

The mission of South Bay Family Health Care is to provide access to quality health care for individuals and families, regardless of their ability to pay.

Building Healthy Lives

Steady HWLA Enrollment Continues

The enrollment of SBFHC's former PPP patients into Healthy Way LA (HWLA) continues at a steady pace but one that is slower than we would like, according to SBFHC Chief Financial Officer Al Diaz. "For the period July through December 2011, SBFHC has had 7,587 encounters," he says. This includes 2244 "matched," which is an application for which residency and citizenship requirements are met; 1733 "unmatched," or applications for which the residency and citizenship requirements are not met; and 3610 "pending," or an application awaiting HWLA verification and approval.

"The pace of enrollment has been limited by the requirement that all HWLA applications be scanned into their online system called the Web-Sphere," says Al. "There is a lot of paperwork, and it does slow down

each individual application. Additionally, HWLA training and information distribution has been limited. But it's not just SBFHC. All participating clinics are experiencing the same thing."

To address these challenges, SBFHC is taking a number of important steps. First, to improve customer service and manage the high volume of applications, the SBFHC board has approved the hiring of additional Patient Enrollment Specialists. Second, SBFHC will work to improve the integration of the Patient Enrollment Specialists with the intake and billing functions by further standardizing their work processes, which should improve accuracy and efficiency. Third, SBFHC is looking at the issue of work space and how

patient flow can be improved.

"HWLA presents us with tremendous growth and revenue opportunities," says Al. "For instance, it can help us greatly with our cash flow and help to counterbalance the delays in federal and state payments we usually experience each year. Los Angeles County has taken on a big task in implementing HWLA, and there are still some rough spots in the system for clinics absorbing the new patients, but we're working with the county Department of Health to resolve them and keep enrollment going. It's well worth the effort."

Healthy Way LA

Healthy Way LA (HWLA) is Los Angeles County's no-cost health insurance program for uninsured residents.

The requirements:

- Residency:** Los Angeles County
- Age:** Adult, 19 to 64 years of age
- Citizenship:** U.S. Citizen/National or Legal Permanent Resident of 5 + years
- Income:** Monthly income limit (\$1,207 or less for a family of one)
- Pregnancy:** Not pregnant or eligible for Medi-Cal or Healthy Families

The benefits:

- Assigned "Medical Home" at a location near your home or work
- Preventive Care
- Mental Health Services
- Access to Specialists
- Care Management Services for chronic illnesses like CHF & Diabetes
- Urgent & Emergency Medical Care Coverage
- 24/7 Nurse Advice Line
- Translation Services



Carson City Councilman Mike Gipson presents certificates of appreciation to SBFHC staff members in honor of their work on the December 1, 2011, World Aids Day Program in Carson.
LEFT TO RIGHT: Lynn Washington, Brooke McIntyre-Tuley, Councilman Mike Gipson, Joanne Silva, Grace Barraza and Nasrin Ghoddosian

CEO Corner: The Opportunity of Healthy Way LA

You'll read elsewhere in this newsletter about our results to date in enrolling our patients from the PPP program into HWLA. Our CFO Al Diaz does a nice job of summarizing the work and the challenges remaining in getting these individuals into our system. So this month, I just wanted to emphasize how important it is that this process remain a high priority for us.

When health care reform takes full effect in 2014, millions more people in Southern California who do not currently have health care insurance will be eligible for coverage. Until then, HWLA is providing a "bridge" for many of them, giving them access to coverage—through organizations such

as SBFHC—before all the provisions of the Affordable Care Act are completely implemented in two years.

These presently underserved individuals are also looking for an organization that can be their "medical home," the clinical team that will take care of their primary care needs while also helping them navigate the specialty care system and referring them to those specialty services when necessary.

SBFHC wants to be their medical home.

The new HWLA enrollees can be long-time patients for us, as well as great word-of-mouth advertising. Their successful enrollment is a critical ele-

ment of our future plans for growth and financial stability. As a result, Finance and Operations are looking closely at all aspects of this enrollment process, including our customer service efforts, to make it as work as smoothly as possible. And we need to be able to count on everyone involved in the enrollment to help make it work smoothly.



Jann Hamilton Lee
Chief Executive Officer

Health Care Reform Update: DHS Will Not Define National "Essential Health Benefits"

The Department of Health and Human Services announced in December that it would not lay out specific guidelines for what would constitute "essential health benefits" across the entire country. Instead, individual states will be allowed to define the benefits within broad categories. What this means is that there could be wide variations in the comprehensiveness of benefits between states. Some states could conceivably create a benefit-rich package that would please consumers but be expen-

sive for businesses. Others could draw up plans that offer only minimal coverage but perhaps be more affordable. In any case, it represents a slight shift in the Obama administration's stated plan to create a more uniform standard for health benefits. However, it is expected that the Affordable Care Act's "minimum benefits" clause will still enable the plans to include such services as pregnancy and prescription drug coverage that are often not included in many current plans.

Update: The Supreme Court has

allotted nearly six hours of arguments in March as they rule on several aspects of the Affordable Care Act. The most important of their considerations will be the constitutionality of the individual mandate provision, which would require all individuals to purchase health insurance. If that provision, which is seen as a centerpiece of health care reform, is declared unconstitutional, it may call into question the legality and viability of the entire Affordable Care Act. A decision is expected in late June.

