




**THE CENTER
OF GOOD
HEALTH**



**Petaluma
HealthCenter**





At Petaluma Health Center, we believe good health care goes beyond just making you better.

It should help you be your best.

SERVICES

- Adult and Family Medicine ■ Behavioral and Mental Health Services ■ Chronic Disease Care ■ Integrative Medicine ■ Laboratory
- Primary Medical Care ■ Dental Services ■ Nutrition ■ Obstetrics and Gynecology ■ Family Centered Birthing ■ Preventive Medicine
- Community Fitness Classes ■ Women's Health Services ■ Community Resource Clinic ■ Health Education Classes ■ Pediatric Care



Dear Friend of Petaluma Health Center:

The year 2011-2012 was momentous for Petaluma Health Center with our relocation to a new, much larger facility. This ambitious expansion gives us additional opportunities to achieve our triple mission: to improve the health of our patients, to improve their experience with our health center, and to reduce the cost of health care.

As national health care priorities shift through the federal Affordable Care Act, we are on the leading edge, serving our community with the best integrative health care services available — a unique combination of traditional Western, complimentary, and alternative medicine.

Our staff continually provides 18,000 patients the best care possible, and since launching an innovative “home team” care approach during the year, we’re getting impressive results — including a significant increase in clinical outcomes for diabetic patients and cancer screening rates.

In our annual report, you will learn about the highlights at Petaluma Health Center, and the significant national, state and local recognitions our programs and employees receive.

We are enthusiastic and proud of what we have accomplished, and will use this momentum to continue introducing new and effective programs to improve the health and well-being of our patients and our entire community,

Wishing you good health in 2012-2013,

Kathie Powell,
Chief Executive Officer, Petaluma Health Center

A handwritten signature in cursive script that reads "Kathryn Powell".

Michael Noel,
Chairman of the Board, Petaluma Health Center

A handwritten signature in cursive script that reads "Michael J. Noel".



Who We Are:



“As a Chief Financial Officer, I take pride in knowing that our employees have great health care benefits and that I can choose any doctor. I look for highly qualified and experienced doctors and I chose Dr. Andrew Ashcroft and Petaluma Health Center to be my primary care provider. I receive outstanding and thoughtful health care from a doctor trained at a leading medical school. The Petaluma Health Center facility is state of the art with a staff that is wonderfully helpful and responsive.”



From my heart I would encourage everybody to get their care at Petaluma Health Center where the health care is ‘best in class.’ When I came to PHC I said, ‘I’m home. This is perfect.’”

— Leon Sheryon,
Chief Financial Officer,
Lagunitas Brewing Company

A Patient-Centered Medical Home

The Petaluma Health Center is a Federally Qualified Health Center (FQHC) providing primary medical care, chronic disease care, nutrition services, dental care, integrative medicine, mental health services and more to residents of Petaluma, Penngrove, Cotati, Rohnert Park and the surrounding areas. Our total service area is approximately 120,000 people. We are organized as a private, non-profit corporation governed by a community-led board of directors.

Our staff members share the goal of offering patients the best possible care, and we are using a new, innovative “home team” care approach.

At the start of each day, doctors, nurses, nutritionists and medical assistants gather for a “huddle” to share concerns and information about patients who will be coming in for appointments. By having a team of providers who know each patient, we can offer the finest services and health education as quickly as possible.

Our care team model is attracting attention from other health professionals, and we’ve proudly shared our approach with other health centers locally and at statewide conferences. We are happy to talk about what we do here, and believe our integrative medicine program and home team model will lead to a healthier — and happier — community.

PHC opens new health center



Hundreds of supporters, community leaders, elected officials, patients and staff gathered for Petaluma Health Center's (PHC) August 2011 grand opening festivities and ribbon cutting at its new 53,000 square foot location.

The celebration featured children's activities, health screening, building tours, live music and dance performances, and healthy, delicious food.

The ribbon cutting featured remarks by PHC's Chief Executive Officer Kathie Powell, PHC Board President Michael Noel, California State Senator Mark Leno, State Assemblyman Jared Huffman and others.

