in March 2009 at Ocean Health Initiatives, in Lakewood, NJ. The group is used as a conduit to discuss issues, share information and possible solutions. The meeting format varies per meeting, but usually includes a predetermined topic presentation, resource sharing and open discussion.

A previous topic was: "Current health issues and the importance of DON being proactive in identifying the

health needs of the community." Presenters were Dr. Susan Walsh, Deputy Commissioner for the New Jersey Department of Health and Senior Services and Risk Management and Nina Robinson, RN Quality Assurance Program Manager from NJPCA. Minutes were prepared and disseminated to all members. Initial feedback from the group is that the members are finding a great deal of support, resources and ideas to help improve in their own practices.

# Spotlight on National Women's Health Week

Sunday, May 10, 2009, Mother's Day, served as an appropriate day to mark the start of National Women's Health Week (NWHW). The New Jersey Primary Care Association acknowledged the importance of women's health with the 5th Annual Women's Health Advocates Awards Brunch held at the Trenton Marriott. Denise V. Rodgers, M.D., Provost & Executive Vice President for the University of Medicine & Dentistry of New Jersey (UMDNJ) served as the keynote speaker. All were recognized for their leadership, vision and long-term advocacy work for quality health care for women in New Jersey.



*Pictured l. to r. above are: Celeste Andriot-Wood, Tyesha Pichardo, Senator Barbara Buono, Katherine Grant-Davis, Linda Flake, Dr. Denise Rodgers*

The following health advocates were honored as well: Senator Barbara Buono, District 18; Linda Flake, Chief Executive Officer of Southern Jersey Family Medical Centers; Tyesha Pichardo, Community Relations Specialist, Health Net of the NorthEast and Celeste Andriot Wood, Assistant Commissioner for Family Health Services, NJ DHSS. Commissioner Heather Howard read

a proclamation from the Governor. A congratulatory letter was read by a representative from Senator Menendez's office.

Approximately 100 guests including state and local officials, community leaders, and healthcare partners attended the brunch honoring these outstanding women advocates.

## FQHCs Call for Restoration

*continued from page 1*

settings and provides patients with a quality comprehensive medical home.

Speakers Assemblywoman Mila Jasey and Senator Ronald L. Rice spoke of the proposed cuts and how they would force health centers to place a moratorium on new patients. This would jeopardize health care for thousands of people who have become unemployed and uninsured due to the present financial crisis.

Three center patients spoke of their long relationship with their community health center and how they would be lost without this very important lifeline.



*Rally participants display their signs above. At left, Senator Ronald Rice speaks about the proposed budget cuts.*

## NHCAC Press Conference

*continued from page 2*

While the state spent \$450,000 to add hours, the savings were significant: The average cost of an emergency room visit is more than \$500, while a clinic visit averages \$140, Irizarry said. When the grant expires this year, the program will continue with \$1.5 million in federal stimulus funding.

Joan Palumbo relies on the clinic in Passaic to treat her 7-year-old son. She may lose her coverage when her divorce is finalized. Because the 46-year-old Clifton woman is self-employed, she would have to spend thousands for insurance on the open market. She hopes Congress passes new laws quickly to lower costs. "I would look at any of these new proposals," she said.

# JEWISH RENAISSANCE MEDICAL CENTER GOES MOBILE! 4

**O**n June 24, 2009 the Jewish Renaissance Medical Center celebrated the arrival of the **Project Dental Opportunities Made for Everyone (DOME)** vehicle, a 38-foot “moving dental and medical center.” With the support of a \$300,000 “Mobile Health Center” grant from the New Jersey Department of Health and Senior Services, coupled with additional corporate support, JRMC launched the operations and deployment of this fully fabricated, state-of-the-art mobile medical command unit.



