



# 2012

## ANNUAL REPORT





Piedmont Health Services, Inc.  
Community Health Centers

Carrboro Community  
Health Center  
301 Lloyd Street  
Carrboro, NC 27510  
919-942-8741

Charles Drew Community  
Health Center  
221 Graham Hopedale Road  
Burlington, NC 27217  
336-570-3739

Scott Community  
Health Center  
5270 Union Ridge Road  
Burlington, NC 27217  
336-421-3247

Prospect Hill Community  
Health Center  
140 Main Street  
Prospect Hill, NC 27314  
336-421-3311

Moncure Community  
Health Center  
7228 Pittsboro-Moncure Road  
Moncure, NC 27559  
919-524-4991

Siler City Community  
Health Center  
224 South 10th Avenue  
Siler City, NC 27344  
919-663-1744

Sylvan Community  
Health Center  
7718 Sylvan Road  
Snow Camp, NC 27349

Piedmont Health SeniorCare  
1214 Vaughn Road  
Burlington, NC 27217  
336-532-0000

We are an organization shaped by our beliefs. Guided by our community board and management team, we seek to fulfill our mission of ensuring quality health care to everyone in our community. From an infant getting her first well-baby checkup to a teenager getting a wisdom tooth pulled to a grandpa needing help managing his diabetes – we welcome everyone to Piedmont Health Services.

## 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.*

Piedmont Health was formally incorporated on March 11, 1970 under the name Orange-Chatham Comprehensive Health Services, Inc. (OCCHS). Three key groups partnered to create the business model for the early Piedmont Health centers: the community of Prospect Hill had a need; UNC Hospitals had an idea; and the Joint Orange-Chatham Community Action Agency (JOCCA), under the leadership of Paul Alston, had funding. Piedmont Health was organized to provide comprehensive health care services and education to all in the community, with special emphasis on those who were not receiving proper health care and who lacked access to services.

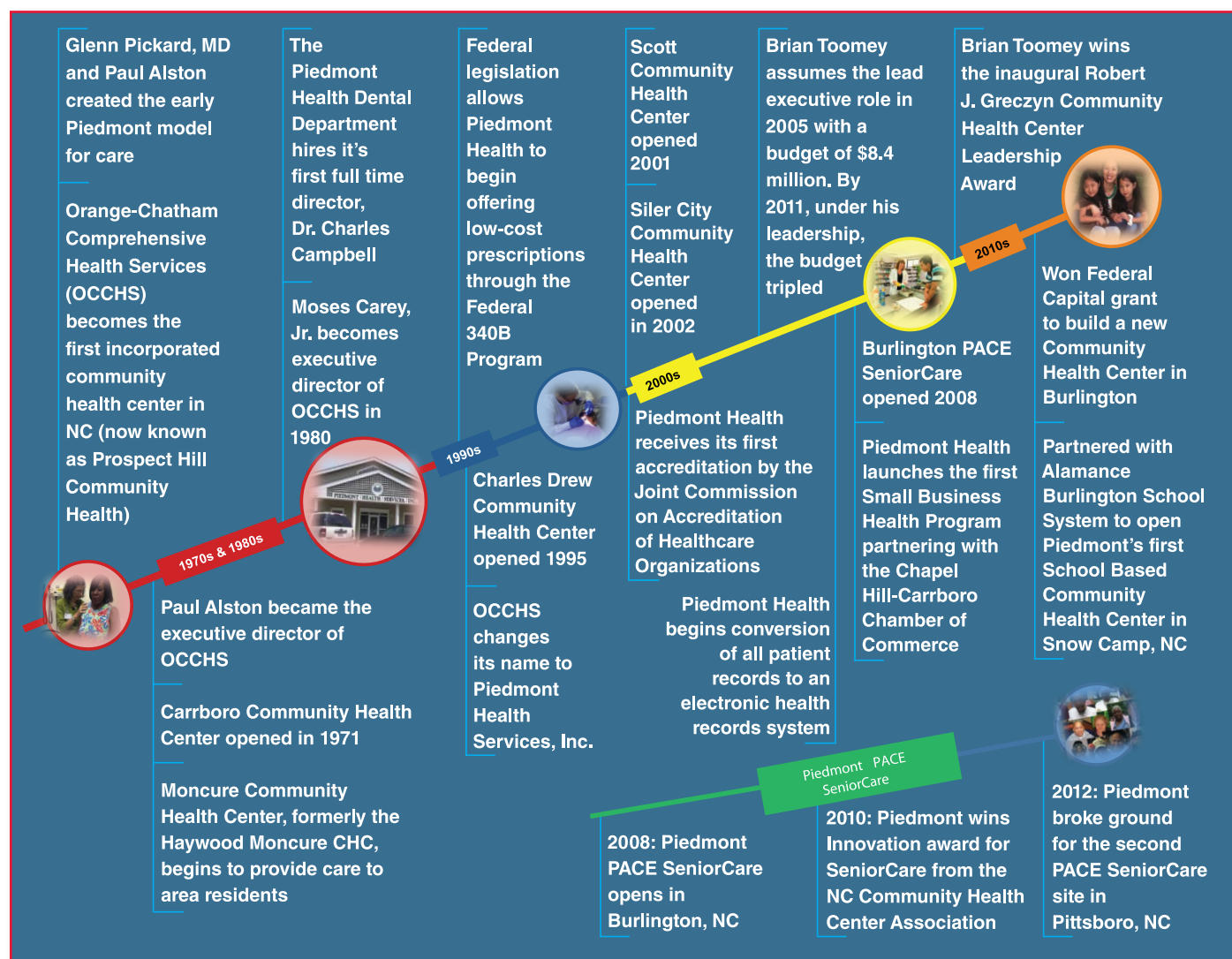
For over 42 years, we have been committed to helping change the lives of everyone in our communities, whether that is through our medical services, dental care, on-site pharmacy, nutrition counseling or disease management. With seven convenient locations, serving 14 counties in the Piedmont region, the health of you and your family is our top priority.

