



PIEDMONT
HEALTH
SERVICES



Annual Report

Access

Affordability

Value

Community

Service

Partnership

Heal

Technology

Quality

Commitment

Care





Mission Statement

To improve the health and well-being of the community by providing high-quality, affordable, and comprehensive primary health care.

Vision Statement

A healthy community in which all people have timely access to quality health care.



High quality & affordable healthcare!

We are an organization shaped by our beliefs. Guided by our community board and management team, Piedmont Health seeks to fulfill its mission of ensuring quality healthcare to everyone in our community.



For over 43 years, Piedmont Health (formally Orange-Chatham Comprehensive Health Services, Inc.) has been committed to helping change the lives of everyone in our communities, whether that is through our medical services, dental care, on-site pharmacy, nutrition counseling or disease management. With eight convenient locations, serving 14 counties in the Piedmont region, the health of you and your family is our top priority.

LETTER FROM BOARD CHAIR AND CEO

Dear Friends of Piedmont,

On behalf of Piedmont Health Services, the Board of Directors, staff, and our many supporters and partners, we are pleased to present this annual report for fiscal year 2013. This year marked one of the most significant changes to our health care system with the implementation of the Affordable Care Act (ACA). The ACA provides new opportunities for millions of Americans to enroll and purchase health coverage using online marketplaces.

Despite the usual challenges Piedmont Health faced taking care of our 23,000 uninsured people, we expanded our number of community health centers and saw more patients than ever before (42,067). In spring of 2013 we opened the Sylvan Community Health Center, located on the grounds of Sylvan Elementary School in Snow Camp, NC. Through a unique collaboration with the Alamance Burlington School System we are serving students and staff at the school, as well as members in the community. Piedmont continues to see increased demand for primary care services in several of our service areas and we plan to open a second school-linked site, the Burlington Community Health Center in 2014.

In 2013 we began the second year of our Family Medicine Residency Program at our Prospect Hill Community Health Center. This program is a partnership between UNC Family Medicine and Piedmont Health. The track has become a highly sought-after opportunity in the UNC family medicine residency, attracting the best and brightest medical students from around the country. A primary goal of the residency is to encourage residents to stay and practice in the rural areas of North Carolina. We are excited to announce that the first 2 graduates of the track are staying on as attending physicians at Prospect Hill.

In mid-spring we had a successful site visit from the Joint Commission and were able to maintain our accreditation. Piedmont Health is also in the process of seeking certification as a Level 3 patient-centered medical home, ultimately improving the overall quality of care and increasing patient satisfaction.

With the start of the Affordable Care Act, Piedmont Health received a grant from the U.S. Department of Health and Human Services to help with outreach and enrollment. This is an important initiative for Piedmont, to reach out not only to our patients, but our communities to assist them in understanding the changes in the law and with the online marketplace.

Our SeniorCare PACE Burlington site celebrated its fifth year of service at the close of 2013. Our new PACE site, located in Pittsboro NC, is scheduled to open its doors on January 1, 2014. A ribbon cutting took place including the mayor of Pittsboro and NC Division of Aging and Adult Services Director.

Looking ahead, in 2014 we will upgrade our current electronic medical record to comply with Meaningful Use 2 requirements. As part of the upgrade, we will be rolling out our long-awaited patient portal, allowing patients to connect to their medical records online, view test results, put in for medication refills and communicate more directly with their care team. We hope to secure a site for a third PACE SeniorCare site as well as a Chapel Hill site for a new Community Health Center.

Piedmont Health continues to evolve and adapt as we strive to continually improve the quality of care that we deliver and the health of our communities. Thank you for supporting us in this endeavor.

Stephanie Triantafillou, MPH
Board Chair



Brian Toomey, MSW
Chief Executive Officer



Brian Toomey, CEO



Stephanie Triantafillou
Board Chair



ACHIEVEMENTS

Awards and Honors



Patricia Morales, and Piedmont Health's Migrant Farm Workers Program received the Sister Cecilla B. Abhold Award, presented by Health Outreach Partners, Inc.