*From L to R: Deputy Speaker of the General Assembly, Upendra J. Chivukula (Assemblyman, 17th District); Mark Roberts CEO; Dr. Alan Goldsmith President; Daryl Terry, Board President; Mayor Wilda Diaz; Freeholder Mildred Scott; Senator Barbara Buono; Carolyn Fefferman from Senator Menendez office; Dr. Tonya Cook CDO; Q.Nisa Wray - DOME Project Manager*

“Based on research and more importantly, based on our own direct experience, we know the correlation of poor dental health and overall well-being,” states Dr. Alan J. Goldsmith, President/Founder of JRMC. “From this, coupled with the escalating demand for quality dental care, “bringing dental and medical care to our most underserved, high-risk children and families will maximize accessibility and connection to JRMC’s overall sphere of care, particularly for those persons who are disenfranchised or entirely overlooked by the mainstream healthcare system”.



*Senator Barbara Buono with NJPCA's Katherine Grant-Davis*

JRMC will deploy the vehicle at various locations throughout Middlesex County that have direct access to significant volumes of persons who are without consistent access to dental and medical care. JRMC has formed partnerships with homeless service providers; public schools, mental health providers; foster care system; juvenile justice system; public housing authorities; houses of worship; and other key providers.

“The alignment and synergy of the collective resources of government, the corporate sector, healthcare systems, our community will have longstanding impact in providing our most medically vulnerable children and adults with the care and support to improve their dental health and their overall quality of life”, states Mark Roberts, JRMC’s Chief Executive Officer. “We are cutting across organizational and system lines to merge our shared values and principles of serving those in greatest need”. In the first year, JRMC anticipates serving a total of 840 persons, with an increase to nearly 1,400 persons in the second year.

## NJPCA Sponsors Joint Commission Workshop

HRSA and The New Jersey Department of Health and Senior Services are encouraging health centers to become accredited by The Joint Commission. NJPCA is providing support to the health centers to reach this goal. The week of June 22 was a busy one, a three day Joint Commission workshop was held which provided an overview of the accreditation process for health centers. Dr. James A. Martin provided insight into both the accreditation standards and the survey process. However, this workshop is just the beginning, on-site mock surveys are planned for the centers not currently Joint Commission accredited during the next few months. These mock surveys will provide a starting point for the centers in their preparation to meet with the Joint Commission surveyors.



*Joint Commission trainer, James A. Martin, Ph.D., FACHE with NJPCA's Nina Robinson and Zufall Health Center's Pat Weinstein*

# Second Health Center open in Lakewood <sup>5</sup>

The Center for Health Education, Medicine and Dentistry (CHEMED) opened its doors in Lakewood as a licensed Ambulatory Care Center in February of 2008. Its parent company, the Lakewood Resource and Referral Center, a social service referral agency, conceived of the Health Center in order to meet the growing needs of a growing community. As many in the Lakewood community are uninsured or underinsured, the LRRC and CHEMED provide counseling and assistance to those who are most at risk of receiving inadequate care.



In January of 2009, CHEMED received FQHC Lookalike status followed by 330 New Access Point status in March. Under the experienced supervision of its CEO and Medical Director, CHEMED offers Internal Medicine, Pediatrics,

Dentistry, and Behavioral Health. Each of these departments is staffed by practitioners with a wide range of education and experience. CHEMED's mission includes health education as well. Through screenings, lectures and events, CHEMED's message of preventative health reaches adults and children alike.

CHEMED is honored to join the NJPCA and looks forward to collaborating with its members on the delivery of quality healthcare for the State of New Jersey.

## Three NJ Community Health Centers Selected as "High Performers" by Federal Government

**US Health Resources and Services Administration (HRSA) & US National Institute of Health (NIH) Select Three New Jersey Health Centers to Present at "Health Disparities Collaborative (HDC) - High Performers Meeting"**

On June 10, 2009 the New Jersey Primary Care Association (NJPCA) announced that CAMcare Health Corporation in Camden, Eric B. Chandler Health Center in New Brunswick and the Henry J Austin Health Center in Trenton have been singled out by the federal government as "high performers."

Following a national review of health centers, the US Health Resources and Services Administration (HRSA) and US National Institute of Health (NIH) have selected three New Jersey community health centers to participate and present at the Health Disparities Collaborative Conference - "A Harvest of Driver Insights." During the two day conference in Bethesda, Maryland, twenty five of the best and the brightest high performing health center grantees from across the nation have been invited to come together to share outstanding outcomes and develop best practices for national deployment.