The ambitious expansion made it possible for PHC to accommodate 25% more patients, increasing exam rooms from 31 to 44. PHC gained capacity to

“We wanted a place where patients could come to get healthy and employees would feel good about their workplace.”

— Dr. Nurit Licht

serve as a medical home for up to 21,000 southern Sonoma County and northern Marin County residents, many of whom have low or moderate incomes. The expansion also makes it possible for PHC to increase from 1,300 dental patients to more than 4,000.

At the direction of PHC Building Project Manager, Daryl W. Johnson, the center was designed by DES Architects + Engineers, and the Petaluma-based Midstate Construction Company coordinated the

extensive remodeling of the building. It was the largest Petaluma construction project underway in 2011 and at the peak of activity employed 75 construction and related workers.

Funds for the building project came primarily from an \$8.9 million federal stimulus grant, and nearly \$500,000 in federal funds secured by Congresswoman Lynn Woolsey. Additional support came from \$5 million tax-exempt bonds.

Dr. Nurit Licht, PHC medical director, was closely involved in planning the facility, and consulted with architects and designers to create a healing environment fostering patient health and high morale and pride among staff.

Innovations in Integrative Medicine



Mind – body healing

Along with diet, nutrition and exercise PHC offers a wide range of mental health services including child, adolescent and adult psychiatry, psychotherapy, and neuropsychology to help patients manage depression, anxiety, stress, chemical dependency, major mental illness, relationship and family problems, and other common mental health issues. Our integrated behavioral health program teaches patients how to change actions, habits, and beliefs and thoughts that are negatively impacting their health. PHC mental health practitioners also partner with our primary care providers to offer wellness programs and classes for groups.

PLAY group

Petaluma Loves Active Youth (PLAY) inspires children at risk of obesity and their families to make healthier food choices, eat more nutritious meals, and incorporate physical activities into their daily routines. Families meet weekly with PHC staff, including a physician assistant, health educator, and nutritionist. This unique program received a \$10,000 grant from Kaiser Permanente to bring PLAY participants to the Petaluma Bounty Community Farm, where they picked fruit and vegetables, learned how to prepare them, and received a take-home box of produce.

Garden installation

With the planning, support and labor of local non-profit Daily Acts, volunteers from PHC, staff and friends, we constructed a new 4,000-square-foot vegetable garden as the signature project of Petaluma 350, a citywide effort to promote sustainability and green living. The garden is providing vegetables to our patients and is a key nutrition education tool for our pediatric obesity patients and others.

PROGRAMS AND CLASSES FOR GROUPS ■ Group Acupuncture ■ Community Resource Clinic ■ Yoga ■ Prenatal Education and Exercise ■ Zumba ■ Meditation ■ Anxiety and Depression Reduction ■ Taking Charge of Your Health ■ Chronic Pain Management ■ Smoking Cessation



WHO WE ARE:

Physician Assistant Kyla Simpson, patient Zion Freeman

Zion Freeman says he's getting the nutrition facts he needs to stay healthy by participating in Petaluma Loves Active Youth, (PLAY), an innovative weekly pediatric wellness group launched by PHC Physician Assistant Kyla Simpson.

Zion, 11, learns about making smart eating choices and joins with other youngsters, who are at risk for obesity, in physical activities, such as hip-hop dance and navigating an obstacle course.

A key component of the PLAY group is spending time with a farmer and nutrition educator at the Petaluma Bounty Farm to see first-hand how fruits and vegetables are grown, and to learn how to incorporate them into meals. He leaves PLAY each week with a free box of produce for his family. Parents are expected to accompany their children to the PLAY sessions so they, too, will learn new health strategies and share them with their families.

"I've learned about reading food labels, and that at least half of the food on my plate at meals should be vegetables. I think it's great having contact with Kyla and the farmers." –Zion Freeman

"We look forward to coming and getting more awareness about what we eat. There's positive reinforcement, and all of us are thinking about eating healthy," said Kimberley, a Petaluma resident who initially became an OB/GYN patient at PHC prior to Zion's birth.

