a celebration of 2013
2013 was a wonderful year for the Petaluma Health Center, our patients and our community! Preparation to implement the Affordable Care Act (ACA) locally was a steady focus of many of our activities throughout the year. We achieved our primary goals of educating our community, enrolling local residents in Exchange Plans and the expanded Medi-Cal program, building additional facilities and hiring more physicians, providers and support staff. It was a very rewarding year.

Petaluma Health Center staff provided information on the ACA to the community at several large public events. Within the Health Center, 3,397 individuals received at least two hours of personal assistance to understand and begin the process of enrollment. Our Certified Enrollment Counselors successfully enrolled 558 individuals into Exchange Plans, and 1,636 additional individuals were successfully enrolled in the expanded Medi-Cal program. By the end of 2013, Petaluma Health Center staff had helped 2,194 people receive coverage that now provides them extensive preventive, medical, mental health and hospital services. We helped almost one-third of those we estimate are eligible for new coverage.

In the fall, we opened Petaluma’s first school-based health center, San Antonio Clinic, just in time for the 2013-2014 school year. The on-site center allows safe and convenient access for health care to teens and the surrounding community. In 2014 we will continue to expand our services to reach our community where they work, study, grow and play.

Petaluma Health Center’s Board of Directors, staff, and patient advisory committees will continue to evaluate the needs of the community and respond with sustainable solutions. Our goal is not only to provide our community access to health care, but the ability to have a healthy foundation for a successful life. We draw inspiration from our patients and their unique stories and experiences. It is our patients who drive our mission to provide high quality health care with access for all in Southern Sonoma County. We look forward to serving our community in 2014 and beyond.

In good health,

Kathryn Powell, MSHA, MA
Chief Executive Officer, Petaluma Health Center

2013 Board of Directors:

**Cathy West, MD, President**
Wendi Thomas, RN, CEN, Vice-President
Marc Pounds, CPA, Treasurer
Pedro Toledo, JD, Secretary
Elad Levinson, LCSW, Member
Gloria Robinson, Member
Tony Sarno, Member
Joe Tambe, Member
Mary Celestre, Member
Georgina Warmoth, Member
Jennifer Harrington, Member

**Mission:**

Petaluma Health Center’s mission is to provide high quality health care with access for all in Southern Sonoma County.

“Everyone was very welcoming, kind, helpful, and professional. Dr. Carlin Chi was approachable and excellent. Thank you!” - Karen

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thanks to our generous donors
for supporting our patients and programs in 2013. Your contributions reflect a commitment to the health of your community.

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- The Soiland Family Charitable Fund of Community Foundation Sonoma County
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- California HealthCare Foundation
- CVS Caremark Foundation
- Delta Dental Foundation
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- Health Resources and Services Administration
- National Gardening Association and Jamba Juice
- Kaiser Permanente Marin Sonoma
- Community Benefit
- Kaiser Permanente of Northern California Sonoma County
- Sonoma County Vintners Foundation
- The California Endowment

news & awards:
1. North Bay Business Journal names Petaluma Health Center as one of the Best Places to Work in the North Bay for the fourth time. (8.14.13)

2. Kathie Powell, CEO is honored with a 2013 Nonprofit Leadership Award by the North Bay Business Journal. (1.28.13)

3. The National Committee for Quality Assurance awards Petaluma Health Center with Level 3 recognition, a top honor acknowledging our Patient Centered Medical Home model of care. (1.28.13)

4. Dr. Fasih Hameed is named as a North Bay Business Journal’s Forty Under 40 winner. Dr. Hameed has implemented many innovative ways to expand health care by creating groups that support healthy changes including a chronic pain group, a stress reduction meditation group, as well as spearheading the health center’s 4,000sf garden. (4.29.13)

5. Front page article in the Press Democrat highlighting the new San Antonio Clinic that opened in October, 2013. (10.21.13)

6. Petaluma Health Center is honored as one of 2013 North Bay Business Journal’s Healthiest Companies. (11.25.13)

7. Petaluma Health Center was highlighted in NorthBayBiz for its wellness programs that benefit local seniors. Dr. Todd Finnemore and Wellness Director, Luke Entrup are featured. (12.1.13)

“I’m thankful for Julie Clark, MD. She is incredibly kind and engaged with her patients and put me at ease so beautifully. She cares, it shows.” – Eloise

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2013 highlights:

School-Based Health Centers

San Antonio Clinic is NOW OPEN!