Holiday Party at Lucky Strike

About 100 SBFHC staff and guests celebrated the holiday at Lucky Strike Lanes at Del Amo Fashion Center on December 23. The party featured bowling, pool and Wii tennis, as well as drawings for gift cards, a Costco membership and a karaoke machine.



Community Roundup

Dr. Martin King, Jr. Day Celebration: Brooke McIntyre-Tuley



Adams Middle School Wellness Event:

Nasrin Ghoddosian, Brooke McIntyre-Tuley, Andrea Rodas, Julia Solis and Danielle Williams



Chabad of South Bay - Free Vision Screening:

Danielle Williams

Dolores Elementary School:

Brooke McIntyre-Tuley, Andrea Rodas and Julia Solis

Billing and Appointment Scheduling Departments Relocate to Torrance

Departments now share a space near Torrance administrative offices

As SBFHC continues to grow and prepare for the full implementation of health care reform, we also continue to grow out of our existing space. Thus, the Billing department has been relocated to a new office suite on the same floor as the Torrance administrative offices at 23430 Hawthorne Blvd. The move took place over the weekend

before January 23. They were joined by the Appointment Scheduling Center, effective February 6.

"The relocation of Billing and Appointment Scheduling will move two very important aspects of our organization closer together and allow us to collaborate and share knowledge and resources," says SBFHC Chief Financial Officer Al Diaz. "The move will also free up space at Redondo for program expansion. The space in the current Torrance administrative offices left by Billing will be reviewed in order to maximize our utilization of space by other growing units."

All phone extensions and processes will remain the same.



Community Calendar

Here is a list of upcoming events at which either SBFHC clinical or outreach staff will be participating. Note that requests come in all the time, and we are constantly adding events to the calendar.

2/23/12	Carson Chamber 11th Annual Business Expo 2011 Millender-McDonald Community Center
2/25/12	Cal State Dominguez Hills Free Family Services/Income Tax
2/25/12	IUSD and National Association of University of Women: Red Dress Day Inglewood High School
2/25/12	Network for a Healthy California LAUSD Health & Wellness Event Dorsey High School
4/25/12	Los Angeles Harbor College Allied Health Career Fair
5/18/12	City of Manhattan Beach 34 th Annual Older Adult Health Fair

We also have an ongoing need for volunteers, so if you are interested in being part of our community outreach effort, contact Brooke McIntyre-Tuley at ext. 1123. Thank you!

SBFHC Now Has A YouTube Channel!

See our videos at <http://www.youtube.com/user/SBFHC/feed>

Welcome Our New Employee!



Lori Jark
Finance Assistant
Administration

SBFHC's 2011 stats at a glance:

Number of patients: 21,364

Number of visits: 71,546

Percentages of patients . . .

. . . below federal poverty level: 87%

. . . without insurance: 60%

. . . non-English speaking: 36%

. . . children under 12 years old: 17%

Race/Ethnicity of Patients:

Hispanic or Latino: 59%, African-American: 19% ,
Caucasian: 15% , Asian/Hawaiian/Pacific Islander: 5%
and Other: 2%

SBFHC Clinical Staff

Physicians: 8

Dentists: 2

Mid-level providers: 11

Employee Spotlight – Miguel Flores, Inglewood/Dr. Claudia Hampton

For anyone who works with Inglewood Clinical Services Manager Miguel Flores and sees his cool, unruffled manner, they might be surprised to know that what he enjoys most about health care is what he calls “the rush.” He gives an example: “I really like it when you have 10 people in the waiting room that have to be processed and seen, and it’s two hours until lunch. I look forward to that.”

Miguel has been helping SBFHC meet the challenge of those sorts of “rushes” for almost 13 years, first as a Medical Assistant back at Manhattan Beach and later at Redondo Beach for seven years, then as Assistant Manager at Redondo Beach for five years and most recently, for the last two years, as Clinical Services Manager at Inglewood/ Dr. Claudia Hampton.

Since assuming the leadership of Inglewood, Miguel has used several simple guidelines to create a teamwork atmosphere: have an open door pol-

icy—“I want to allow people to walk in so they can express their feelings and concerns”; and stay visible—“I think it’s important to walk around, listen to people and get involved wherever I’m needed.” Having worked at virtually every support and administrative position in the organization, Miguel is well-prepared, as he walks around, to jump in and help out on intake, outtake or any other area where some assistance might be needed that particular day. But he also adds that everyone chips in. “We have a family-type culture here, and we all help each other out,” he explains.

Miguel’s own family is close to his work, as he also lives—and was born—in Inglewood. He and his wife of 17 years have two daughters, a 14-year-old who is an excellent soccer player, and a 4-year-old, who, according to Miguel, is “a princess.” When not working or having family outings, Miguel enjoys running. Though he

says, “I’m not in as good a shape as I used to be,” he still has enough discipline to get in six to eight miles a day.

“Miguel is an exceptional Manager who manages to keep multiple things going on in the clinic,” says Chief Operations Officer Ann Allard. “He is so humble about all that he does each and every day to ensure that the Inglewood clinic runs smoothly and that staff are supported. SBFHC is very lucky to have him on our team!”



Any comments or suggestions?

Please contact John Merryman (310-802-6177, ext. 1120, jmerryman@sbclinic.org.)