"We've learned a lot of new ways to incorporate healthy foods into what we eat. I've put lettuce or spinach into our fruit smoothies, and have added

turnips into a potato dish, which tasted delicious," she said.

"I started the group because prevention and wellness are really important components to health care," said Kyla, who has a master's degree in public health.

She said Zion, who was initially shy and hesitant to participate, is now helping to educate other kids in the PLAY group, and he takes pride in his agility and cardiovascular ability.

"They're making behavioral changes as a family," she said. "A big motivation for working at PHC is to contribute to the community I live in and to serve a population which is truly in need of quality health care. Also, I love working with people who share a similar vision," said Kyla.



■ The **WASHINGTON POST** newspaper and the **NATIONAL PUBLIC RADIO** website both write articles about PHC's innovative approach to preventive health care, emphasizing alternative wellness techniques and PHC's youth patients tending to an onsite vegetable garden. Subsequent articles about PHC appear on the **USA TODAY** website, **KAISER HEALTH NEWS** website, and on National Public Radio websites in 13 cities.

■ PHC Physician Fasih Hameed is a featured speaker at a national conference of the **SOCIETY OF TEACHERS OF FAMILY MEDICINE** in New Orleans,

and also organizes a Bay Area Integrative Medicine for the Underserved conference.

■ Elia Solar is selected as Certified Application Assistant of the Year by **CALIFORNIA COVERAGE AND HEALTH INITIATIVES**, a statewide organization. Elia has been personally responsible for securing health insurance for more than 10,000 PHC patients.

■ PHC Chief Executive Officer Kathie Powell is named news website **PETALUMA PATCH'S** "Person of the Year" for 2011.

■ **NORTH BAY BUSINESS JOURNAL** names PHC as one of the Best Places to Work in the North Bay for 2011 and 2012.



■ Kyla Simpson, PHC Physician Assistant and PLAY group leader, is recognized by the **UNITED STATES DEPT. OF HEALTH AND HUMAN SERVICES** and **KAISER PERMANENTE** for her innovative pediatric obesity program and her service to the community.

■ Tim Moran, PHC Chief Financial Officer, is named "CFO of the Year" for 2012 in the nonprofit category by the **NORTH BAY BUSINESS JOURNAL**

■ **ST. VINCENT HIGH SCHOOL FOOTBALL PLAYERS, SONOMA STATE UNIVERSITY WOMEN'S BASKETBALL TEAM AND ALPHA XI DELTA SORORITY** select PHC as a recipient of fundraising drives as part of breast cancer awareness month. Donated funds to be used for breast cancer screening for high risk, low income women who lack health insurance.



Our Highlights

WHO WE ARE:

Family Physician and Medical Director Nurit Licht and patient Kathy Ealy

“People want wellness and prevention programs, we don’t just tell people to take another pill.

We believe in different modalities of care.

A lot of us are idealists and change agents and we are passionate about offering health care in a new way.

— Dr. Nurit Licht
PHC Family Physician
and Medical Director

PHC patient - Kathy Ealy

When Kathy Ealy moved from the East Bay to Cotati five years ago, she was stressed because she didn’t have a team of local doctors and initially commuted back to her familiar physicians and medical specialists for treatment.

She learned about PHC through word-of-mouth, and it’s now her medical home. Ealy has numerous chronic, serious conditions, and she’s appreciative of the personal attention she’s received from her PHC Physician and Medical Director, Nurit Licht, and a team of support staff.