Dr. Corbie Smith appointed to an endowed chair of Distinguished Professorship at the University of North Carolina at Chapel Hill

- **Opened Sylvan Community Health Center in Snow Camp, NC**
- **Residency Program Included 2nd and 3rd Year Residents**
- **Reaccredited by the Joint Commission**
- **Second PACE SeniorCare Construction Completed**
- **Implemented the Affordable Care Act (grant funded), Expanding Access**
- **Initiated the LGBT Committee**





INITIATIVES

- Gain NCQA Level 3 Patient-Centered Medical Home
- COO Search and Hire for Organization
- Implement Centricity 12
- Roll out Electronic Patient Portal
- Initiate Innovation Steering Committee
- Launch Alumni Website
- Launch Updated Piedmont Health Website
- Reorganize Health Center Leadership
- Secure Additional BPHC Funding
- Explore Chapel Hill Site for New Community Health Center
- Explore Potential Partner and Locations for Third PACE SeniorCare Site
- Continue Carolina Health Net Grant with UNC Healthcare



Piedmont Health Services:

As your medical home, Piedmont Health will work with you every step of the way to develop the healthcare plan that is right for you, including coordinating specific areas of care, ensuring that you are well-informed about your care and arranging for any referrals to specialists or doctors outside of our network. Our goal is to help you navigate the health care system as easily as possible.

Medical

*Child, Teen, Adult and Senior Healthcare
Women's Health, Wellness, Prenatal Care and
Family Planning
Physical Exams (school, employment, sports...)
Chronic Illness
Minor Trauma
Immunizations and Flu Shots
Laboratory Services On-Site
Medical Staff On-Call 24 Hours a Day*

Health Support

*Care Management
Social Work
Crisis Intervention
Community Referrals
Short-Term Counseling
Patient and Family Education
Substance Abuse Referrals
Farm Worker Outreach
Nutrition*

Dental Care for Adults and Children

*Cleanings
X-Rays
Fillings
Extractions
Teeth Whitening
Root Canals
Crowns
Dentures and Partial*

Pharmacy

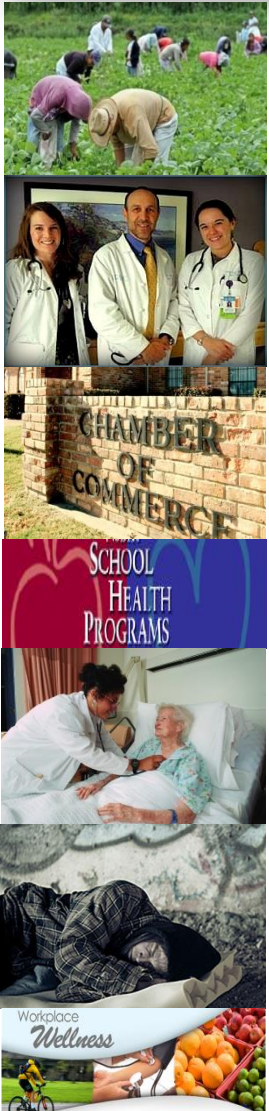
*On-Site Pharmacy
Medication Counseling
Medicare/Medicaid /Most Private Insurance Accepted
Low-Cost Prescriptions*

Medical Nutrition Therapy/Counseling

*Nutrition Education - Women, Infants & Children (WIC)
Breast feeding Support
Supplemental Food Assistance
Diabetes Self-Management Education Classes*



Piedmont Health Programs:



Migrant Farm Workers Program

extends outreach services to thousands of migrant and seasonal farmworkers in several counties, providing comprehensive case management, health education, and other needed services.

Small Business Health Service Program

is a partnership with Chambers of Commerce in our service areas providing affordable health care to un- and under-insured employees and family members of Chamber members.