*88 PACE Sites  
in 29 States*

*7 sites in NC  
serving approx.  
650 participants*

### US Statistics:

★ 1,200 Federally Qualified Health Centers   ★ 8,000 Sites in 50 States   ★ 23 Million Patients Served







Stephanie Triantafillou, MPH  
Board Chair

*“As an organization we applaud our staff, community partners, and board for their work, dedication and expertise in providing high quality, patient-centered care.”*

– Stephanie Triantafillou  
Board Chair

Dear Friends of Piedmont,

On behalf of Piedmont Health Services Board of Directors and Brian Toomey, CEO we are pleased to announce our first ever annual report. As we mark our 42nd year of service, despite this time of economic and political change within the health care landscape, it has been an incredible period of growth. We are driven by the challenges set around us and have put in place innovative programs that support our core mission of ensuring that all North Carolina residents have access to high-quality, affordable health care.

In 2012, Piedmont served 40,203 patients, including 8,000 dental patients and filled approximately 270,000 prescriptions through our on-site pharmacies. We continue to serve patients in a way that provides the best care while using donor funds efficiently and responsibly and saving taxpayers money. Our practices allow us to deliver care at substantially lower costs than other ambulatory care settings. In addition to medical and dental care we offer enabling services such as translation, health education and disease management. Care is provided on a sliding fee basis, making it more affordable and encouraging earlier and more continuous care; and keeping our pharmaceutical costs down through such means as participation in the Federal 340B Drug Pricing Program.

In September 2012, Piedmont Health and the University of North Carolina School of Medicine formally launched the Family Medicine Residency Program. This program – the first of its kind in the state – is an example of how Piedmont is working with other organizations to bring the best health care to medically underserved areas of the state.

Piedmont was successful in garnering more than \$1 million in state and federal investments to be used for center renovations and a new community health center in Burlington.

Piedmont broke ground in 2012 on a second Program of All-inclusive Care for the Elderly (PACE) in Pittsboro. When this site is completed, along with Piedmont Health SeniorCare in Burlington, we will serve patients from Lee County to the Virginia border with our PACE programs. These programs save considerable funds for the Medicaid program by allowing senior citizens to remain in their homes rather than moving into nursing homes.

The new facilities in Burlington, Snow Camp and Pittsboro are all scheduled to come on line in 2013. When they do, Piedmont Health will staff a total of 55 medical professionals, 18 pharmacists and 10 dentists.

We also continue to expand our partnerships with small businesses. Under the innovative Small Businesses Health Services Program, which began with the Chapel Hill-Carrboro Chamber of Commerce, participants pay a small, flat rate for each medical visit and, if necessary, for prescription medicines. In 2013, the program will expand to dental services. This program has expanded to four other chambers of commerce in our service area.

Piedmont continues to work with elected officials to ensure the best return on investments to taxpayers' money. We are proud to say that we have had strong bipartisan participation from elected officials at the local, state and federal levels. We also continue to work closely with our foundation partners, the Kate B. Reynolds Charitable Trust, the BlueCross BlueShield of North Carolina Foundation and The Duke Endowment.

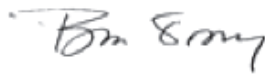
One of the unique features of our community health centers is that they are not only patient-centered but also community-controlled; we are governed by a board of directors that includes members of the community who are users of our services. It makes sense and it is the right thing to do.

We are proud that we have continued to thrive, but we know there is much we plan to do and with your continued support we will continue to serve our patients and our community. With gratitude we look forward to an exciting 2013.

