



2015-2016

Annual Report



LiveWell
Community Health Center
Live Life Well



Our Mission: Cultivate partnerships and deliver quality health care to strengthen rural communities.

Our Vision: Rural communities free of barriers to live your life well.

Our Goals:

- Monitor the availability and delivery of health care service
- Ensure that all residents are informed about available health and wellness services
- Advocate for the individual, care provider and make an institutional commitment to the health our of citizens
- Hold our communities accountable for their commitment to the health of their citizens
- Provide a unified voice for our communities that will address health needs with agencies and governmental entities beyond our boundaries

Our Values:

- The many voices that speak to us regarding their health care needs
- The right and responsibility of quality health care
- A systems approach to quality, holistic health care
- Accessible, equitable and quality health care services
- A commitment to health education to improve mind, body and spirit
- The promotion of personal and organizational health care achievements
- Collaborations with those who share our values and goals
- A pursuit of constructive change and innovation

Our Code of Ethics:

- Promote the mission and vision of HCC
- Be flexible, versatile and comfortable in a rapidly changing environment
- Respect others and their beliefs
- Be responsible and accountable for your actions
- Be a role model and actively develop others
- Act as a principal steward of the organization's resources
- Promote honesty and integrity within and outside the organization



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Cultivate partnerships and deliver quality health care to strengthen rural communities.
Rural communities free of barriers to live your life well.

In 2008, the Health Care Coalition (HCC) of Lafayette County was made up of two dedicated staff members – backed by a strong board of directors intent on increasing quality access to health care in Lafayette County.

Eight years later, HCC, now called the Health Care Collaborative of Rural Missouri, is staffed by almost 50 employees and is the only rural health care network in the country that owns and operates four Federally Qualified Health Centers (FQHCs). This expansion is a result of carefully executed strategic planning, close attention to community needs and a heart to provide services for the underserved.

Through strategic partnerships, HCC and its Live Well Community Health Centers provide a cadre of programs and services that meet the health care needs of rural communities in the West Central Missouri region. Through its Live Well Community Health Centers in Buckner, Carrollton, Concordia and Waverly, services include:

- Primary medical care
- Oral health care
- Behavioral health care
- Laboratory services
- Health screenings
- Immunizations
- Family planning
- Well child services
- Women's health services
- Prenatal and postpartum care
- Substance abuse services
- Skill training to improve parent-child relationships
- Referrals for psychological evaluations, outpatient therapy or other services

HCC's Rural Health Network community-based programs include: case management, counseling and assessment, health education, transportation, translation services, rural health professional recruitment, ACA Marketplace enrollment, Medicaid and Medicare enrollment, Live Well Connectors, student nursing program (West Central Missouri AHEC), health care advocacy initiatives, Access to Primary Care (Odessa-based program) and health IT.



Passionate about meeting the needs of the underserved.

HCC's service area is home to 78,036 people.

HCC's service area population encompasses all or part of Missouri counties in Lafayette, Carroll, Saline, Ray and Eastern Jackson.

Its target population includes all community members, but places a special emphasis on low-income families and individuals at or below 200 percent of the Federal Poverty Level (FPL).

HCC's service area, which covers 78,036 people, consists of 25,344 individuals who live at or below 200 percent FPL. This constitutes approximately 34 percent of its service area.

Additionally, one in four households in HCC's service area have incomes below \$25,000. Of the 59,997 people who are 25 years old and over, 9.1 percent have a 9th to 12th grade education – but no diploma. (The population holding a bachelor's degree or higher is only 16.1 percent.)

According to a 2012 Behavioral Risk Factor Surveillance (BRFS) survey, individuals with incomes below \$50,000 and education levels consisting of a high school diploma or no diploma, reported a health status of "fair" or "poor". These rates are significantly higher than respondents with higher income and educational levels.

Mitigating the Challenges of Rural Health Care

Health care providers and patients in rural communities face unique health care challenges. While rural residents make up one-fourth of America's population, only about 10 percent of physicians practice in rural areas. Rural residents are less likely to have employer-provided health care coverage and prescription drug coverage, and the rural poor are less likely to have Medicaid compared to urban residents.



"We're in the trenches daily when it comes to overcoming the challenges and intricate nature of rural health care. However, we don't major on the obstacles, instead we remain solution-driven. Through incredible partnerships, a loyal rural health care network and the selfless contributions of our board and staff, we persevere even through the tough times. We are committed to improving rural health care and meeting the needs of all those we serve."