“I’ve had a lot of surgeries, and Dr. Licht knows my medical past and remembers my history,” said Kathy. “When I had brain surgery two years ago, even though she wasn’t part of the surgical team, she checked in

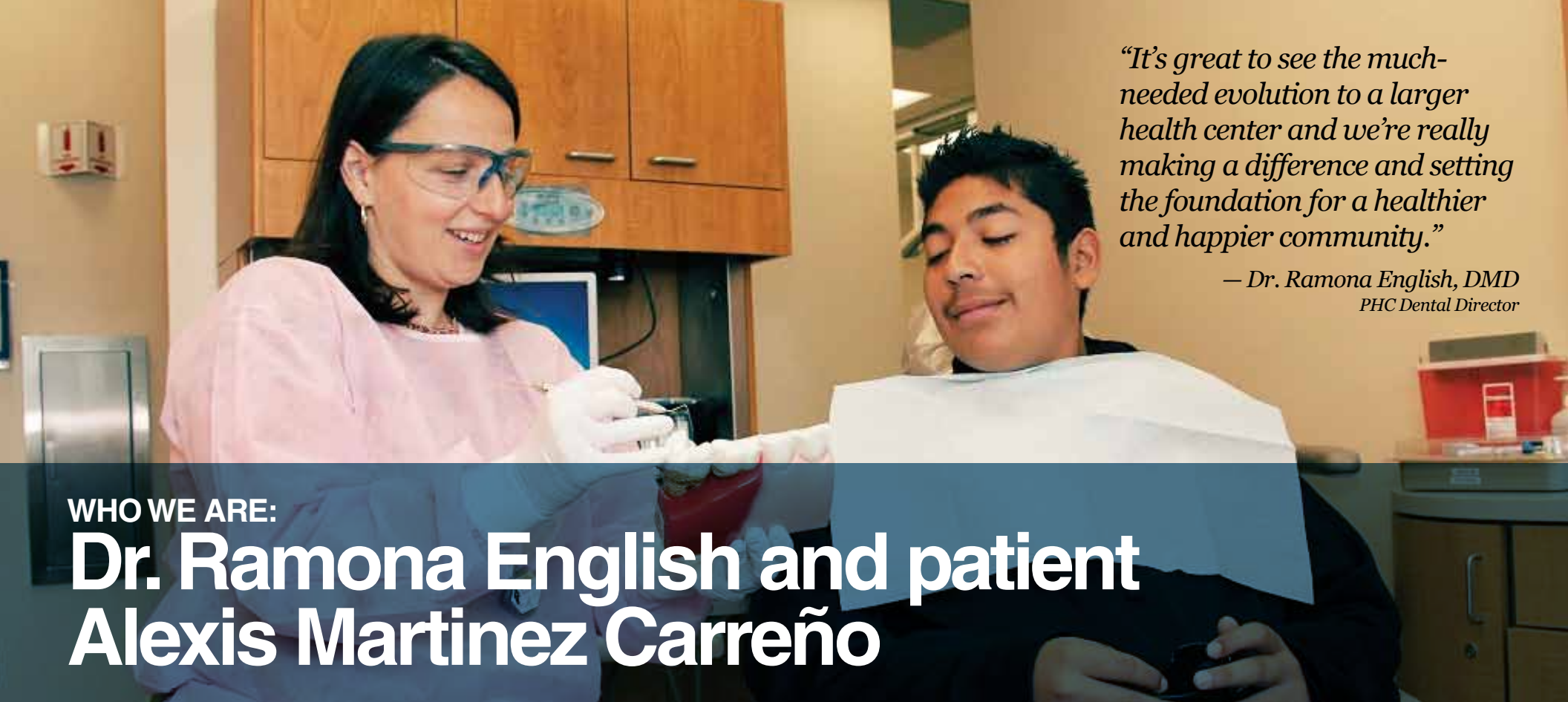
with my family daily. She has a genuine concern that you don’t see often.”

Kathy wants to do whatever she can to be healthy, and she recently joined a PHC education and support group for people who are living with chronic diseases. Dr. Licht said it’s crucial to stay in touch with Kathy since she has significant health challenges and is taking numerous medications, and she’s included Kathy’s family in appointments to help plan her care. “We want to set a standard of doing it right, putting the patient in the center. If you put the patient first, all of the right things will follow,” she added.

“I work here because I want to live and work in a community of people who want to transform health care, and I think PHC is doing that,” she said.