Sincerely,



Stephanie Triantafillou, MPH  
Board Chair



Brian Toomey, MSW  
Chief Executive Officer



Brian Toomey, MSW  
Chief Executive Officer

*"We are proud that Federal health policy envisions an important and growing role for community health centers in the future of our health care system, and Piedmont is ready to meet the challenge."*

- Brian Toomey, CEO





**Abigail De Vries**  
Medical Director

*“Physicians who do their residencies at Prospect Hill are more likely to continue to practice in a rural setting. It is a win-win situation for Piedmont Health and UNC but it also is a win for the community of Prospect Hill and surrounding areas to have local community physicians practicing medicine in their community. That is why we say community health centers offer the right care at the right place at the right cost.”*

It has been a great year for Piedmont Health’s community health centers. With six active sites and new sites set to become operational in 2013, we continue to grow even amid economic instability and political uncertainty. We added nine health care professionals to our medical staff in 2012.

Last year also saw the implementation of the new Family Medicine Residency Program, a collaboration between UNC Family Practice and Piedmont Health. This program is on track to grow from two residents in 2012 to four residents in 2013 and to six in 2014. When fully implemented, the program will result in about 2,200 additional patient visits per year at the Prospect Hill Community Health Center, located in a rural part of Caswell County in central North Carolina.

Piedmont Health continues to improve its overall quality of care and increase patient satisfaction by seeking Level 3 Patient-Centered Medical Home (PCMH) certification. (A Level 3 PCMH enhances accessible, continuous family-centered care using patient-focused care and evidence-based practices).

Piedmont also has collaborated with the Alamance-Burlington School System to create “Student Health Link,” a program to help improve school performance by linking children to a medical home. Piedmont will also open Sylvan Community Health Center, which will care for students and staff of Sylvan Elementary School as well as community members in Snow Camp, NC. Piedmont continues to see increased demand for primary care services in several of our service areas and we plan to open a new health center in east Burlington – the Burlington Community Health Center.

Piedmont Health is planning to roll out several enhancements to our electronic medical records. We will be deploying a patient portal where patients can more easily access health care data. Piedmont has been a leader in the federal ‘meaningful use’ program, adapting and implementing electronic medical records. This will lead to several improvements for our patients, including teaching patients with chronic diseases to self-manage their conditions.

Piedmont Health plans to continue to grow, to strive to build programs, to provide high-quality care that meets the needs of the communities we serve and to improve the well-being of our patients.

A handwritten signature in black ink, appearing to read 'Abigail De Vries'.

**Abigail De Vries**  
Medical Director

Piedmont Health SeniorCare (PHSC) ended 2012 celebrating its fourth year of operations of its first PACE site, located in Burlington. The program had served 170 program patients (“participants”) since opening on December 1, 2008. Our 2012 year-end census was 119 participants. Several notable achievements from 2012 follow.

PHSC purchased property in Pittsboro to build a second SeniorCare site. This site will serve Chatham, Lee, and Orange counties starting in the summer of 2013. Preliminary plans were made with UNC Department of Family Medicine to establish a teaching component at this second site in collaboration with PHSC.

PHSC’s newly developed Transformation Committee focused on the enhancement of its performance dashboard and on efforts to maximize quality as we transition to a multi-site program. In 2012, the program averaged 0.3 ER visits per member per year (PMPY), and 0.5 hospitalizations PMPY. A few other notable outcomes follow.

One year into the program:

- The cognitive function of 65% of PHSC participants improved;
- Depression levels improved in 54% of participants due primarily to attending the day center and having a team attending to their medical and psychosocial needs; and
- Despite the frailty levels of our participants, 20% of participants’ ability to perform Activities of Daily Living improved, whereas 55% remained stable.

PHSC transitioned into a care management model designed to enhance care planning and coordination. Nurse care managers and social work care managers serve as the primary points of contact with participants and family members. In addition, the full staff was divided into three smaller interdisciplinary teams, each managing a smaller number of participants for enhanced continuity. In addition, an electronic care plan software was created as an addition to our electronic medical record (EMR) and we revised the organization of our EMR documentation.

An additional enhancement of our program in 2012 included the creation of “Pathways”, PHSC’s palliative care and end of life services. PHSC also completed its transition of operating transportation services in-house, whereby we now have a fleet of nine vehicles. Two new Providers joined Dr. Jane Hollingsworth on staff: Collette Allen, a Nurse Practitioner (who actually joined us late 2011), and Christina Gonzalez, a Doctor of Osteopathy.

PHSC has been pleased to assist in the formation of the North Carolina PACE Association, focusing on increasing awareness of PACE programs among elected officials and the public, encouraging the development of new programs, and sharing best practices with other PACE programs in the state.

In the year ahead, PHSC strives to remain nimble and open to other opportunities for business expansion that would promote the mission of PHS and PHSC.