Toniann Richard, HCC Executive Director

“Whether you are a patient, provider, business, a health plan, or a taxpayer, it is in our common interest to build a healthcare system that delivers better care, spends healthcare dollars more wisely and results in healthier people.”

HHS Secretary Sylvia Burwell



With support from our funders, board, staff, partners and consultants, we've worked strategically to assume a vital role in providing quality, accessible and affordable health care in the rural communities we serve.

HCC continues to assess its role and identify opportunities for growth and improvement as a rural health care network and rural health care provider. **Its major goals and strategies are:**

Market and Strategy Driven through programs like
School-based health clinics. Health transportation. Community innovation.

Fiscally Responsible by supporting sustainability efforts through
Network membership recruitment. Patient and community engagement through marketing and outreach.

Quality Workplace Focused by providing an environment that supports
Clinic staff retention and recruitment. Network staff retention and recruitment.

Grounded in Competent and Valued Health Care Practices that
Increase patient encounters. Provide quality improvements and risk management. Promote ER diversion and effective care transition.

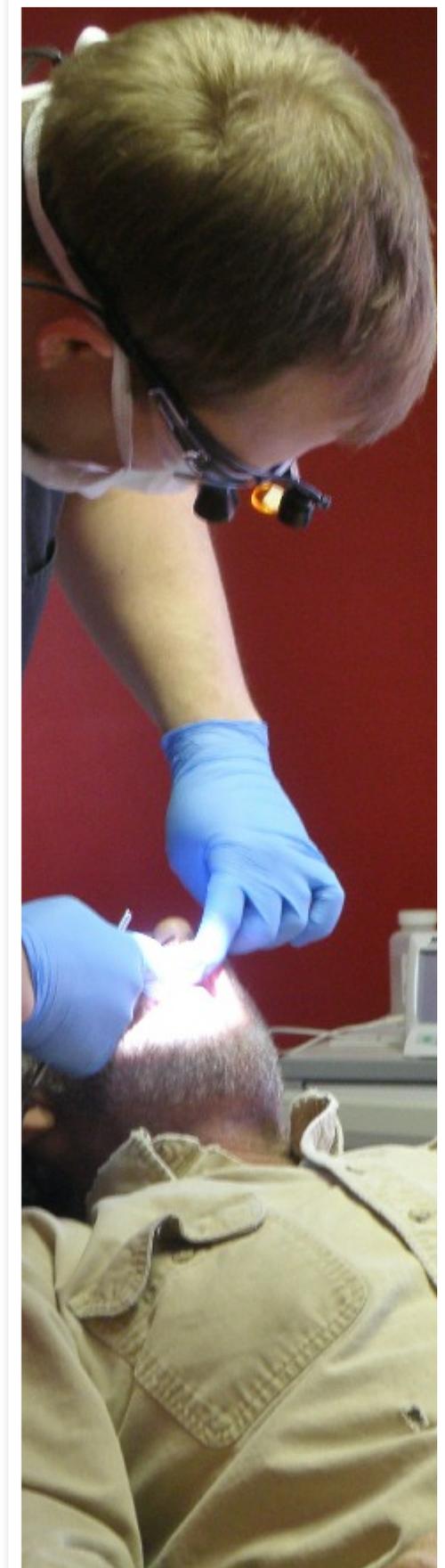
Guided by Rural Health Leadership Standards that are recognized
Nationally. Regionally. Locally.

2015-2016 Grant Awards

Funder		Grant Amount
HCF of Greater KC	\$	174,000.00
HRSA Bureau of Primary Health Care	\$	4,835,498.00
Incarnate Word	\$	18,000.00
Missouri Department of Transportation	\$	106,000.00
Missouri DHSS	\$	100,000.00
PCORI	\$	30,000.00
REACH Foundation	\$	280,000.00
State of Missouri	\$	221,960.00
USDA	\$	100,000.00
USDA	\$	540,000.00

"We realize that the grant dollars entrusted to us are crucial to enhance the lives of those we serve. As a nonprofit, the dollars we receive are recycled back into the community through direct service, program development and implementation, partnership support and employment. We closely steward everything that comes in and everything that goes out. As a nonprofit, we have learned how to operate effectively during lean times. We understand that grant dollars are also hard-earned dollars. We believe in fiscal responsibility and owe a huge debt of gratitude to our funders. For the dollars they grant, allow us to tap into a collective pool of internal and external innovators who are adamant about impacting rural health and social service in a manner that has long-reaching, positive implications well after the dollars are spent."