Carolina Health Net

A partnership between Piedmont Health Services and the UNC HealthCare System to provide medical homes and care coordination to the uninsured in Alamance, Lee, Chatham, Caswell, and Orange counties.

Homeless Services

Collaboration with Inter Faith Council, where Piedmont Health offers an array of services for the homeless men of Community House in Chapel Hill.

Family Medicine Residency Program

A partnership with UNC Family Medicine designed to train family doctors to practice in underserved areas and provide care to vulnerable populations across the state and nation. This is the first of its kind in NC and one of a few trendsetting programs in the nation.

REACH Program

To improve the health and care of patients residing in adult care and assisted living homes, through better assessment, communication and outreach.

Healthy Piedmont Wellness Program

The goal is to help employees live healthier lifestyles across eight sites and 390 employees. The program team consists of a wellness committee and wellness champions at each location.

School Health, School-Link

In collaboration with the Alamance-Burlington School System, Piedmont Health Services hopes to help to improve students' health and academic outcomes.

PIEDMONT HEALTH SENIORCARE

Program of All-inclusive Care for the Elderly (PACE). Our mission is to promote and sustain the independence of seniors wishing to remain in the community. We provide seniors with comprehensive long-term health, social, medical and dietary care. Piedmont Health SeniorCare serves residents of Alamance, Caswell, Chatham, Lee and Orange counties.

Piedmont Health SeniorCare (PHSC) ended 2013 celebrating its fifth year of operations of its first PACE site, located in Burlington. The program had served over 200 program patients ("participants") since opening on December 1, 2008. Several notable achievements from 2013 follow.

- PHSC built its second SeniorCare site in Pittsboro, NC and will open January 2014.
- The Walk and Roll program started with the goal of transporting the afternoon "walking group" into an opportunity for participants to give back to the community, by working as a team to raise funds to be donated to a designated nonprofit/cause.
- A successful focus of work this year was our **skincare program**. Participants are evaluated at their initial assessment and reevaluated throughout the year by the nursing staff to assign risk and prevention of pressure ulcers.
- We continued to be diligent about Fall Prevention.
- We met our 2013 goal of controlling our participants diabetes hemoglobin A1C's, only 5.5% of our diabetic population had a level above 9.
- We had a 100% vaccination rate for participants and staff.

Hospitalizations, Readmissions, and Emergent ER (unscheduled care):

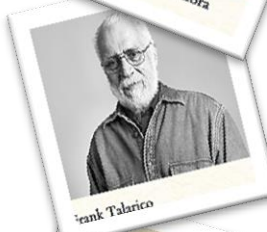
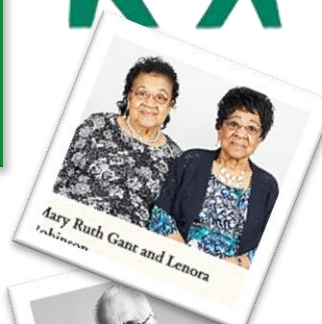
PHSC ER visits per member per month is .14

PHSC hospitalizations per member per month is .16

Total hospital days per member per month is 0.8



Marianne Ratcliffe
Executive Director SeniorCare



Piedmont Health SeniorCare is a unique and complete health care program for seniors. We provide medical and social services while helping seniors live at home.

Participants of Piedmont Health SeniorCare receive an individualized plan of care managed on a daily basis by an interdisciplinary team of providers.

PACE Services:

- Primary and specialty medical care
- Preventative services and education
- Nursing care
- Prescription medications, including home delivery
- Nutritional counseling
- Dental
- Optometry
- Home health and personal care
- Caregiver respite
- Hospital and long-term care.
- Ongoing supportive case management services
- Medical equipment, including wheelchairs & walkers
- Transportation

Piedmont Health at a Glance

The right care at the right place at the right time..