Thanks to such efforts, and to the generous support of our partners,

  
Marianne Ratcliffe  
Executive Director SeniorCare



**Marianne Ratcliffe**  
*Executive Director SeniorCare*

*“Our goal is to support the care giver and family and the participant in enabling them to live at home...  
Our focus is on prevention, wellness and quality of life.”*



*Piedmont's  
strength, values,  
and vision lie  
in the talent,  
diversity and  
commitment of our  
leadership*

## Piedmont Health Board of Directors

*Driven by the community our PHS board is  
composed of a majority (51% or more)  
of health center patients who represent  
the population served.*

### Executive Management:

**Brian Toomey**  
*Chief Executive Officer*

**Lydia Mason**  
*Chief Financial Officer*

**Marianne Ratcliffe**  
*Executive Director, Senior Care*

**Carl Taylor**  
*Director, Pharmacy Services*

**Tom Wroth**  
*Medical Director*

**Abigail Devries**  
*Assistant Medical Director*

**Katrina Mattison-Chalwe**  
*Dental Director*

**Hannah Adams**  
*Director, HR*

### Senior Management:

**Evette Patterson**  
*Director, Clinical Services*

**Rebecca Cicale**  
*Director, Nursing*

**Sudha Rathie**  
*Director, Lab Services*

**Connie Bishop**  
*Director, Quality & Risk*

**Marni Holder**  
*Director, Program Development*

**Teresa Wiley**  
*Director, Care Management*

**Heather Miranda**  
*Director, Health Support Services*

**Gloria Brown**  
*Executive Administrator*

**Patrick Florence**  
*Facilities Manager*

### *Officers*



**Stephanie Triantafillou**  
*Durham County  
Board Chairperson*



**Melanie Layton**  
*Durham County  
Community Relations*



**Eleanor Helms**  
*Board Vice Chairperson  
Board Development, Chairperson  
Community Relations*



**Torin Martinez**  
*Orange County  
Community Relations*



**George Pink**  
*Orange County  
Board Treasurer  
Finance, Chairperson  
Strategic Planning, Chairperson*



**Brad McRae II**  
*Wake County  
Community Relations*



**Randy Stewart**  
*Orange County  
Board Secretary  
Finance*



**Beverly Moore**  
*Person County  
Community Relations*



**Delores Ramsey**  
*Orange County  
Community Relations, Chairperson*

### *Directors*



**Karen Barrows**  
*Orange County  
Quality Assurance*



**Ken Reeb**  
*Orange County  
Finance*



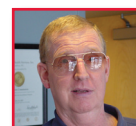
**Victoria Freeman**  
*Orange County  
Quality Assurance, Chairperson*



**Maria "Flori" Sasason**  
*Orange County  
Board Development  
& Community Relations*



**Vivian Gama**  
*Orange County  
Community Relations*



**Sandy Warren**  
*Caswell County  
Quality Assurance*



## 2012 Achievements

- Piedmont Health and University of North Carolina School of Medicine launched the Family Medicine Residency Program
- Renovated Scott Community Health Center in Alamance County
- Renovated the Administrative offices at Piedmont Health SeniorCare in Burlington
- Opened a new pharmacy under our Burlington PACE site that will serve the new Burlington Community Health Center opening in 2013 and the PACE patients
- Expanded pharmacy access / services to include evening hours in three existing PHS locations
- Received over \$1 million in state and federal funds to renovate and create new community health centers
- Collaborated with Alamance-Burlington School System to create “Student Health Link” program and partnered with Sylvan Elementary in Snow Camp, NC to open our first School-Based Health Center
- Secured funding, purchased land and broke ground for Piedmont Health SeniorCare’s second PACE site in Pittsboro, NC
- Expanded the Baby Oral Health Program (bOHP) to serve more patients



## 2012 Awards & Honors

### *Piedmont Health Services*

Selected as Outstanding Pharmacy by the Federal Office of Pharmacy Affairs

### *Debra Markley*

Distinguished master of Advocacy by National Association of Community Health Services

### *Katrina Mattison-Chalwe*

National Association of Community Health Centers Young Leaders Awarded by National Association of Community Health Centers

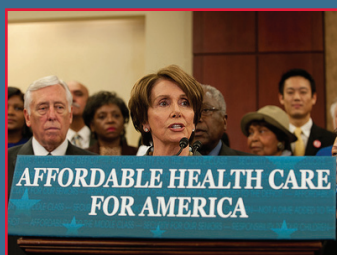
### *Gloria Brown*

Distinguished master of Advocacy by National Association of Community Health Services

### *John Torontow*

Attended the ONC White House Summit in June 2012





## 2013 Initiatives

- Renovate and open Burlington Community Health Center
- Finish the new PACE SeniorCare in Pittsboro set to open Summer 2013
- Explore potential partners and locations for third PACE SeniorCare site
- Explore locations in Chapel Hill for a new community health center
- Open Sylvan Community Health Center in Snow Camp, NC
- Add on-site pharmacy dispensing at the new Sylvan Community Health Center
- Gain NCQA Level 3 Patient-Centered Medical Home
- Implement electronic patient portal
- Implement The Affordable Care Act, expanding access





## PROGRAMS & SERVICES







**Heather Miranda**  
Director of Health  
Support Services



*Our WIC Program  
now offers patients  
and employees  
'VEGGIE VAN'  
(an inexpensive,  
weekly way to  
enrich nutrition  
through locally  
grown produce)*

## Women, Infants and Children (WIC)

A Special Supplemental Nutrition Program for Women, Infants, and Children funded by the United States Department of Agriculture. Services provided under WIC include healthy foods, health care referrals, breastfeeding support and eating tips for you and your child.

