



# ANNUAL REPORT 2013



Care Centered Around You

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PCC is led by a Board of Directors that includes patients and local residents who actively shape the organization.

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### Chief Operating Officer

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### Chief Medical Officer

Paul Luning, MD

### Chief Financial Officer

Patrick Garrick

Dear Friends and Supporters,

At our inception in 1980, PCC Community Wellness Center (PCC) promised “quality care from our family to yours.” This message aligned PCC’s deep roots in family medicine with the needs of the community. While PCC is committed to supporting multigenerational patients within a family practice model, we also understand the need for individualized care, tailored to each patient’s unique situation. Therefore, we continually adapt our services to meet the needs of each patient. Understanding that each person faces different obstacles to receiving healthcare, PCC’s focus has become “care centered around you.”

PCC’s mission and vision were developed with careful strategic planning. PCC’s Board of Directors and management staff established PCC’s Strategic Plan to address the priorities of the organization. Our strategic plan includes goals based on four main issues: High Quality, Accessible, and Affordable Healthcare; Fiscal Responsibility; Workforce Development; and Community Engagement. In the 2013 Annual Report, we highlight advancements relating to High Quality, Accessible, and Affordable Healthcare as well as Fiscal Responsibility.

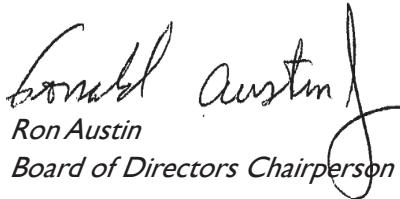
With specific goals for each priority area, PCC carefully and thoughtfully expands facilities and develops programs to meet the specific needs of our patients. For example, our newest health center, PCC Community Wellness Center at Loretto Hospital, serves as an additional resource to underserved residents in the Austin community. Additionally, PCC is preparing to open the Birth Center at PCC in August 2014. This free-standing birth center will be the first of its kind in Illinois, an asset to families seeking individualized care in an alternative, home-like environment.

At PCC, we strive to provide quality care to our patients, their families, and the community at large. Thank you for supporting us in this important mission.

Sincerely,



*Robert J. Urso*  
President &  
Chief Executive Officer



*Ron Austin*  
Board of Directors Chairperson



# Care Centered Around You

In order to provide patient-centered care, PCC introduces new programs that integrate multiple treatment strategies. Diabetes Group Medical Visits, for instance, were introduced at PCC Austin Family Health Center in 2013 in response to the high rates of diabetes experienced in the Austin community.

A complex medical diagnosis such as diabetes requires comprehensive support beyond the immediate medical needs of the patient. Therefore, PCC provides these patients with the guidance of a team that includes a provider, a certified diabetic educator, a registered nurse, and a health educator. Over a period of four months, the team provides medical visits, extensive diabetes education, behavioral health consultations, and group activities in one consolidated session.

These patient-driven sessions are focused on empowering patients to sustain health improvements by teaching them how to self-manage their treatment goals. Therefore, patients set individual goals to lose weight, improve blood sugar levels, and ultimately, complete the full program. Although services are provided in a group setting, facilitators ensure each patient receives the individual clinical attention and social support needed to succeed. Group facilitators acknowledge the many accomplishments of each person's journey to long-term behavior change.

Participating in a Diabetes Group Medical Visit is only the beginning of the journey for many participants. One of the program's first graduates, Shames Islam, entered the group just after his initial diabetes diagnosis in 2013. Shames recounts, "When I had my first episode, I was ill for two weeks; I thought it was the flu. I had no clue that it was from sugar. After that I was so scared that my sugar would go down."

When asked how the group sessions benefitted him, Shames answered, "I didn't know anything, so if I got anything, I got everything! I learned how to count carbohydrates and I learned how to be disciplined in my health management." In under a year, the amount of medicine Shames needs has decreased, but he still must be incredibly meticulous in its administration.

Shames continues to adjust his lifestyle in order to manage the life-long diagnosis. At times, the fear of needing complex medical care is overwhelming, especially when partnered with other life challenges. During stressful times, Shames is grateful for group members who are now like a second family. He says, "We share a short but significant history. I have become really close to a lot of people. I know I can call anyone, even if just to chat." After completing the group session in 2013, Shames continues to visit PCC for his healthcare. He has been active in supporting other group members by attending graduation ceremonies and sharing his story.