San Antonio Clinic opened in October 2013 and serves the students at San Antonio High School as well as students from schools nearby and the local community. School-based health centers provide services in a trusted, convenient location for students and families. Providing primary care, mental health services, family planning, and other health resources, San Antonio Clinic is open 19 hours each week. San Antonio Clinic staff work closely with a student advisory council that provides insight into how to best meet the needs of their peers.

Coming Soon: Casa Grande Clinic

Casa Grande High School is the site of the second school-based health center projected to open in the Fall of 2014 and will serve the students of Casa Grande High School. The teen years are often a time when visits to the doctor for vaccines and routine illness stop, which is why a campus clinic is so important. Providing a safe place for students to get the care they need, get questions answered and feel supported by the clinic staff will help local youth stay healthy and in school.

“Judy Komatsu, FNP was so excellent! She treated my asthma flare today with compassion and great expertise and care.” – Dimitri
Health Care Reform

Get Covered!

When the Affordable Care Act was signed in 2010, we knew it would be imperative to provide resources not only to our patients, but also to the greater community. Petaluma Health Center employs six certified enrollment counselors that have been trained by Covered California to assist in the enrollment process, answer questions and help people navigate the health care insurance system.

Care and Quality

Nationally Recognized for High Quality

In January, Petaluma Health Center received Level 3 Recognition, the highest level possible, from the National Committee for Quality Assurance for its implementation of the Patient Centered Medical Home. A medical home is an innovative team based approach to providing excellent health care with the patient as the central focus. This achievement is connected to strong care management and quality management programs at Petaluma Health Center.

“I appreciate all you do for our community! I haven’t found a more caring organization, You all make it a truly wonderful experience. Thanks!” – Teresa

phealthcenter.org
the patient experience

wendy & rosalyn:

Rosalyn's daughter Wendy came to Petaluma Health Center in her 20's and referred her mom as a patient. “I was really impressed with the services at Petaluma Health Center and the care I received. The sliding scale option worked well for me, so when my Mom was looking for a new health care home, I knew where to send her.”

Rosalyn followed her daughter's advice and shares, “I was immediately welcomed as a patient, my records were transferred and the Doctor knew my medical history.” As both a resident of Rohnert Park as well as Petaluma, Rosalyn has been a patient at Petaluma Health Center for over 5 years. “Before I became a patient at Petaluma Health Center, I was always seeing different doctors and I was frustrated that I was never sure who I was going to see. At Petaluma Health Center I have my own Doctor.”

Rosalyn has also taken advantage of an Integrative Medical approach which has cured a stomach issue that bothered her for years. “I was finally able to pinpoint my food allergies and I've eliminated stomach problems. I love that Petaluma Health Center is able to combine Eastern and Western medicine. I feel like everything has connected for me.”

adriana:

Adriana and her family first started coming to Petaluma Health Center when they had no insurance. Using the sliding scale option, Adriana was often at the Petaluma Health Center accompanying one of her children or a parent. Now that Adriana and her family have insurance, they continue to receive care at Petaluma Health Center because of the relationships they have built. “I like to come in and see Dr. Danielle Oryn. She’s been our doctor for eight years and I like that we have a relationship. She really knows me and my husband,” Adriana shares.

Adriana recalls a scary situation when one of her children wasn’t getting enough oxygen, a condition that required further medical attention. While she was referred to a facility in Oakland, the wait time was nearly four months. Feeling overwhelmed and concerned for her child, Adriana called the Petaluma Health Center to see if they could help. The staff sprang into action and contacted other local facilities, getting Adriana an appointment that was less than two weeks out. Adriana recalls, “All I had to do was call and the staff immediately found a solution. They worked as a team and made sure that my baby and I were getting the care we needed; I was grateful.” If you ask Adriana about the Petaluma Health Center, she will tell you she is a VIP patient, “I'm thankful for the clinic and all the people that work there to help me and other patients.”

