

# **Scenic Bluffs**

**COMMUNITY HEALTH CENTERS**



Annual Report 2014

## **Scenic Bluffs Community Health Centers**

**Where Compassion, Community  
and Healthcare Meet**

January 1, 2014 to December 31, 2014

[WWW.SCENICBLUFFS.ORG](http://WWW.SCENICBLUFFS.ORG)

## Our Mission

To provide accessible, patient centered, primary health care focusing on disease prevention and education to improve the health and well-being of our communities.

## Our Vision

Scenic Bluffs Community Health Centers is the provider of choice with a nationally recognized reputation for excellence in individual primary care and building healthy communi-

## 2014 Board of Directors

Mike Hansen, President

Kristine Johnson, Vice President

Gary Von Ruden, Treasurer

Ann Klinkner, Secretary

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Vickie Dunnum

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Shelly Teadt

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238 Front Street

Norwalk  
608-823-7853  
200 W. North Street

[WWW.SCENICBLUFFS.ORG](http://WWW.SCENICBLUFFS.ORG)



Community Partner

Scenic Bluffs Community Health Centers is a Federally Qualified Health Center (FQHC). It is a non-profit 501 (c) (3) corporation that delivers primary health services in a medically underserved area.

There are more than 1150 community health centers in the U.S. providing family-oriented primary and preventive health care for more than 17 million people in rural and urban medically underserved communities. Community Health Centers exist in areas where people can not get health care because of financial, geographic, cultural or language barriers that prevent or limit access to primary health care.

Wisconsin's 17 Community Health Centers, with 68 sites, serve over 175,000 patients. The dedicated staff of these Health Centers recognize that health care is an essential part of life and devote their careers to making sure that their patients get high quality, cost-effective health care that meets their needs, beliefs, lifestyles and desires for a healthy life.



Dear Friends,

2014 was a year of growth and developing new community connections for Scenic Bluffs. Two of our most significant ventures were creating two new partnerships with Vernon Memorial Hospital in Viroqua and Lugar de Reunion in Sparta. We opened a second dental location within Vernon Memorial Hospital to increase access to basic dental care for individuals in Vernon and Crawford counties. We were also able to offer limited medical services to residents in the Sparta area with our partnership with Lugar de Reunion. We are looking forward to being able to continue to expand our presence to serve the needs of these communities.

Scenic Bluffs has also seen significant growth in the use of our Patient Support Services this year. In 2013, with the implementation of the Affordable Care Act, our communities had many questions on different payment sources for health care. In 2014, we continued our service to individuals in our communities to ensure that they have the health coverage they need. Our Help Team assisted over 2600 individuals in 2014, which resulted in nearly 700 enrollments to the Healthcare Marketplace.

We are proud to have been recognized in two areas by the Department of Health and Human Services in 2014. First, Scenic Bluffs has been noted as a Health Center Quality Leader and have been placed in the top 30% among all health centers in the nation for quality healthcare. Second, we received an award for showing an increase in overall health improvement among the patients we serve of more than 10%.

As we move into 2015, the learning and growing continues as we begin construction on an addition to our Cashton location. Beginning in May, the project will focus on construction and renovation. The addition will provide over 4,000 square feet to the facility and will redesign the current space to improve our patients' experience. The renovation will also allow for additional rooms for health education, outreach programs and intake/registration areas.

We are proud to serve as a quality healthcare leader for over 7,500 of your friends and neighbors and invite all to consider allowing us to be their home for primary care as well. We are committed to our roots and remaining a community based health care provider; reinvesting our resources, time and talents into growing healthier communities.

Mari Freiberg, Executive Director

## Our Services

Scenic Bluffs Community Health Centers is a private non-profit organization with multiple clinic sites offering care provided by a staff of highly qualified health care professionals.

We offer a full range of medical, dental, chiropractic, behavioral health and pharmacy services. We also provide lab and x-ray services, disease screening, and well child checks. We offer same-day and next-day appointments.

We accept Medicare, Medicaid, Badger Care and third party insurance. For those without insurance coverage or limited coverage/high deductibles, our services are provided on a sliding fee scale based on ability to pay.