# High Quality, Accessible, and Affordable Healthcare

## Patient-Centered Care

In August 2013, the National Committee for Quality Assurance (NCQA) recognized five of PCC's health centers as Patient Centered Medical Homes (PCMH). PCC Austin, Lake Street, South, and West Town Family Health Centers achieved PCMH Level 2 recognition and PCC Salud Family Health Center achieved PCMH Level 1 recognition. In August 2014, PCC Austin and Lake Street Family Health Centers advanced to achieve Level 3 recognition. PCC anticipates achieving PCMH level 1 recognition at PCC at Loretto Hospital and PCC Melrose Park by the end of 2014.

In February 2014, the Joint Commission certified PCC as a Primary Care Medical Home (PCMH). PCMH certification from the Joint Commission is an organization-wide designation and is valid for three years.

Both designations reflect PCC's commitment to patient-centered care. Strategies such as care coordination, team-based care, and electronic health records systems were implemented to better serve our patients. As these initiatives are expanded, we anticipate that more of our patients will benefit.



The orange team at PCC South includes patient care representatives, nurses, medical assistants, and physicians.

## Care Coordination

Care coordination is an essential component of patient-centered care. Care coordinators are invaluable members of the healthcare team, serving as liaisons between patients, outside organizations, and health care providers. Care coordinators focus on patients who need complex medical care, for example, by coordinating referrals for pregnant women and patients with diabetes or depression.

## Team-Based Care

PCC has recently introduced team-based care at PCC Austin, Lake Street, and South Family Health Centers where teams comprised of primary care providers, medical assistants, registered nurses, and patient care representatives provide support to a specific group of patients. Within a team-based care model, each team member works to his or her highest capacity under a defined set of roles and responsibilities to meaningfully contribute to improving patient health. The team-based care initiative will ultimately increase patient volume and satisfaction, improve clinical results, and increase employee satisfaction.

## Electronic Health Records

PCC providers are successfully participating in the Medicare and Medicaid Electronic Health Records Incentive Program to receive incentive payments from the federal government for the "Meaningful Use" of PCC's Electronic Health Records (EHR) system. Included in this initiative was the launch of the PCC Patient Portal, a secure online website that gives patients convenient 24-hour access to personal health information. Immediate access to medical charts and enhanced communication options will empower patients to better understand their health and make choices about how to improve health outcomes.

# High Quality, Accessible, and Affordable Healthcare



*“Dr. Baldoceca was a mentor and role model for me. She is an example of the physician and colleague that we all strive to be. Her patients know her to be deeply committed to social justice and to individualized care centered around them.”*

*– Dr. Amelia Ryan, MD, Alum of PCC’s Community Health Fellowship program*

## Committed to Community

*Dr. Blanca Baldoceca, PCC South Medical Director*

Blanca Baldoceca, MD, has traveled near and far and back again to PCC. Dr. Baldoceca developed a deep passion for volunteerism and community service while in college. For example, she helped construct a maternity unit in Ghana and coordinated a lead poisoning program as an AmeriCorps member with the Chicago Health Corps.

Her passion for service continued as she completed medical school at the University of Illinois at Chicago and completed two residency programs. Dr. Baldoceca then joined the PCC family at PCC Salud Family Health Center. Realizing that she had a passion beyond clinical medicine, she left Chicago to receive a Masters in Public Health from Harvard University in Boston. “I always had an interest in public health.” Dr. Baldoceca explains, “What we do is important on a person to person basis, but some of the big issues for health are population based. I wanted to figure out if there was a way to bring those themes together.”

Dr. Baldoceca returned to PCC for a short time before traveling abroad to serve as a volunteer physician in Peru. In Peru, she was able to further understand the importance of truly knowing the community she was serving. “It seems self-explanatory, but the better you know the community’s needs and assets, the better you can develop ways to care for them that will be beneficial and accepted.”

After her travels to Peru, Dr. Baldoceca returned to PCC and soon became the Medical Director at PCC South Family Health Center. When asked why she keeps returning to PCC, Dr. Baldoceca explains that she is attracted to PCC’s model of full scope family medicine, one that allows her to participate in primary care for patients throughout their lifespans. Dr. Baldoceca says she loves the welcoming environment at PCC health centers and appreciates that it is the mission of each person at PCC to provide great care.