"It certainly says a lot about these health centers as well as New Jersey's entire health center infrastructure when three out of twenty five health care centers singled out for this national conference are from New Jersey," said Katherine Grant-Davis, President and CEO, New Jersey Primary Care Association. "No other State in the nation had as many health centers invited to attend this meeting.

Providing New Jersey's most indigent population has been, is, and will always be the primary objective of NJPCA health care centers and its very rewarding to see these centers recognized for that commitment."



*Sarah Gregg from HJA, Sharon Buttress from CAMcare, Beverly Kaminski from EBC ("The Jersey Girls") with Denise Geolot, Director, Center for Quality*

Back in December, 2008 the US Health Resources and Services Administration (HRSA) began a search for Health Center Grantees that had demonstrated excellent performance in quality improvement activities. The HRSA Center for Quality and the US National Institute of Health (NIH) launched a joint initiative to study lessons from high performing health centers that participated in the Health Disparities Collaboratives. One of the goals of this "harvesting" analysis is the dissemination and deployment of best practices for national implementation.

## State Office of Rural Health **updates**

### Annual Rural Health Conference

The NRHA held its 32nd annual Rural Health Conference in Miami, Florida during the week of May 5. There were over 50 session topics including emerging research, successful models of recruitment and retention, veterans' health, cancer prevention and treatment and rural facility designations and management. Attendees were treated to presentations by Dr. Mary Wakefield, the recently appointed head of HRSA in the Department of Health and Human Services and Newt Gingrich, former speaker of the House of Representatives. There were almost 1000 rural advocates and rural providers of care and rural stakeholders in attendance. There were innumerable opportunities for sharing of information and networking among colleagues. The conference was a great success.

### Diabetes Outreach Education

The May Meeting of the NJ Diabetes Outreach and Education System Council took place in the Fitness Center in Vineland. It was extremely well attended with over 19 participants. It had been decided at an earlier meeting the Council would choose

one or two events in the upcoming months to offer their assistance to, providing additional diabetes education and literature at their events. The two events chosen to focus on are the health fair in Vineland and the Bethal Corp



health fair. As these events will take place in the upcoming fall, all arrangements for participation will be worked out by Harry Paraison of Southern Jersey Family Medical Centers and Justine Ceserano of the NJPCA, State Office of Rural Health and the members will be advised accordingly. Members of the Diabetes Outreach Education System (DOES) Council are pictured above.

## **Be Healthy, Be Safe, Be Happy**

NJPCA sponsored an extraordinary program in conjunction with the Grace A. Dunn Middle School of Trenton, and the Office of Women's Health in the Department of Health and Human Services in celebration of National Women's Health Week. The program, **Be Healthy, Be Safe, Be Happy**, was targeted for 7th grade girls at the middle school. There were three workshops focusing upon different aspects of a healthy lifestyle. The program began with remarks by Rodney Lofton, the superintendent of Trenton Public School District followed by remarks from two councilmen from the district in which the school is located and from which many of the students reside.

Mothers, aunts or significant other females were invited to hear Caryl Lucas, the keynote speaker, and enjoy a healthy breakfast with the girls. The keynote speaker emphasized that while the role of the mother may change as her daughter grows older, it remains essential that the mother continues to be active in and play a vital part in her daughter's life. The program was very moving and one could see that all were touched by what was said throughout the day.



*Rodney Lofton, Superintendent, Trenton Public Schools with Caryl Lucas, Keynote Speaker and Workshop Leader, Newark Community Health Center*

# HRSA Patient Safety and Clinical Pharmacy Services Collaborative - Zufall Health Center in Dover, NJ

The Patient Safety and Clinical Pharmacy Services Collaborative (PSPC) is designed to spread leading practices that have been proven to improve patient safety and health outcomes and have successfully implemented clinical pharmacy services. Central to the aim of this Collaborative is providing safety-net organizations and their community-based partners with the tools and skills to improve care, decrease errors and realize cost savings.