“Kathy is a patient who really needs a high level of coordination of care. A lot could happen that could be really dangerous. She’s a perfect example of our overall mission to give the whole person care. It takes time. Once you build a relationship of trust, then patients are ready to face anything and they feel at ease,”

— Dr. Nurit Licht.



“It’s great to see the much-needed evolution to a larger health center and we’re really making a difference and setting the foundation for a healthier and happier community.”

*— Dr. Ramona English, DMD
PHC Dental Director*

WHO WE ARE:

Dr. Ramona English and patient Alexis Martinez Carreño

Fourteen-year-old Alexis Martinez Carreño was a frightened dental patient when he came to Petaluma Health Center’s dental clinic for the first time in 2007. He felt traumatized by the ordeal he experienced at another dental office, and was anxious about the numerous fillings he needed.

Alexis has had many dental visits at PHC, and with Dental Director Dr. Ramona English overseeing his treatment, he’s now a relaxed and confident patient.

“I was afraid, and now I’m not afraid any more,” he said. “I know it’s important to have my teeth taken care of so I won’t have cavities and bad gums.”

Dr. English incorporates regular dental education in her appointments with patients, and said it’s important to empower them to take responsibility for their home dental care, such as avoiding sugary snacks and soda, and flossing and brushing regularly.

Alexis said he’s eliminated candy and soda from his diet, and is conscientious about taking good care of his teeth. “He’s doing great and it’s nice to see him going from trepidation to being happy. He’s gone from a poor diet to a good diet, and he’s seeing the results,” she said.

Dr. English said she works at the Petaluma Health Center because she wants to contribute her dental services where she’s needed the most.

“I’m using my calling and training to help people who don’t have another place to go for dental care. I like that we can provide high quality and integrated care,” she said.

Dr. English managed PHC’s small dental clinic on Maria Drive since its inception in 2005. Last year, when the health center moved to its new location, the dental clinic expanded from one dentist to four full-time dentists, and from three exam rooms to nine rooms.

In the past year, the clinic saw 3,647 patients who received a total of 13,510 dental visits. More than 2,000 of the patients seen were new.

"Petaluma Valley Hospital is fortunate to have the strong physician leadership and expertise of PHC physicians as members of our medical staff and we look forward to working with PHC leadership to support each other's missions into the future."

— Todd Salnas,
President of St. Joseph Health

Petaluma Health Center stands out as one of Redwood Community Health Coalition's valuable partners, in large part because the Center creates, develops and shares innovative solutions addressing the health and wellness needs of our community.

— Pedro Toledo,
Director of Community and Government Relations
Redwood Community Health Coalition

"Together Petaluma Health Center and Petaluma Bounty improve our community by combining excellent health care and innovative preventive initiatives, such as the Petaluma Loves Active Youth (PLAY) program, and the power of fresh, healthy, affordable food."

— Ruth Persselin, Petaluma Bounty
Programs and Outreach Director

Our Partners

Kaiser Permanente ■ St. Joseph Health ■ Petaluma Valley Hospital ■ Petaluma Health Care District ■ Redwood Community Health Care Coalition ■ Redwood Community Health Network ■ Partnership of California ■ Blue Shield of California ■ The Tides Foundation ■ Health Resources and Services Administration (HRSA) ■ National Association of Community Health Centers ■ United Health Care ■ California Primary Care Association ■ Petaluma Bounty ■ Petaluma Boys and Girls Club ■ Petaluma People Services ■ Petaluma School District ■ Committee on the Shelterless ■ Community Action Partnership ■ County of Sonoma Dept. of Health Services ■ Lagunitas Brewing Company ■ Our wonderful referral network of area medical and dental specialists ■ St. Vincent High School football players and students ■ Sonoma State Women's Basketball Team ■ Alpha Xi Delta sorority

(xpartial list)

"Kaiser Permanente is a true believer in community health centers and the vital role they play in building and sustaining health and wellness. It is through the Center's hard work that so many individuals and families in Southern Sonoma County have a medical home and access to quality primary care."