Patients of Piedmont Health

2013 Total Patients 42,017

2013 Total Visits 126,016

2013 Total Prescriptions 271,490

2013 Total (prenatal patient) Births 817

2013 Income - % of Poverty

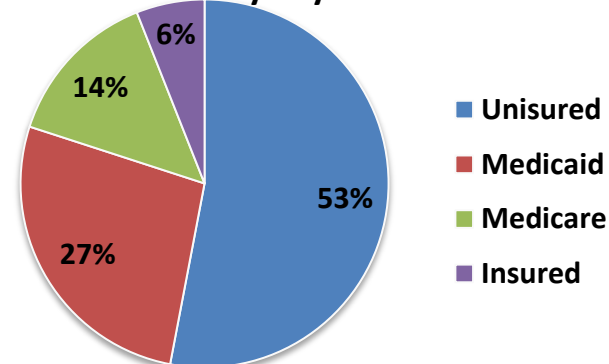
100% and below	32,143	76%
101 - 150%	6,060	14%
151 - 200%	2,895	7%
Over 200%	643	2%
Unknown	276	1%

ASSETS	FY 2013	FY 2012	FY 2011
Total Assets	20,398,721	19,425,567	17,968,480
Total Liabilities	11,295,581	10,109,131	9,045,563
Total Net Assets	9,103,140	9,316,436	8,922,917
Total Liabilities & Net Assets	20,398,721	19,425,567	17,968,480

REVENUE & EXPENSES	FY 2013	FY 2012	FY 2011
Revenue			
Program (Services)	17,644,412	16,224,708	13,904,907
SeniorCare	7,997,352	7,199,661	5,839,766
Grants	6,599,310	6,368,608	6,354,378
Unrestricted Contributions	24,412	38,945	31,289
Other Revenue	2,422,786	4,449,216	3,753,978
TOTAL REVENUE	\$34,682,272	\$34,331,138	\$29,884,316
Expenses			
Salaries and Benefits	22,147,843	20,448,547	17,641,169
Patient Care Contracts	4,479,524	4,144,306	2,906,769
Total Supplies	2,646,595	2,324,482	2,060,686
Indirect Expenses	5,894,009	6,574,516	6,193,907
TOTAL EXPENSES	\$35,167,971	\$33,491,851	\$28,802,531
NET INCOME	(\$485,699)	\$839,287	\$1,081,785
Non-Operating Gains	75,417	621,616	523,916

TOTAL (\$410,282) \$1,460,903 \$1,605,701

2013 Patients by Payer Source





In memory of Mariam Palacio
From: Enrique Gomez-Palacio



In honor of Jane Stein
From: Pricilla Guild



In Honor of Carol Klein
From: Sharon Flicker



In Honor of Tom Wroth
From: PHS Care
Managers & Sherry Hay



FRIENDS OF PIEDMONT!

Gifts make change possible...

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Service League of Chapel Hill

Book Harvest

Ginger Young

*Committed
to
Excellence*

*Putting Community
Back into
Community Health*

*Together
We Make a
Difference*

GRANTS

*AccessCare of Community Care of North Carolina
BlueCross BlueShield of North Carolina Foundation
Carol Woods Retirement Community
Carolina Meadows*

*Covidien/National Association of Community Health Centers
Duke Obesity Prevention Program of the Duke Global Health Institute
Home Health Foundation of Chapel Hill Endowment Fund of Triangle Community Foundation
The Kate B. Reynolds Charitable Trust
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North Carolina Medical Society Foundation
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Town of Chapel Hill
University of North Carolina Health Care System*

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Lydia Mason
Chief Financial Officer
Marianne Ratcliffe
Executive Director, SeniorCare
Carl Taylor
Director, Pharmacy Services

Abigail Devries
Medical Director
Melissa Bishop
Assistant Medical Director
Katrina Mattison-Chalwe
Dental Director
Hannah Adams
Director, HR

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Sandy Warren

Piedmont Health Services, Inc. website:
www.piedmonthealth.org

Piedmont Health SeniorCare website:
www.piedmonthealthseniorcare.org

Piedmont Health Services

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