During the 18 month process of the PSPC, *Learning Sessions, Action Periods, web training and listservs* are used to measure, report, and track improvement.

The Third Collaborative Learning Session was held in Washington, DC in May 2009. This learning session



*Patient Safety Pharmacy Collaborative Jo-ann Straat, Senior Manager for Public Affairs at Daiichi-Sankyo presents Eva Turbiner, CEO, Zufall Health Center with a check for \$35,000 to hire a part-time, bilingual Pharmacist.*

brought PSPC participants to a new level of learning and became the launching pad for spread. A 4-hour live video conference was incorporated for participating teams who were not able to travel to Washington, DC.

Video clips showcasing PSPC participants' efforts for improvements were used as a part of the third learning session experience. Zufall Health Center in Dover, NJ was one of four teams participating in the PSPC to be videotaped. The videos were used to help demonstrate how teams are working with their partners to:

- Improve Patient Safety as a result of Increased Clinical Pharmacy Services,
- Improve Health Outcomes as a result of Increased Clinical Pharmacy Services, and
- Improve Patient Flow Processes

The video vignettes showed how clinical pharmacy services are being integrated into the delivery system to realize major improvements in patient

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## Camden Citywide Diabetes Collaborative

### **The Camden Coalition of Healthcare Providers Announces Initiative to Improve Community-Based Healthcare Services for Diabetes in Camden**

The Camden Coalition of Healthcare Providers announced on May 18, 2009 the launch of the Camden Citywide Diabetes Collaborative, formed by Cooper University Hospital, Our Lady of Lourdes Health System, Virtua Health, **CAMcare Health Corporation**, Camden-AHEC, **Project H.O.P.E.**, and 6 independent primary care providers. Funded in part by a \$2 million dollar grant from Merck Company Foundation, the Collaborative is a multipronged effort aimed at improving the care of Camden residents with diabetes while reducing over utilization of area hospitals and emergency departments.

Collaborative participants will use the "Care Model" in an effort to reach

their aim of improving healthcare services for Camden residents with diabetes. On June 10, 2009, the Camden Citywide Diabetes Collaborative held its first meeting. Wanda Montalvo, RN, MSN, ANP, Director of Clinical Practice Enhancement, New York State Diabetes Campaign and RWJF

*"Over a five-year period, 6,295 Camden residents made 48,000 visits to city emergency departments and hospitals for conditions related to diabetes. Total charges for these visits exceeded \$1.2 billion." (\*2002-2007 data - Camden Coalition of Healthcare Providers)*

Executive Nurse Fellow, provided an overview of the Care model and discussed the success that she has seen through its implementation in local and statewide systems.

"With the help of the Merck Company Foundation," says Jeffrey Brenner, MD, Medical Director of the Camden Coalition of Healthcare Providers, "the Camden Citywide Diabetes Collaborative is uniquely in position to



*Sharon Buttress, MD from CAMcare Health Corporation welcomes audience to the Camden Citywide Diabetes Collaborative press conference*

directly impact the care of more than 90% of city residents with diabetes."

For more information about the Camden Citywide Diabetes Collaborative, please contact Mark DiFilippo, Project Coordinator, at [mark@camdenhealth.org](mailto:mark@camdenhealth.org) or 856-968-9505

\*Source: Camden Coalition of Healthcare Providers Press Release - Camden Citywide Diabetes Collaborative (May 18, 2009).

# Office of Disaster Planning—Upcoming Events <sup>8</sup>

Contact **Amelia Muccio** at [amuccio@njpca.org](mailto:amuccio@njpca.org) to register.

## Influentia Tabletop Exercise

NJPCA is sponsoring 2 tabletop exercises to review pandemic influenza planning and update plans for H1N1 pandemic.

Influentia 2009 TTX—July 23, 2009, 9 a.m.-12 p.m.

Influentia 2009 TTX—July 29, 2009, 9 a.m.-12 p.m.