### 2013 initiatives include :

- *growing the Baby Oral Health Program*
- *a successful Agency Self-Assessment*

**2012**

*67,200 family  
visits to WIC*



## Medical Nutrition Therapy Services (MNT)

"Nutritional diagnostic therapy and counseling services by a registered dietitian or nutrition professional for the purpose of managing disease."

### Services provided by MNT include:

- *personalized diet coaching*
- *healthy cooking tips*
- *strategies to achieve an ideal body weight*
- *fitness goal setting and nutrition therapy for disease management.*

### 2013 initiatives for MNT include:

- *providing MNT services to 6,000 patients*
- *expanding outreach efforts*
- *initiating a trial Pediatric Obesity Logistic Plan at our Scott Clinic*
- *starting aTrack Program to manage obesity and healthy weight*

**2012**

*1,620  
patients served  
by MNT,  
including  
those at  
Prospect Hill's  
Group Diabetes  
Program*





## Migrant Farm Workers Program

Provides care to meet the needs of smaller densities of farm workers that would otherwise have trouble accessing needed care. In 2012 the program successfully had 2,000 case management encounters with migrant farm workers exceeding the goal by 25 percent and we continue to strive to grow the program for 2013.



**Adria E. Shipp**  
PhD, LPC, NCLSC  
*Manager, Piedmont Health's  
School Health Program*

## School Health

In collaboration with the Alamance-Burlington School System, Piedmont Health Services has created a school health program to improve students' health and academic outcomes. In order to meet the unique needs of different areas of Alamance County, we have three unique programs under development:

- Sylvan Community Health Center  
*A school-based health center in Snow Camp, NC*
- Burlington Community Health Center  
*A school-linked health center in Burlington, NC*
- The Student Health Link Program  
*A care coordinated program at Eastlawn and Sylvan Elementary Schools*

**2012**

*PHS won  
grant for  
School-linked  
Health Center*





**Carl Taylor**  
Pharmacy Director



**Abigail DeVries, MD**  
Medical Director

### MEDICAL SERVICES:

- Child, teen, adult and senior health care
- Women's health, wellness, prenatal care and family planning
- Physical exams
- Laboratory services
- On-site flu shots
- Chronic illness
- Minor trauma
- Immunizations
- Flu shots
- Medical staff on-call 24 hours

## PHS Pharmacy Services

Piedmont Health's pharmacies saw considerable growth in 2012, rising to about 270,000 prescriptions. Fifty percent of Piedmont Health's pharmacy patients in 2012 were uninsured and/or low-income. In three of our locations we expanded nighttime hours and also opened a pharmacy in Burlington to serve the new community health center that will open there.

Carl Taylor stated, "I am proud that we are able to supply medication to patients who normally could not afford it."

Piedmont Health is able to keep costs down through participation in the 340B program, which helps community health centers and other medical providers purchase medication at a lower price. While the average price of a prescription in the United States is more than \$60, our average prescription costs \$10.

### 2013 initiatives include:

- beginning on-site dispensing at the new Sylvan Community Health Center
- adding staff to the new Burlington Community Health Center
- beginning to supply medication to the new Program of All-inclusive Care for the Elderly in Pittsboro.

## Medical

Piedmont Health operates six joint commissioned, accredited community health centers in North Carolina as well as Piedmont Health SeniorCare in providing comprehensive primary care to each patient. All services are offered on a sliding-fee scale based on family size and income, and we accept most major insurances. Piedmont Health is accredited by the Joint Commission on Accreditation of Health Care Orientation (JCAHO). Only about 25% of community health centers are JCAHO accredited.

Piedmont Health continues to grow and provide high-quality care that meets the needs of the communities we serve and improves the well-being of our patients.

### 2013 initiatives include:

- NCQA certification with a Level 3 Patient-Centered Medical Home
- implementing the electronic patient portal
- Joint Commission reaccreditation
- opening three new sites:
  - the school-based Sylvan Community Health Center
  - the Burlington Community Health Center
  - the PACE SeniorCare Center in Pittsboro

**2012**

*Filled over  
270k prescriptions  
at our 6 pharmacies*

*Selected as an  
outstanding pharmacy  
by the Federal Office  
of Pharmacy Affairs*

**2012**

*40,203  
patients served*

*9 new health  
care providers*

## Family Medicine Residency Program NEW PROGRAM

Piedmont Health and the University of North Carolina School of Medicine formed a partnership that will boost medical care in a rural part of Caswell County. The residency program moves forward to bring high-quality, affordable health care to rural areas. This teaching model is the first of its kind in the state of North Carolina.