# Fiscal Responsibility

## Secure Foundations to Improve Access

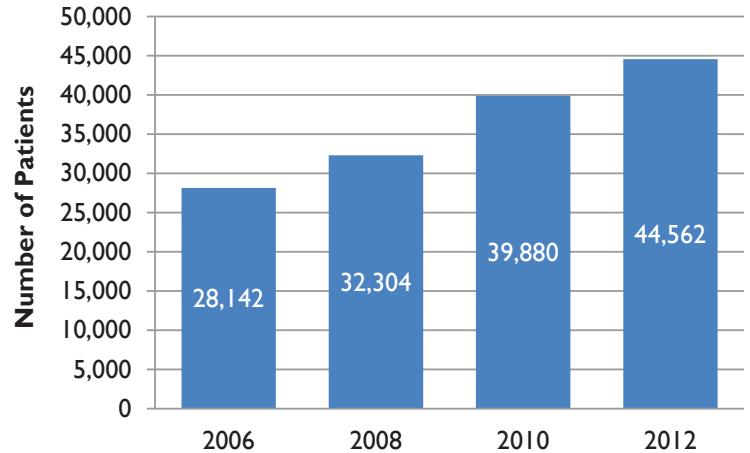
PCC is committed to responsible stewardship and recognizes the importance of fiscal viability. In order to meet the needs of the community, PCC must provide services at a sustainable cost. PCC receives federal funds that supplement the costs of providing care to the underinsured community. This relationship allows the organization to expand medical capacity to additional areas and populations in need. Additionally, PCC receives public and private grants to support programs and services.

## Enhancing Facilities

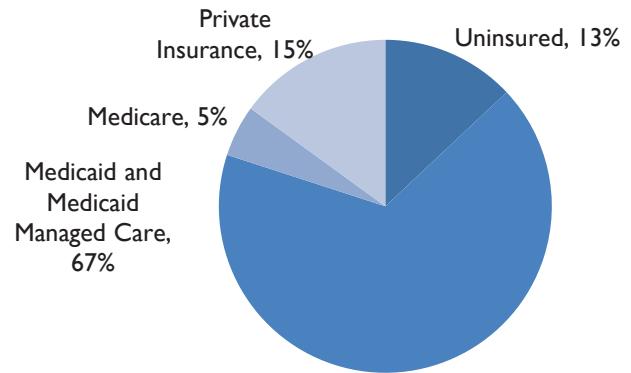
PCC prioritizes facility improvement projects needed to accommodate a growing patient population. Since 2010, PCC has relocated two hospital office suites, PCC Melrose Park and PCC West Town; renovated PCC South and PCC Salud; and enhanced the administrative offices and waiting area at PCC Lake Street Family Health Center. Enhanced facilities utilize spaces effectively in order to provide integrated services for an increased patient volume

During renovations, PCC efficiently utilizes resources in order to make building improvements that provide healthier environments for patients inside and outside of the clinic. During PCC South and Salud Family Health Center renovations, PCC followed recommendations set by the U.S. Green Buildings Council, the preeminent program for the design, construction, maintenance and operations of high-performance green buildings. Construction and design features maximized conservation of energy and resources. By following these strategies, PCC South Family Health Center was LEED® certified to the Gold level while PCC Salud Family Health Center is registered with the certification goal of LEED® Silver. PCC Austin Family Health Center was the first facility at PCC to achieve LEED® Gold, complete with a green roof and a solar hot water heating system.

## Patient Volume



## Payor Mix



PCC Austin Family Health Center, a LEED-certified project, achieved Gold level certification in 2010.



## Growing with Intention

*Patrick Garrick, CPA, Chief Financial Officer*

Oak Park resident, Patrick Garrick, has long recognized the great need for quality healthcare for residents living in nearby Westside Chicago neighborhoods, such as Austin. Patrick remembers when St. Anne's Hospital closed in 1988, the tenth community hospital in Chicago to close during the late eighties. During that time, PCC had already begun to provide care to underserved families. When the organization adapted to meet the need for affordable healthcare in the community, Patrick was there to help.

As a Certified Public Accountant, Patrick has spent the majority of his career in the non-profit healthcare sector. When Patrick joined West Suburban Medical Center in 1991, the hospital was preparing to incorporate the Parent and Child Center as a 501(c)3 organization. Patrick worked closely with Robert Urso and a team at the hospital to transition PCC into a non-profit organization that soon demonstrated it could meet requirements of a Federally Qualified Health Center Look-Alike. With that designation, providers at PCC could benefit from federal support in order to provide care to a low-income population.