The Department of Health and Human Services through the Assistant Secretary for Preparedness and Response (ASPR) funding of the Hospital Preparedness Program specifically prompts the inclusion of Federally Qualified Health Centers in HPP activities including preparedness trainings, exercises, corrective actions and improvement planning. The purpose of *Influentia 2009 TTX* is to provide participants an opportunity to

evaluate current pandemic influenza response plans and capabilities and further identify enhancements for the current H1N1 pandemic. The exercise will focus on the role of FQHCs during a suspicious Influenza Like Illness (ILI) outbreak and the function of their current pandemic influenza plans, SOPs, and MOUs. Finally, *Influentia* provides an opportunity for FQHCs to strategize with peers and identify current areas for improvement.

## Trainings offered at NJPCA (Free and Open to All FQHC Staff) Public Information Training

August 3, 2009 (12-3 p.m.)

This training will discuss the importance and uses of public information during an emergency. Also discussed are National Incident Management System (NIMS) public information components including joint information systems and the joint information

center (JIS/JIC) and where FQHCs fit into this public information system. The second half of the training will be group based and will demonstrate the uses of public information through tangible skills including media briefing, public health messaging, and communicating with stakeholders.

## Psychological First Aid

July 17, 2009 (1-3:30 p.m.)

This training will discuss the concepts of psychological first aid and self care model for FQHC staff during an emergency. Psychological first aid assists FQHC staff with coping skills, self care techniques, and how to communicate with those affected by a crisis. Participants will work through a case based scenario to better utilize the principles of psychological first aid and learn how to effectively manage the stress of an emergency.

## The 2010 Partnership: New Jersey Primary Care Association Partners with the U.S. Census Bureau

**N**JPCA 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.

This partnership is essential because many of the patients who use federally qualified health centers are least likely to be counted in the Census – the homeless, seasonal farmworkers, and other vulnerable populations. It is important to include all U.S. residents in the Census because census data affects how funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more.

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.

The 2010 Partnership, as it is formally known, will engage NJPCA in collaboration with the health centers in advocacy activities for the 2010 Census. In an effort to prepare our health centers for this partnership, a Census Bureau representative attended the planning meeting for National Health Center Week held on May 28th at Neighborhood Health Services Plainfield. Betty Rod, a representative for the southern region, spoke with the group of health center event coordinators and others in attendance about what the partnership entails and ways in which the health centers and their patients can benefit from the partnership. One of the benefits of this partnership is access to sponsorship dollars provided through the Census to purchase give-aways for patients. Health centers can apply for

an amount up to \$2,999 that can be used for give-aways and events where there are Census representatives onsite. Eighteen out of the 20 federally qualified health centers have applied for these dollars.

During National Health Center Week, August 9-15, Census Bureau representatives will be on hand to speak with patients, answer questions and provide clarification on the role of the Census Bureau. They will participate in health fairs, homeless cook-outs, pediatric health fairs, and other events throughout National Health Center Week. NJPCA is working closely with the health centers to ensure that activities are scheduled that involve Census representatives in both the northern and southern regions.

For information on the Census, visit the website at [www.census.gov](http://www.census.gov), or [www.njpca.org](http://www.njpca.org) and click on "The Census is Coming."

# New Jersey Primary Care Association Holds Planning Meeting for National Health Center Week: August 9-15, 2009

New Jersey Primary Care Association “kicked-off” National Health Center Week (NHCW) with a planning meeting that was held in the community room of the Neighborhood Health Center Plainfield on Thursday, May 28, 2009. Close to 30 people representing health centers, Medicaid managed care organizations, and pharmaceutical companies attended this meeting. All will contribute to the success of National Health Center Week in some way, shape or form.



*National Health Center Week Coordinators*

The planning meeting focused on activities and the importance of inviting elected officials and the media to NHCW activities. In attendance this year was Betty Rod, representative for the southern region of the U.S. Census Bureau. Betty briefed the group on the 2010 Partnership in which organizations and agencies around the country will be partnering with the U.S. Census Bureau to ensure that patients and clients are counted in the upcoming census. Through NJPCA's agreement to support the 2010 Census, each health center in attendance agreed to collaborate with NJPCA to support the Census. Ms. Rod discussed the many ways the health centers can get involved and support the Census.