“I wish to thank the Petaluma Health Center staff. My doctor is great, the lab is wonderful and the lady in suite ‘D’ helped me get enrolled in Covered California. Thank you!” – Greg

phealthcenter.org
the facts:

**PROVIDERS 2013**

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td></td>
</tr>
<tr>
<td>Adult and Family Medicine Physicians</td>
<td>14</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>5</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>7</td>
</tr>
<tr>
<td>Nutrition</td>
<td></td>
</tr>
<tr>
<td>Nutritionists</td>
<td>3</td>
</tr>
<tr>
<td>Mental Health</td>
<td></td>
</tr>
<tr>
<td>Psychiatrists</td>
<td>1</td>
</tr>
<tr>
<td>Psychologists</td>
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</tr>
<tr>
<td>Licensed Clinical Social Workers</td>
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<tr>
<td>OB/GYN</td>
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<tr>
<td>OB/GYN Physicians</td>
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<tr>
<td>Certified Nurse Midwives</td>
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</tr>
<tr>
<td>Dental</td>
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</tr>
<tr>
<td>Dentists</td>
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</tr>
<tr>
<td>Total Providers:</td>
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<tr>
<td>Other Medical &amp; Dental Staff</td>
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<tr>
<td>Nurses and Medical Assistants</td>
<td>37</td>
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<tr>
<td>Dental Assistants</td>
<td>9</td>
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**PATIENT VISITS PER YEAR 2013**

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<tr>
<th>Service</th>
<th>Visits</th>
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<tbody>
<tr>
<td>Medical</td>
<td>76,104</td>
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<tr>
<td>Dental</td>
<td>17,368</td>
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<tr>
<td>Mental Health</td>
<td>6,476</td>
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<tr>
<td>Health Education</td>
<td>7,356</td>
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<tr>
<td>Total:</td>
<td>107,304</td>
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**PATIENTS SERVED 2013**

<table>
<thead>
<tr>
<th>Service</th>
<th>Patients</th>
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</thead>
<tbody>
<tr>
<td>Medical</td>
<td>76,104</td>
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<tr>
<td>Dental</td>
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<tr>
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<td>7,356</td>
</tr>
<tr>
<td>Total:</td>
<td>107,304</td>
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**PERCENT OF PATIENTS BY PAYOR SOURCE 2013**

<table>
<thead>
<tr>
<th>Payor Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Medicare</td>
<td>6.53%</td>
</tr>
<tr>
<td>Medi-Cal</td>
<td>7.96%</td>
</tr>
<tr>
<td>Other Public Insurance</td>
<td>48.50%</td>
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<tr>
<td>Other Public Insurance</td>
<td>24.57%</td>
</tr>
<tr>
<td>Self/Pay/Uninsured</td>
<td>12.44%</td>
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<tr>
<td>Total: 21,519 Patients</td>
<td>(unduplicated)</td>
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**REVENUE 2013**

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<tr>
<th>Sources of Revenue</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>Patient &amp; Third Party Fees</td>
<td>$14,941,344</td>
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<tr>
<td>Other revenue</td>
<td>$1,200,130</td>
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<tr>
<td>Grants and donations</td>
<td>$1,140,075</td>
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<tr>
<td>Total:</td>
<td>$17,281,549</td>
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**Direct Clinical Expenses* 2013**

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<th>Expenses</th>
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<tbody>
<tr>
<td>Program services</td>
<td>$11,056,920</td>
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<tr>
<td>Support services</td>
<td>$4,954,547</td>
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<tr>
<td>Total:</td>
<td>$16,011,467</td>
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</tbody>
</table>

*before depreciation

“I want to praise your excellent staff members who interacted with me today. I am so glad I chose Petaluma Health Center for my medical needs.” – Myra

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