After PCC was incorporated, Patrick continued to work as Senior Director of Finance at the hospital, and later as Director of Finance at Presbyterian Homes and Geneva Foundation, a not-for-profit senior living organization. When Patrick returned to PCC in 2013 as Chief Financial Officer, he said it felt like he "came back home." Patrick appreciates the opportunity to once again work with familiar faces, such as several board members and President and CEO, Robert Urso. "It's wonderful to be back, working with people I have a lot of regard for." He believes that PCC delivers outstanding care and is staffed with thoughtful, family practice physicians who treat the whole patient.

When Patrick is not reviewing budgets and financial plans in his office, he likes to find ways to fit his sense of humor into the office. "I believe you should be able to have fun at work." Nonetheless, Patrick takes his responsibility as Chief Financial Officer very seriously, realizing that PCC requires thorough financial planning in order to remain sustainable. "As I was once told, 'No money, no mission,'" recalls Patrick. "I want to help set up a framework that addresses provider and medical aspects as well as achieve long term financial viability. We must meet the needs of patients and do quality work at a cost that we can sustain."

*"I had the opportunity to work with Pat in the early nineties when he was Senior Director of Finance at West Suburban Medical Center when PCC was first incorporated. Having Pat join us at PCC is professionally and personally satisfying. He has made valuable contributions to the organization and I am confident that they will continue."*

*- Robert Urso, President and CEO*

# PCC's Mission

The mission of PCC is to improve health outcomes for the medically underserved community through the provision of high quality, affordable, and accessible primary health care and support services. Anchored with family medicine, we are committed to serving the needs of all people in all stages of life, while we continue to specialize in the delivery of comprehensive maternal and child health services to address this unmet need in our community.

PCC's holistic services address the multiple needs of our patients and break down many barriers to healthcare. PCC provides a sliding fee scale for the uninsured and financial counseling. Additionally, providers and support staff empower patients to take active roles in their health maintenance and make informed decisions about their health.

In order to ensure that PCC remains an integrated healthcare partner within the community, PCC forms partnerships with many community organizations. PCC currently partners with four community hospitals: West Suburban Medical Center, Westlake Hospital, Norwegian American Hospital, and Loretto Hospital. By maintaining these hospital partnerships, PCC is able to exchange information, identify challenges within the community, and increase access to care.

PCC primarily serves the Chicago Westside communities of Austin, Belmont Cragin, Hermosa, Humboldt Park, East Garfield Park, Logan Square, North Lawndale, West Garfield Park, and West Town as well as the nearby suburbs of Bellwood, Berwyn, Cicero, Maywood, Melrose Park, and Oak Park.

According to the U.S. Health Resources and Services Administration, many of PCC's service areas are classified as Medically Underserved Areas where residents lack adequate access to primary care and preventive services.



**West Suburban  
Medical Center**

3 Erie Court  
Oak Park, IL 60302



**Westlake  
Hospital**

1225 W Lake St  
Melrose Park, IL 60160



**NORWEGIAN AMERICAN  
HOSPITAL**

*"...Committed to your health"*

1044 N. Francisco Avenue  
Chicago, IL 60622



**Loretto  
Hospital**

645 South Central Avenue  
Chicago, IL 60644

## Berwyn

PCC South Family Health Center  
6201 West Roosevelt Road  
Berwyn, Illinois 60402  
708.386.0845



## Chicago

PCC Austin Family Health Center  
5425 West Lake Street  
Chicago, Illinois 60644  
773.378.3347



PCC Clinic at Interfaith House  
3456 West Franklin Boulevard  
Chicago, Illinois 60624  
773.533.6013

PCC Community Wellness Center at  
Loretto Hospital  
645 Central Avenue, Suite 600  
Chicago, Illinois 60644  
773.537.0020

PCC Salud Family Health Center  
5359 West Fullerton Avenue  
Chicago, Illinois 60639  
773.836.2785

PCC Walk-In Wellness Center at  
Norwegian American Hospital  
1044 North Francisco Avenue  
Chicago, Illinois 60622  
773.292.8348

## Melrose Park

PCC Melrose Park Family Health Center  
1111 Superior Street, Suite 101  
Melrose Park, Illinois 60160  
708.406.3040

## Oak Park

PCC Erie Court Health Center  
1 Erie Court, Suite 6040  
Oak Park, Illinois 60302  
708.386.1301

PCC Lake Street Family Health Center  
14 Lake Street  
Oak Park, Illinois 60302  
708.383.0113

PCC Walk-In Wellness Center at  
West Suburban Medical Center  
3 Erie Court, Suite 1300  
Oak Park, Illinois 60302  
708.406.3929

PCC West Town Family Health Center  
1044 N. Mozart Avenue, Suite 100  
Chicago, Illinois 60622  
773.292.8300