There was a major focus on using National Health Center Week as an avenue through which to provide information to patients about the upcoming Census. This is particularly important because many of our patients are least likely to be counted in the Census, particularly the homeless and migrant populations. “We want to target the community health center patients because many of them are left out of the Census,” says Ms. Rod. “The main message we want to get across is that we are not a reporting agency. We protect the privacy of

those who complete the survey. The second message is that census data affects how funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more. Patients need to understand how important it is for them to be counted.”

Attendees were also encouraged to reach out to community resources for participation in National Health Center Week. These include domestic violence organizations, YMCA, Amber Alert, Child Abuse Prevention, Boys' and Girls' Clubs, and other resources that are beneficial to the patient population.

**“Celebrating America’s Health Centers: Where ACCESS and QUALITY CARE Begin” is our theme for National Health Center Week 2009.** It highlights the record of Health Centers in providing affordable, high quality, cost-effective health care to all people, regardless of ability to pay. In accordance with this theme, NJPCA will sponsor a kick-off outdoor event on August 10, 2009 where patients will testify about the positive impact the health centers have had on their lives. Elected officials, health center staff, and others will be in attendance at this fun-filled event.

This year’s Health Center Week also sets aside two days to focus on special populations who are often left outside of the mainstream health care system. Health Care for the Homeless Day will be observed on Wednesday, August 12th, followed by Farmworker Health Day to be observed on Thursday, August 13th, 2009. Cook-outs for the homeless will be held at Zufall Health Center, Metropolitan Health Center, Newark Homeless Health Care, AtlantiCare Health Services, and Project H.O.P.E. Southern Jersey Family Medical Centers and Community Health Care, both of which serve the migrant population, will be holding events to highlight Farmworker Health Day. For a list of upcoming events in New Jersey during National Health Center Week, visit the website at [www.healthcenterweek.org](http://www.healthcenterweek.org). Events are added to the website as they are scheduled and submitted to NJPCA.

We invite you to join in the weeklong celebration at our health centers around the state. For more information on National Health Center Week, contact Leslie Morris at [lmorris@njpca.org](mailto:lmorris@njpca.org), or by phone at 609-689-9930, Extension 20.

# Two New Networks Formed Through NJPCA

With the assistance of NJPCA, two new networks have formed that will allow health center staff to share resources, exchange ideas, and hold regularly scheduled meetings.

North Hudson Community Health Center, Ocean Health Initiatives, Henry J. Austin Health Center and Jewish Renaissance Medical Center.

The Facilities Managers Network was formed to promote the sharing of information on common problems, solutions, and opportunities associated with operations, maintenance, and construction of facilities. The first meeting was held on June 8 at NJPCA with the following health centers represented: Newark Community Health Center, Neighborhood Health Center Plainfield,

The Health Center Event Coordinators Network was formed to promote the coordination and sharing of information on health center events both at the local and state levels. The first meeting was held on April 27 and was attended by 15 health event coordinators representing 12 health centers. An important part of the discussion was the potential for shared events locally and regionally.



Health Center Facility Managers



Health Center Event Coordinators

## NJPCA Sponsors Customer Service Training

NJPCA sponsored customer satisfaction training for managers and supervisors from our network of federally quality health centers. Thirty (30) staff members attended this 1 ½ day training on June 17 and 18 at the RWJ Conference Center in Hamilton, NJ.

Using a Train the Trainer model, the workshop focused on communication skills, preparing staff to do the work they have been charged with, understanding the patient, and the impact of cultural and social experiences on patient care and interaction. Group activities followed each component.



Alfreda Rawlings (L), and Brenda Robles Cooke (R), facilitators of the Customer Service Workshop joined by Leslie Morris, NJPCA

On the second day of training, participants were given instructions on implementing the training at their respective health center sites with those who were not in attendance. NJPCA will follow-up in three months with all attendees to determine the effectiveness of this model and lessons learned in implementing the training with other staff members.