### Healthy Neighbor Plan

We offer a sliding fee scale - called our Healthy Neighbor Plan - for accessible to any qualifying patient. The sliding fee scale applies to out-of-pocket expenses, whether insured or not. Depending on a family's size and income, the charges for health care could be reduced. We do not want financial worries to keep anyone from receiving important and needed health care services.

### Health Education

Scenic Bluffs has staff available to teach American Red Cross CPR and First Aid to community organizations and individuals. We also offer weekly senior exercise programs in Cashton and sponsor a Scenic Bluffs Walking Program. Coping with Chronic Illness Courses, as well as hemophilia and diabetes management are part of our health educator services to the community.

### Help Team—Patient Assistance

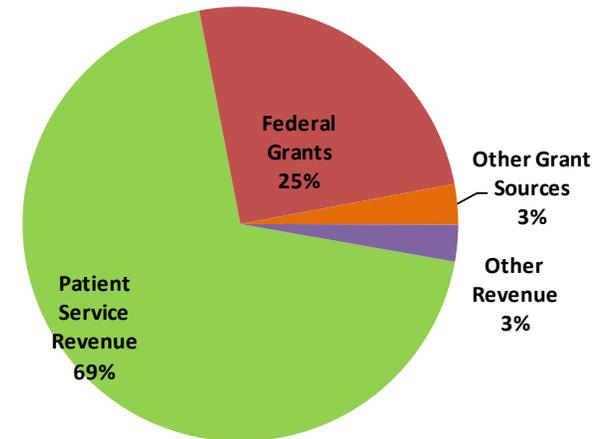
At Scenic Bluffs we understand that many patients have not experienced easy access to healthcare. We have staff available to discuss an individual's situation and help identify support that is available. This includes our Healthy Neighbor Plan, prescription drug assistance programs, the Health Insurance Marketplace, and other public health and social service programs that may help cover the cost of health care and prescriptions. These meet with patients at all of our locations and also outreach their services into our communities.

### Collaboration

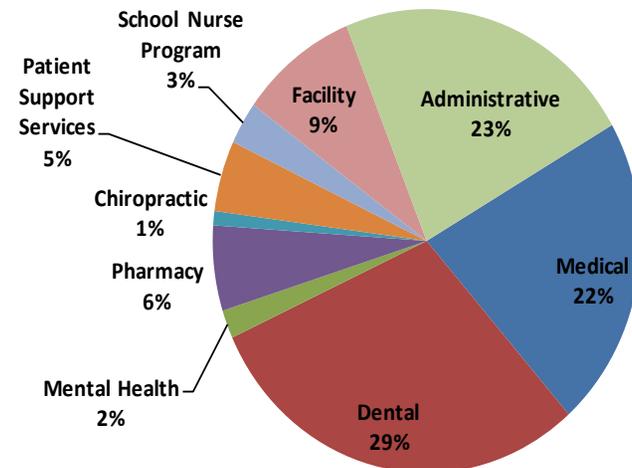
Scenic Bluffs is an independent clinic system. Our staff has partnerships with area hospitals and clinics to ensure we provide an active and efficient referral system to meet the wide variety of our patients' needs. Scenic Bluffs also partners with Cashton, Westby and the Norwalk-Ontario-Wilton school districts to insure onsite nursing staff is available to the students and teachers.

## Our Financial Information

### 2014 Revenue Composition



### 2014 Expenses by Program



## Our People

In 2014, Scenic Bluffs employed the equivalent of 68 full time employees.

### Providers:

- ◆ Family Physicians
- ◆ Nurse Practitioners
- ◆ Physician Assistant
- ◆ Dentists
- ◆ Dental Hygienists
- ◆ Chiropractor
- ◆ Pharmacists
- ◆ Behavioral Health Counselors
- ◆ Registered Nurses

### Other Patient Support

#### Providers:

- ◆ Lab Technicians
- ◆ X-ray Technicians
- ◆ Pharmacy Technicians
- ◆ Medical Assistants
- ◆ Dental Assistants
- ◆ Billing Associates
- ◆ Our Help Team
- ◆ Health Educator
- ◆ School Nurses

Our patients come from many communities in the area: 47% from Monroe County, 30% from Vernon County, 14% from La Crosse County, 2% from Crawford County, and 7% from elsewhere.