# PCC's Healthcare and Support Services

## Healthcare Services

- Pediatric and adolescent healthcare that includes well-child exams, immunizations, school and sports physicals, and lead screenings
- Women's healthcare that includes pap smears and breast cancer screenings
- Maternal/child care that includes prenatal care, delivery, and postnatal care
- Adult healthcare
- Senior healthcare
- Family planning, including birth control
- Disease screening, treatment, and prevention
- Primary care for chronic illness, including diabetes, asthma, and high blood pressure
- HIV testing, counseling, and primary care
- Dental services for patients aged six months to 20 years old and prenatal patients
- Behavioral health services



## Support Services

- Linkage and referral to community programs and services
- Linkage to substance abuse services
- Inpatient care at West Suburban Medical Center, Westlake Hospital, Norwegian American Hospital, and Loretto Hospital
- Free books for young children through the Reach Out and Read program
- Transportation assistance
- Medication assistance
- Health education and outreach services
- Free prenatal education classes
- Group medical visits
- Referral to specialist services
- Family support services
- Financial counseling
- Group classes
- WIC referrals
- PCC Austin Produce Market

# What's New at PCC?

## **PCC Community Wellness Center at Loretto Hospital**

With the support of the U.S. Department of Health and Human Services' Health Resources and Services Administration, PCC opened a new health center at Loretto Hospital on February 17, 2014. With the opening of this new site, PCC has two locations in the Austin community. PCC is collaborating with the staff at Loretto Hospital and is expanding its workforce to meet the needs of the center.

At Loretto Hospital, PCC provides comprehensive primary care, as well as integrated behavioral health services for patients at every stage of life. PCC's patients will have access to pediatric care as well as obstetric services that were not previously offered at Loretto Hospital.

## **Birth Center at PCC**

In February 2013, PCC received approval from the Illinois Health Facilities and Services Review Board to open a free-standing birth center at PCC South Family Health Center in Berwyn, IL. PCC is working closely with the Illinois Department of Public Health to ensure the birth center stands as a strong model for future centers. The Birth Center at PCC will open for business in the fall of 2014. PCC anticipates that the birth center will serve up to 100 patients during its first year of operation.

A birth center is an integrated part of the health care system that provides a safe option for qualifying women. Midwifery-led care at birth centers lowers the risk of Cesarean birth and other complications for both mother and baby. Additional benefits include decreased health care expenses and lower patient costs. Certified nurse midwives, an administrative team, and birth assistants will operate the birth center.



# Fiscal Year 2013 Funders and Donors

## \$100,000 and above

Access Community Health Network  
Capital Development Board  
Health Resources and Services Administration  
Illinois Department of Human Services  
Illinois Department of Public Health  
U.S. Department of Health and Human Services  
Westlake Health Foundation  
Westlake Hospital

## \$50,000 - \$99,999

Bureau of Primary Health Care  
Public Health Institute of Metropolitan Chicago  
Lloyd A. Fry Foundation  
Michael Reese Health Trust

Northwestern University—Family & Community Medicine  
Norwegian American Hospital Foundation  
VNA Foundation

## \$10,000 - \$49,999

Aetna Better Health  
Dr. Scholl Foundation  
Grant Healthcare Foundation  
March of Dimes Foundation, Illinois Chapter  
Polk Bros. Foundation  
Prince Charitable Trusts  
Telligen  
The Field Foundation of Illinois  
Village of Oak Park



Providers “prescribe” reading through PCC’s Reach Out and Read program.

Certified Nurse-Midwives are essential members of PCC’s collaborative maternal-child health services.



# Fiscal Year 2013 Funders and Donors

## Up to \$10,000

Alliance of Chicago Community Health Services  
Christian Community Health Center  
Community and Economic Development Association of Cook County - Women, Infants, and Children  
Henry Shein Cares Foundation  
Illinois Chapter, American Academy of Pediatrics  
Illinois Primary Health Care Association  
Midwestern University  
Oak Park River Forest Community Foundation  
Oak Park Women's Guild  
Rotary Club of Oak Park-River Forest  
Aimee Markelz Tracy  
Allison M. Hendron  
Christine J. Geymer  
Eileen K. Dollear

Greg and Shirley Harrold  
Hugh Ingrasci  
Janice Mitchell-Bolling  
Jennifer A. Herd  
Joan M. Clark  
Julie Kipp  
Katrine Vange Keller  
Kristen Ellensohn and Lindsay Salvatore  
Kirsten and Mike Schoenleber  
Maureen Milota  
Patricia Zapor  
Rebecca Tharaud  
Susan L. Conover  
Susan P. Ryan  
Victoria E. Matthews



A patient celebrates successfully meeting her goals at a Diabetes Group Medical Visit graduation ceremony.