Held every two years, the overall goal of these workshops is to assist staff in providing compassionate and culturally sensitive care, in addition to updating staff on best practices in the workplace.

### Spotlight on Andrea Taylor of Neighborhood Health Center Plainfield



Andrea Taylor, RN, graduated from Kean University Magna Cum Laude on May 14, 2009 with a Bachelor of Science Degree in Nursing. She also received two awards from the department of

nursing at Kean University: The Perseverance and Leadership Award. Her other academic achievements are Honor Society of Nursing, Sigma Theta Tau International and Lambda Alpha Sigma for part-time students.

Andrea has been employed at Neighborhood Health Center Plainfield for 12 years. She is the pediatric charge nurse, which entails oversight of the day-to-day operation of the pediatric department and management of two

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# New Jersey Primary Care Association Annual Statewide Quality Improvement Reunion Meeting

The New Jersey Primary Care Association (NJPCA) and its network of Federally Funded Health Care Centers (FQHCs) are committed to improving health care for the patients that we serve. The NJPCA Clinical Quality Program seeks to improve both access and quality by increasing the effectiveness, efficiency, and safety of primary care that is provided to at risk populations at over 100 service sites located in medically underserved urban and rural areas in New Jersey.

The program's vision is to create and sustain a culture of continuous learning, improvement and collaboration in every health center



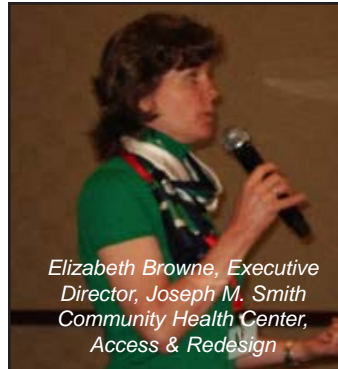
Roger Chaufourmier, MHA, CSI Solutions, LLC, "The Business Case" and "Different Models of Quality Strategies"

## Andrea Taylor

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school-based sites. In addition to her duties as a pediatric charge nurse, Andrea coordinates all aspects of the Comprehensive Health Evaluation Program for Children, a project of the Division of Youth and Family Services.

Congratulations to Andrea and to Neighborhood Health Center Plainfield.



Elizabeth Browne, Executive Director, Joseph M. Smith Community Health Center, Access & Redesign

in the state. To this end we hold an annual "Quality Improvement Reunion Meeting" where NJ Community Health Centers come together to learn from the experts, and "Steal Shamelessly, Share Senselessly" from one another in an effort to improve delivery of health care and patient outcomes.

The 2009 Annual NJPCA Statewide Quality Improvement Reunion Meeting was held on May 28th at the Marriott Princeton Hotel and Conference Center in Princeton, New Jersey.



Roger Fuydal, Triton Group Federal Tort Claims Act and Risk Management

The topics for this year's Reunion meeting focused on the Business Case, Risk Managements, Access & Redesign and EMR Implementation.

The following NJ Community Health Centers provided presentations: **CAMcare Health Corporation & Ocean Health Initiative:** EMR Implementation, Before & After Going Live **Metropolitan Health Center, NJDHSS, Hudson County Health Dept.** Tuberculosis Health Center Sighting: A Case Presentation

**Zufall Health Center – The MET Team:** Patient Safety Pharmacy Service Collaborative

Participant evaluations proved this meeting to be the "Best" so far! We wish to thank the New Jersey Department of Health and Senior Services for their continued support and sponsorship for this meeting.



Elissa Director, Literacy Volunteers of New Jersey "Just What the Doctor Ordered?" Communicating with Low Literate Patients & Customers (Part I & II)

## HRSA Patient Safety and Clinical Pharmacy Services Collaborative

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health outcomes and safety. The aim is to have a more integrated local delivery system that is patient centered and able to deliver safe medication use.

Zufall Health Center's MET Team (Medication Education Team) showcased their efforts to provide Clinical Pharmacy Services without having a Pharmacist on site. Improvements in delivery of care related to CPS are attributed to the health center's hard work to bring about improvements in health services and to their successful collaborative partnerships with Goodale's Pharmacy, Saint Clare's Hospital and the NJ Primary Care Association.