— Judy Coffey, Senior V.P. / Area Manager
Marin-Sonoma Service Area
Kaiser Permanente

"Petaluma Health Center is a viable asset to our community, providing high quality health care and programs. The Center's integrated model emphasizes health and wellness, and is viewed by other health care providers as best practice."

— Ramona Faith, Chief Executive Officer
Petaluma Health Care District

"The excellent care that Petaluma Health Center provides to underserved members of our community perfectly complements the work being done at Petaluma People Services. Both work in tandem to ensure that those who need assistance, receive it."

— Elece Hempel, Executive Director
Petaluma People Services Center

PHC Fact Sheet



PHC Board Treasurer
Christina Z. Hollingsworth, CPA,
Manager at Pisenti & Brinker LLP

“Petaluma Health Center delivers top-notch care in a financially prudent and fiscally responsible way.

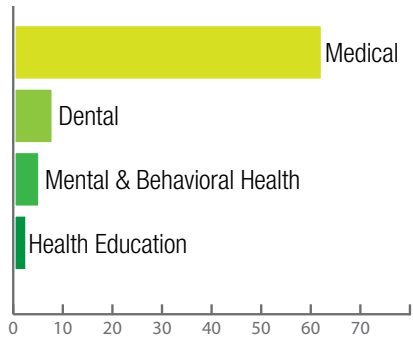
PHC is efficiently managed, with a sustainable business model that supports growth and high-quality health care available to the entire community.”

— Christina Z. Hollingsworth

PROVIDERS		2011
Medical		
Adult and Family Medicine Physicians	12	
Nurse Practitioners	4	
Physician Assistants	3	
Nutrition		
Nutritionists	3	
Mental Health		
Psychiatrists	1	
Psychologists	1	
Licensed Clinical Social Workers	4	
OB/GYN		
OB/GYN Physicians	2	
Certified Nurse Midwives	3	
Dental		
Dentists	4	
Total Providers 34		
Other Medical and Dental Staff		
Nurses and Medical Assistants	36	
Dental Assistants	8	

PATIENT VISITS PER YEAR		2011
Medical	62,593	
Dental	8,255	
Mental & Behavioral Health	5,535	
Health Education	2,985	
Total	79,368	
Patients* Served	23,809	

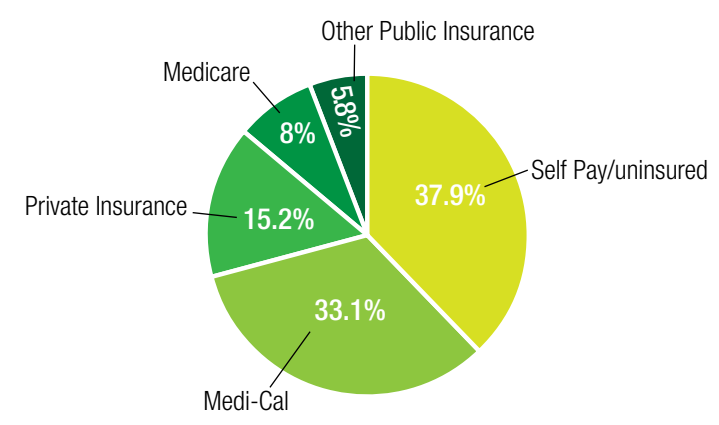
*many patients access multiple services



REVENUE		2011
Sources of Revenue		
Patient & Third Party Fees	12,492,542	
Other revenue	1,165,969	
Grants and contracts	1,027,843	
Expenditures* by Department		
Program services	9,120,545	
Support services	4,669,161	

*before depreciation

PERCENT OF PATIENTS BY PAYOR SOURCE 2011



WHO WE ARE:

Nurse-Midwife Rebecca McLeod-Waldo, patient Nelly Perez and family



“The people I work with have a united vision, and we offer holistic care, preventive services, and help people realize their goals, and stay healthy.”