Cathy Wallace, HCC Director of Operations





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HCC Owns and Operates Four FQHCs in Rural West Central Missouri

HCC is the only rural health care network in the country with Federally Qualified Health Centers (FQHCs).

“These FQHCs help the underserved receive primary, dental and behavioral health care that they may not otherwise receive,” said HCC’s Clinical Manager Paul Kopp. “The bottom line is that these Live Well Community Health Centers in Waverly, Concordia, Buckner and Carrollton are closing gaps that have traditionally existed between quality health care services and the underserved.”

The clinics target health risks like obesity, heart disease and mental health among other conditions. This focus is especially crucial since the prevalence of obesity for the service area is 41.2 percent compared to the 27.6 percent national benchmark. Additionally, high blood pressure is prevalent among almost 40 percent of the service area compared with a national benchmark of 28.7 percent.

Also, cigarette use during pregnancy is at 22.9 percent compared with a national benchmark of 14.1 percent. Overall, 13.6 percent of the service area’s population reported not being able to see a doctor in the past year due to cost.

“Our goal is to take the patient-centered medical home focus that we incorporated in Waverly and Concordia and reinforce this integrated approach to comprehensive care in Buckner and Carrollton,” said HCC’s Amanda Arnold, RN, BSN.

The Live Well Centers of Waverly and Concordia have been designated as Patient Centered Medical Homes (PCMHs) by the National Committee of Quality Assurance (NCQA). A patient centered medical home coordinates patient care to make accessing integrated services easy and seamless.



Pictured below, from top to bottom, are Live Well Centers in Buckner, Carrollton, Concordia and Waverly.





Lafayette County Project Connect

About the program:

A Community Connector is a volunteer or an existing employee of the HCC/Live Well Community Health Center that is trained by HCC staff to assess the needs of an individual and guide them to available community resources. The Connector is responsible for screening an individual's needs for health care or social services to determine the most appropriate direction to available resources.

In 2014, trained Connectors helped 60 different people in Lafayette County find needed resources. Through a series of scheduled followups, there were a total of 130 encounters. In 2015, 202 individuals were reached through this program – exceeding their goal of 200.

In 2016, Lafayette County Project Connect, a program funded by the REACH Healthcare Foundation, is looking to increase its reach to 300 individuals, according to Suzanne Smith, HCC's network development coordinator.

Connectors include volunteers from the following organizations: HCC, Live Well Community Health Centers, Pathways Community Health, Missouri Valley Community Action Agency, Care Connection of Aging Services, Easter Seals Midwest, Lafayette County Health Department, Odessa Community Resource Center, Lutheran Good Shepherd Home, House of Hope, Children & Youth with Special Health Care Needs, & Lafayette County Family Support Division.

HCC's \$4M Economic Footprint Poised for Even More Growth

According to a 2014 economic impact study conducted by Capital Link, the HCC – through its Live Well Centers – saw 2,747 patients. Of those patients, 19 percent were uninsured, 22 percent received Medicaid, 20 percent received Medicare, and 39 percent were privately insured.

The community impact was a reported \$3 million in savings due to access to quality, preventative care.

Additionally, HCC and its Live Well Centers have had a pronounced economic impact in the community. Because of the organization, 39 jobs were created that equated to an economic boost to the tune of \$4,849,863.

“Providing quality primary, dental and behavioral health care services is our main priority,” said HCC Executive Director Toniann Richard. “Our ability to effect the economy in the rural communities we serve is happening by default. Regardless, we are very pleased with the impact we’ve had and look forward to having a strong economic presence in Buckner and Carrollton in 2016.”

HCC now employs almost 50 professionals and has served over 6,200 patients since 2014.



Health Care Collaborative of Rural Missouri

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Live Well Community Health Centers

Buckner: 324 S. Hudson, 816.249.1521

Concordia: 206 N. Bismark, 660.463.0234

Carrollton: 1413 N. Jefferson, 877.344.3572

Waverly: 608 Missouri, 660.493.2262

LiveWellCenters.org