Patient Safety Pharmacy Collaborative: I. to r., Linda Whitfield-Spinher, NJPCA, Rina Ramirez and Pat Weinstein, both from Zufall. Back row film crew members with Fred Butler, (4th on r) HRSA Center for Quality, Rockville, MD and the film crew.

## Office of Rural Health Bids Farewell to Henry Gerding



Preparing Henry Gerding for a leisure retirement are Justine Ceserano, Director NJSORH and Linda Anderson, Primary Care Coordinator, BPHC

We said our farewells with lots of good wishes and sadness as Henry Gerding retired from the New Jersey State Office of Rural Health (NJSORH). Henry had been serving as a consultant to the NJSORH for 6 years. During that time his vast experience and expertise served the NJSORH and his colleagues well. While we understand that Henry has many commitments – flying, sailing, skiing and traveling, it is with much regret that we bid him his freedom. We will miss you Henry!

## NJPCA Welcomes New Staff Member Donna Jackson, RN, MBA, FACHE



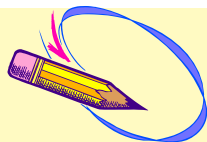
Donna Jackson, RN, BSN, CPN recently joined the staff at New Jersey Primary Care Association, Inc. as a Nurse Case Manager for the “Community Partnership for ED Express Care and Case Management” project. In this capacity, Donna will establish and maintain a close working relationship with the case managers at the two grantee FQHCs, Monmouth Family Health Center and Newark Community Health Center, to ensure timely collection and evaluation of project data.

Donna has worked many years in nursing management. She has recent experience in chart reviews and abstracting information at healthcare sites. She is excited about the project and eager to assist in making a difference.

Donna has a family of four that she enjoys spending time with as well as reading and baking.



## MARK YOUR CALENDAR



## NATIONAL HEALTH CENTER WEEK AUGUST 9-15, 2009

### JULY

**July 23** – UDS, NJPCA Board Room, 9 a.m. -12 noon

**July 23** - Influentia 2009 TTX I, RWJ Conference Center, 8:30 a.m. -12

**July 27** - Quality Assurance Face-to-Face, NJPCA Conference Room

**July 29** - Influentia 2009 TTX II, RWJ Conference Center, 8:30 - 12

### AUGUST

**August 3** - PIO Training II, NJPCA Board Room, 12 - 3:00 p.m.,

**August 6** - NHCW Giveaway Rally, Conference Room

**August 11** - Exec. Committee Mtg., NJPCA Board Rm., 10 a.m.-12

**August 18** - Board Meeting, NJPCA Board Room, 10 a.m.-2 p.m.

### SEPTEMBER

**September 8** - Executive Committee Meeting, NJPCA Board Room, 10 a.m. - 12 noon

**September 15** - Board Meeting, NJPCA Board Room, 10 a.m. - 2 p.m.

**September 18** - Billing Managers Meeting - NJPCA Conference Room, 1 p.m. - 3 p.m.

**September 23** - EMR/HER Conference, RWJ Conference Center, 9 a.m. - 3 p.m.

**September 24** - Social Workers Meeting – NJPCA Conference Room, 12 - 2 p.m.

**September 25** - Facility Managers Meeting, NJPCA Conference Room, 1 p.m.– 3 p.m.

**September 26** - Board Governance Meeting, Forsgate Country Club, 9:30 a.m. - 4 p.m.

**September 30** - P.E. Meeting, NJPCA, 10 a.m. - 1 p.m.

### OCTOBER

**October 1 and October 2**

Corporate Compliance - Board members and their staff, 9 a.m. - 4 p.m., Forsgate Country Club

**October 22** - Risk Management, RWJ Conference Center, Time TBA

NJPCA 20th Anniversary Gala  
Friday, October 9, 7 - 11 p.m.

Hyatt Regency Princeton  
Contact Information:

Donna Zsoldos  
(609)689-9930, ext. 23