Under the program, residents will train with community physicians at the Prospect Hill Community Health Center. The plan calls for six total residents by 2015. Dr. Warren Newton, Vice Dean of Education at the UNC School of Medicine, says “this program helps fill a critical need in our country...” and stated that Piedmont Health was an “obvious choice” to partner with.

- *When fully implemented, the program will result in about 2,200 additional patient visits per year at the Prospect Hill Community Health Center.*

**2012**

*Residency Program  
formally launched*



**Amy Rix**  
*Residency Program Coordinator*



**Teresa Wiley**  
*Director of Care Management*

## Reaching out to Enhance Access to Care Homes (REACH)

REACH is a care management initiative aimed at improving the health care of patients residing in adult care and assisted living homes. The program is designed to facilitate improved care management of these patients through better assessment, communication and outreach.

Wiley is passionate about the program’s mission, “It makes my heart feel good when we are able to provide effective continuity and high-quality care at the same time in the comfort of their homes,” she said.

### How it works:

1. Dually-eligible patients are identified through Medicaid claims and Piedmont Health Services electronic medical record. Patients are identified based on their medical condition(s) and health status and prioritized for intervention.
2. Semi-structured interviews are conducted with local area homes to identify the needs and concerns of care-home staff.
3. Once patients are identified, two RN-level care managers perform the following services:
  - Assessment of patients and identification of gaps in care
  - Work with care teams to address identified gaps
  - Develop relationships with each local care home where patients reside, meeting regularly with care home staff to improve communication.

**2012**

*Coordinated care  
and in-home visits  
for 117 patients*





**Katrina Mattison-Chalwe**  
*Dental Director*



**Heidi Cook**  
*Assistant Dental Director*



**Lauria Davis**  
*Dental Clinical Manager*

## DENTAL SERVICES:

- Dental Care for children & adults
- Cleanings
- X-Rays
- Fillings
- Teeth Whitening
- Root Canals
- Crowns
- Dentures

## Carolina Health Net

### *A bridge to health care for the uninsured*

A collaboration between Piedmont Health Services, UNC Department of Family Medicine and UNC Health Care to provide access to affordable primary care (medical, dental, lab, pharmacy, nutrition) for individuals and their families in Alamance, Caswell, Chatham, Lee and Orange counties who do not have health insurance. High cost / high risk uninsured patients who do not have a medical home are contacted by a care coordinator and offered care from one of Piedmont's health centers.

*"Providing medical homes and care to the uninsured"*

## Small Business Health Services Program

This program provides Chamber of Commerce member businesses that are under-insured or uninsured, quality health care at an affordable price. This Health Program covers employees, their spouses and children for quality primary medical care, labs, and pharmacy services at six sites.

Under this program participants can see a doctor for \$60 including on-site labs. Most generic prescriptions can be filled for \$10 and participants can also use the dental services for significantly reduced costs.

*"I was amazed at our employees' grateful reactions to this program" - Briggs Wesche (A Southern Season)*

## Dental

We continue to work hard to uphold Piedmont Health's high standards and to provide the highest quality care to our patients. We continue to find ways to keep our costs down so that we are using our resources as effectively as possible. One way in which we are doing this is by seeking donations whenever possible. Through the Henry Schein grant, we received donations of supplies and materials. We also maximize our resources by cross-training our staff so that dental offices do not slow down when staff is not in the office due to illness, vacation or any other reason. All members of our staff have been certified in radiology, back-office staff has been trained in handling payments, and we are also training staff in coronal (polishing).

### 2013 initiatives include:

- *for practices to grow to more than 8,500 patients (2% annual growth).*

**2012**

*5,700 patients received benefits from PHS bOHP (Baby Oral Health Program)*



## SeniorCare Program of All-inclusive Care for the Elderly (PACE)

Piedmont Health SeniorCare is a Program of All-inclusive Care for the Elderly (PACE) that strives to promote and sustain the independence of seniors wishing to remain in the community. Piedmont Health SeniorCare serves chronically ill residents of Alamance, Caswell and northern Orange counties. Piedmont is developing a new site in Pittsboro that will serve the remainder of Orange County, as well as Chatham and Lee counties starting in late summer 2013. The majority of patients are Medicare/Medicaid-eligible. There are currently six operational PACE sites in North Carolina. By the end of 2013, North Carolina is projected to be the state with the second largest number of PACE sites nationally.