PCC Austin Produce Market runs Fridays throughout the summer.



# PCC's Comparative Financials

Fiscal Year 13 (July 1, 2012-June 30, 2013) and Fiscal Year 12 (July 1, 2011-June 30, 2012)

<b>ASSETS</b>	<b>2013</b>	<b>2012</b>
Cash and cash equivalents—unrestricted	\$6,163,192	\$5,336,871
Cash and cash equivalents—restricted	\$111,433	\$1,195,709
Accounts receivable, net	\$2,459,546	\$3,031,660
Accrued interest receivable	\$35,159	\$35,159
Grants and other receivables	\$1,337,691	\$1,429,188
Prepaid expenses	\$262,921	\$273,404
<b>Total current assets</b>	<b>\$10,369,942</b>	<b>\$11,301,991</b>
Long-term note receivable	\$4,720,297	\$4,752,307
Property and equipment, net	\$15,445,206	\$14,783,320
Deferred financing costs, net	\$145,977	\$151,386
<b>Total assets</b>	<b>\$30,681,422</b>	<b>\$30,989,004</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$845,171	\$605,173
Accrued payroll and payroll taxes	\$820,094	\$786,541
Interest payable	\$47,004	\$47,004
Deferred revenue	\$313,075	\$2,202,747
Notes payable, current portion	\$82,251	\$339,536
<b>Total current liabilities</b>	<b>\$2,107,595</b>	<b>\$3,981,001</b>
Accrued vacation	\$693,612	\$668,990
Notes payable, long-term portion	\$9,097,007	\$9,381,721
<b>Total liabilities</b>	<b>\$11,898,214</b>	<b>\$14,031,712</b>
<b>NET ASSETS</b>		
Unrestricted	\$17,864,723	\$12,567,198
Temporarily restricted	\$918,485	\$4,390,094
<b>Total net assets</b>	<b>\$18,783,208</b>	<b>\$16,957,292</b>
<b>Total liabilities and net assets</b>	<b>\$30,681,422</b>	<b>\$30,989,004</b>

# PCC's Comparative Financials

<b>SUPPORT AND REVENUE</b>	<b>2013</b>	<b>2012</b>
Patient services, net	\$17,527,350	\$17,566,634
Grant revenue	\$5,862,480	\$5,965,344
Contributions	\$21,520	\$52,592
Interest income	\$80,750	\$47,677
Rental income	\$0	\$14,783
Other income	\$1,625,422	\$1,171,935
<b>Total support and revenue</b>	<b>\$25,117,522</b>	<b>\$24,818,965</b>
<b>EXPENSES</b>		
Medical	\$17,419,740	\$17,295,406
Grants and contracts	\$904,210	\$525,962
Management and general	\$4,937,284	\$4,707,781
Fundraising	\$30,372	\$37,102
<b>Total expenses</b>	<b>\$23,291,606</b>	<b>\$22,566,251</b>
Net revenue in excess of expenses	\$1,825,916	\$2,252,714
Net assets, beginning of year	\$16,957,292	\$14,704,578
Net assets, end of year	\$18,783,208	\$16,957,292

This data was compiled by an external accounting firm



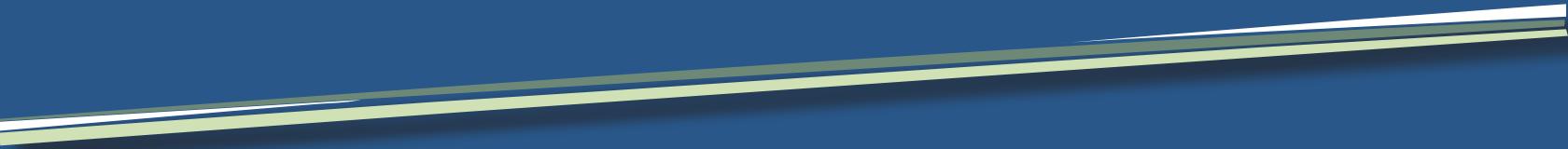
Community Wellness Center

ADMINISTRATIVE OFFICES

14 Lake Street

Oak Park, Illinois 60302

708.383.0113



[pccwellness.org](http://pccwellness.org)