— *Rebecca McLeod-Waldo*
PHC Nurse-Midwife

When Nelly Perez became pregnant with her second child, it was comforting to know that PHC Nurse-Midwife Rebecca McLeod-Waldo would be overseeing her prenatal care and labor and delivery again.

Nelly, a Rohnert Park resident, initially learned about PHC from a friend, and had her prenatal visits at PHC with McLeod-Waldo during pregnancy with her first child, Jesus, who is now four-years-old.

Last year, she gave birth to Estrella, and “everything went very well,” said Nelly. “I was confident having the baby born with Rebecca there. When I saw her, I felt

relieved. I also followed up with her post-partum,” said Nelly.

She said she appreciated the personalized care she received from McLeod-Waldo and other providers at PHC. In addition, she met with a nutritionist on a monthly basis, and was able to incorporate the dietary recommendations into meals for the entire family.

A holistic approach to pregnancy and post-partum care at PHC involves nurse-midwives, family practice doctors, OB/GYN physicians, mental health professionals and nutritionists, said McLeod-Waldo.

“When women are pregnant, they’re really open to change and improvement. A lot of health education happens, and they’re a conduit to pass it on to everyone in the family,” she said. McLeod-Waldo said it’s gratifying to have continuity of care at PHC.

“I get to see a patient from the moment she finds out she’s pregnant, then see the baby being born, and then see her for post-partum care,” she said.

Mission

Our mission is to provide high quality health care with access for all in southern Sonoma County. The Center accomplishes this mission through collaborative, innovative programs, services and referral resources to meet the economic needs of the entire community.

CENTER FOR GOOD HEALTH

We believe health care should do more than just make you better. It should help you be your best. That's why PHC takes a proactive approach to keeping our community healthy.

PHC's new facility was designed to support its role as a hub for health promotion efforts for the entire community. It includes meeting spaces for education classes and workshops, a movement room for exercise programs and, soon, a demonstration kitchen for nutrition education.

Open, welcoming, inclusive and comprehensive, PHC brings together a wide range of preventive and health sustaining resources from the finest in traditional and Western treatments to the most effective alternative medicine. It's a patient-centered approach focused on helping patients feel better so they can focus on what matters most to them.

2011 Board of Directors

Michael Noel, President

Cathy West, MD, Vice-President

Wendi Thomas, RN, CEN, Secretary

Christina Hollingsworth, CPA, Treasurer

Carmen Diaz, Member

Dorothy Morris, Member

Pat Louks, Member

Vanna McWhinnie, Member

Rob Tomaszewski, Member

Tony Sarno, Member

Jennifer Harrington, Member



Dorothy Morris

Vanna McWhinnie

PETALUMA HEALTH CENTER

1179 North McDowell Blvd.
Petaluma, CA 94954

www.phealthcenter.org
Telephone (707) 559-7500



HOURS

Medical Center:

Monday to Thursday, 8am to 8pm;
Friday: 8am to 5pm
Saturday: 8:30am to 12noon

Lab:

Monday – Thursday: 7:30am to 6pm
Friday: 7:30am to 5:30pm
Saturday: 7:30am to 12noon

Dental Clinic:

Monday – Friday: 8:00am to 6:30pm
Saturday: 8:00am to 4:30pm

Petaluma HealthCenter

From Hwy. 101 heading South:

1. Take the "Penngrove" exit and turn left at the first light.
Cross over the highway.
2. Turn right on North McDowell Blvd. and proceed on North McDowell to Clegg St. Petaluma Health Center is located on the corner of North McDowell and Clegg St.
3. To access the health center parking lot, turn right on Clegg St. and then turn left into the first driveway.

From Hwy. 101 heading North:

1. Take the Central Petaluma exit & turn right at the first light onto E. Washington.
2. Turn left on North McDowell Blvd. and proceed on North McDowell to Clegg St. Petaluma Health Center is located on the corner of North McDowell and Clegg St.
3. To access the health center parking lot, turn left on Clegg St. and then turn left into the first driveway.

**THE CENTER
OF GOOD
HEALTH**