### *An individual is eligible to participate if:*

- 55 years of age or older
- A resident of the counties we serve
- Nursing home eligible (certified)
- Able to live safely at home at the time of enrollment with help from PACE

**2013**

*New PACE Center  
to open in Pittsboro*

### *Typical patient:*

- Average age is 80 years
- 75% are female
- Average participant has 7.9 medical conditions
- 2.7 limitations in Activities of Daily Living
- 49% of participants have some form of dementia
- 93% of participants remain at home

### **Access to care is available 24 hours a day, 365 days a year.**

- Primary Medical Care
- Specialty Medical Care
- Emergency Medical Services
- Nutritional Counseling and Meals
- Home Health and Personal Care
- Nursing Home Care (as needed)
- Hospital Inpatient Care (as needed)
- Preventive Services and Education
- Laboratory Services and Diagnostic Testing
- Prescription Drugs and Durable Medical Equipment
- Physical, Occupational and Speech Therapy
- Rehabilitation Therapy
- Psychiatric Care
- Ambulance Service
- Vision Care
- Dental Care
- Audiology
- Podiatry
- Recreational Activities
- Nursing Care
- Social Services
- Transportation
- Caregivers Respite



*“Piedmont Health  
is the best  
kept secret”*

*– Willam C. Friday*





**Demond Thorne**  
Finance Manager

*Piedmont Health  
hosts many  
students seeking  
health care  
rotations and  
internships  
from pharmacy,  
dental, medical,  
health policy and  
administration.*

Demond Thorne first became involved with Piedmont Health about 8 years ago when he was hired as an accountant. Being a part of Piedmont Health has developed Demond's knowledge and interest in community health centers. "Before working here, I really didn't know too much about community health centers," he said.

He left Piedmont to obtain advanced skills and knowledge, but came back about a year ago, accepting a position as Finance Manager. He now supervises and oversees Piedmont Health's finance department.

Demond appreciates the support he has received from Lydia Mason, Piedmont Health's Chief Finance Officer, and other staff members.

*"I wanted to come back because of the people," Demond said. "I remember enjoying coming to work. The atmosphere is very family-oriented."*

Kat McDougal had worked as a Care Manager since 2009 at Charles Drew Community Health Center and later at Carrboro Community Health Center. She worked with the community center's employees to create a voucher system which allowed residents of a nearby homeless shelter to receive affordable health care. She offered many Piedmont Health and community resources to help patients improve their health and well-being.

Kat is now enrolled in the Physician Assistant program at Campbell University. She said that she is very interested in returning to Piedmont Health in the future.

*"I have loved every provider I've ever worked with at Piedmont Health," she said. "I know that I have great mentors at different clinics."*

Danielle Drobot had worked at Piedmont Health as a Patient Care Coordinator, a HR specialist, and a Care Manager. She developed strong relationships with resources to improve the health care of Carrboro's patients.

"Piedmont Health was really supportive of me changing positions and allowing me to grow as an employee there," Danielle said.

After completing the BSN program at Duke University in May 2013, Danielle wants to work with Piedmont Health again.

*"The providers really care about people and they are there to make a difference in the community," Danielle said. "I really want to continue to be a part of that."*

## Employee Spotlight

Willard began working when WIC was still a pilot program in 1972. He has certified about 50,000 families during his time at Piedmont Health Services. Willard is the vendor coordinator for the WIC program ensuring markets and stores are complying with WIC regulations. He is extremely committed to WIC families and is always looking for ways to improve and promote the WIC program in his community.

*"I truly believe that life is sweeter from day to day if you reach out and touch somebody, a simple hello, how are you, could make the difference in a life."*

## Patient Stories

### Nonie Ward:

Nonie Ward would not be out-of-place in a nursing home. The 86-year-old Yanceyville resident lives alone, and her daughter worries about whether she is taking medication properly, eating nutritiously, and other aspects of her health.

Ward, a retired textile mill worker, had nothing but good things to say about SeniorCare. "The helpers are good, the staff is good, the attitudes are good," she said. She likes the field trips and appreciates the exercise.

"If you don't exercise, you get so you can hardly walk," she said. "The doctors tell me to do it, so I do it. I'm more likely to do [exercise] with other people. At home, I don't like to do it. ... I just thank God I have a place like that where I can go."

### Janet Doe:

Janet, a 49-year-old mother of two, had a history of physical abuse that left her struggling with ongoing depression and anxiety. She also was diagnosed with uncontrolled Type 2 diabetes, hyperthyroidism and hypertension.

On a tight budget, Janet resorted to skipping doses of her medications to make them last longer. She had no provider for ongoing primary medical care and, in the two years before she became a Piedmont Health patient, Janet made 17 non-emergency visits to a hospital emergency room.

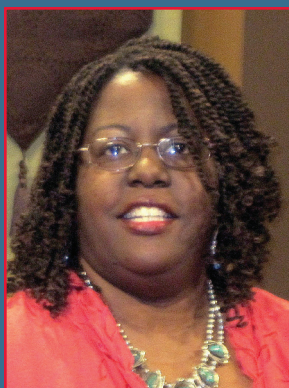
Through the Carolina Health Net project, Janet enrolled as a patient at one of Piedmont Health's six community health center locations. Janet is no longer stressed about affording her medications through the PHS prescription program; her compliance is high and her health is improving. She has had no more emergency room visits.