### Results from SBCHC August 2014 Patient Satisfaction Survey

99% of patients would send their friends or relatives to  
Scenic Bluffs Community Health Centers

## Our Services

### Dental Services

Our dental care is preventive, restorative, and rehabilitative. We also offer emergency dental services. We provide mobile dental sealants to the Cashton, NOW, La Farge, and Sparta Area School Districts and provide Head Start families with access to dental care. Children from Monroe, La Crosse, Vernon, and Crawford Counties receive the next available appointment at Scenic Bluffs. Current patients receive expedited appointments, while new adult patients are placed on a waiting list. In the Fall of 2014, Scenic Bluffs partnered with Vernon Memorial Hospital to expand access to dental services in Vernon and Crawford counties.

### Chiropractic Services

Chiropractic is a branch of the healing arts which is concerned with human health and wellness. Doctors of Chiropractic are physicians who consider people as integrated beings and give special attention to the physiological and biochemical relationships including the structural, spinal, musculoskeletal, neurological and vascular systems, emotional needs and environmental relationships. Our chiropractor offers services in both Cashton and Norwalk.

### Medical Services

Our medical department features physicians, physician assistants, nurse practitioners and others working together to provide the quality of care that has become synonymous with Scenic Bluffs. Our medical team is a group of highly trained, talented and caring clinicians. Our medical department has received the highest level of recognition as a Patient Centered Medical Home



### Behavioral Health Services

The Behavioral Health Department offers private and personalized counseling for adults, youth, families and couples. We also offer Alcohol and Other Drug (AODA) assessment and counseling. Certified by the State of Wisconsin to provide mental health and counseling services, Scenic Bluffs Behavioral Health offers care in a respectful and personal way to promote effective communication, problem solving and personal growth.

### Pharmacy Services

Our pharmacists are key members of our patient care team, offering extensive patient education and coordinating care to improve medication safety. We are a special type of pharmacy and because of the rules that govern our pharmacy, pharmacy users must have a prescription from a Scenic Bluffs provider or be an established medical patient of our Cashton or Norwalk clinic.

## Our Patients

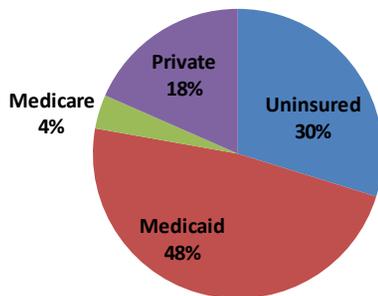
### In 2014, Scenic Bluffs provided:

- 23,044 medical, dental, behavioral health, and chiropractic appointments for 7,512 individuals
- 8% of our patients were best served in a language other than English
- 8% were from our local Amish community

### Patient Ages

0 to 12 years...	27%
13 to 17 years...	12%
18 to 24 years...	8%
25 to 39 years...	18%
40 to 59 years...	22%
60 to 79 years...	11%

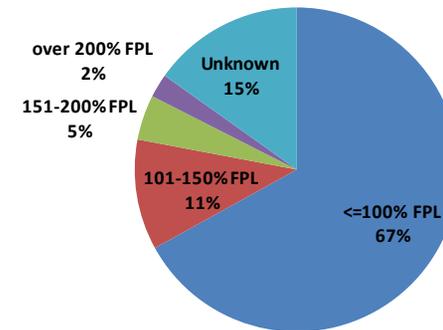
### 2014 Patient Payment Source



## Our Patients

### 2014 Income Status of Patients

FPL=Federal Poverty Level



## Community Impact

### In 2014, Scenic Bluffs provided:

- Economic impact of \$5.3 million to local economy
- \$5.5 million annual operational budget
- 68 employees (full-time equivalent jobs)
- Community Health Education (CPR, First Aid, Babysitting, Living Well With Chronic Conditions, etc.)
- Over \$1.2 million in sliding fee scale discounts to patients
- Weekly fitness classes for adults and seniors
- Dandelion Dash- Family Fun Run/Walk 5K
- Wellness Programs available to all employees
- Over 530 Participants in the winter Walkers Program