**Willard & Brian**  
*Employee Spotlight:  
40 years of service*



**Nonie Ward**  
*SeniorCare Participant*



**Lydia Mason**  
Chief Financial Officer

*Our approach -  
“The right care at  
the right place at the  
right cost”  
- governs everything  
we do. Yes, health  
care costs are rising,  
but there is a right  
way and a wrong  
way to spend. We  
are trying to do it  
the right way.*



**2012 TOTAL PATIENTS** 40,203

**2012 TOTAL VISITS** 120,534

**2012 TOTAL PRESCRIPTIONS** 270,000

**2012 TOTAL PRENATAL PATIENTS** 818

#### PROVIDERS 2012

Medical		Dental	
Medical Doctors	34	Dentists	7
Physician Assistants	5	Dental Hygienists	4
Nurse Practitioners	10	<b>Pharmacy</b>	
Certified Nurse Midwives	1	Pharmacists	14
Nutrition			
Registered Dietitians			9

#### 2012 INCOME - % OF POVERTY

100% and below	30,129	75%
101-150%	6,268	15.8%
151-200%	2,751	6.7%
Over 200%	782	0.6%
Unknown	273	1.9%

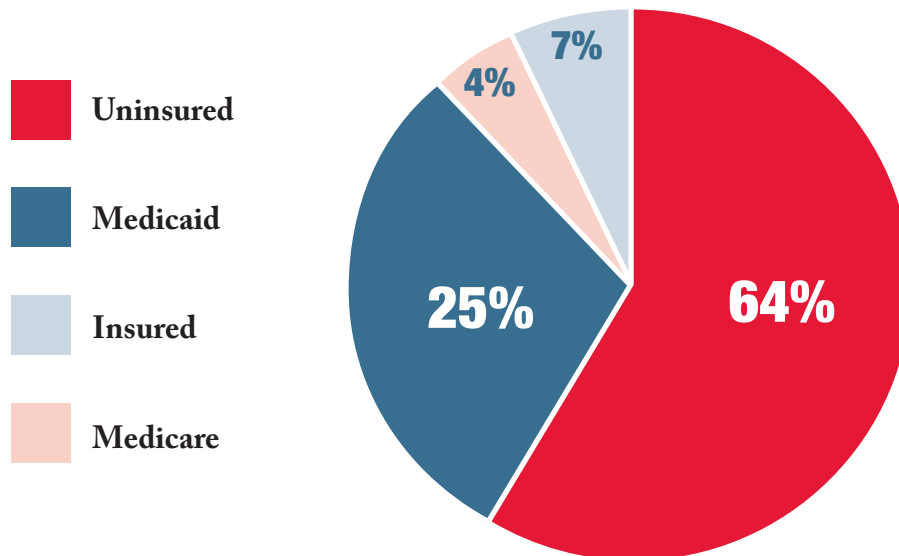


ASSETS	FY 2012	FY 2011	FY 2010
Total Assets	19,425,567	17,968,480	15,487,776
Total Liabilities	10,109,131	9,045,563	9,005,050
Total Net Assets	9,316,436	8,922,917	6,482,726
Total Liabilities & Net Assets	19,425,567	17,968,480	15,487,776

REVENUE & EXPENSES	FY 2012	FY 2011	FY 2010
<b>Revenue</b>			
Programs (Services)	16,224,708	13,904,907	13,691,737
SeniorCare	7,199,661	5,839,766	3,866,294
Grants	6,368,608	6,354,376	6,581,000
Unrestricted Contributions	38,945	31,289	65,244
Other Revenue	4,449,216	3,753,978	3,321,741
<b>TOTAL REVENUE</b>	<b>\$34,331,138</b>	<b>\$29,884,316</b>	<b>\$27,256,016</b>
<b>Expenses</b>			
Salaries and Benefits	20,448,547	17,641,169	16,937,541
Patient Care Contracts	4,144,306	2,906,769	1,939,410
Total Supplies	2,324,482	2,060,686	1,914,908
Indirect Expenses	6,574,516	6,193,907	5,846,783
<b>TOTAL EXPENSES</b>	<b>\$33,491,851</b>	<b>\$28,802,531</b>	<b>\$26,638,642</b>
<b>NET INCOME</b>	<b>\$839,287</b>	<b>\$1,081,785</b>	<b>\$887,374</b>
<b>Non-Operating Gains</b>	<b>621,616</b>	<b>523,916</b>	<b>717,775</b>
<b>TOTAL</b>	<b>\$1,460,903</b>	<b>\$1,605,701</b>	<b>\$1,605,149</b>

## 2012 PATIENTS BY PAYER SOURCE



*Thank you to all our community donors!*

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From: Priscilla Guild



*In Memory of Mariam Palacio*

From: Enrique Gomez-Palacio

*Estate Gift*

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BlueCrossBlueShield of North Carolina Foundation

Carol Woods Charitable Fund, Inc

Duke University, Duke Obesity Prevention Program

Health Resources and Services Administration, Bureau of Primary Health Care

Kate B. Reynolds Charitable Trust

NCDHHS-Division of Public Health

NCDHHS-Office of Rural Health and Community Care

North Carolina Medical Society Foundation

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Piedmont Health SeniorCare website:  
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