

A photograph of a baby being held by a woman, with another woman in the background. The baby is looking towards the camera with a curious expression, resting its chin on its hand. The woman holding the baby is seen from the side, her arms wrapped around the child. In the background, another woman is visible, slightly out of focus, sitting and smiling. The overall scene is warm and intimate, set in what appears to be a clinical or community center environment.

# People's Community Clinic

YEAR IN REVIEW 2013



fact

*The babies born into the clinic practice (726 in 2013) are healthier as a result of the quality prenatal care their mothers received.*



VISION

*Our vision is a healthy community.*

VALUES

*People's  
Community  
Clinic is...*

PATIENT-CENTERED

Decisions and operations sustain and enhance patients' dignity and welfare.

CARING

Relationships promote continuity of care and support patient self-care and wellness.

COMMUNITY-ORIENTED

Clinic outreach efforts expand and support healthcare.

COST-EFFECTIVE

Clinic resources are utilized efficiently.

MUTUALLY RESPECTFUL

We recognize and appreciate each individual's contributions to achieving the clinic's mission and to creating a rewarding and pleasant workplace.

## MISSION

*Our mission is to improve the health of medically underserved and uninsured Central Texans by delivering high-quality, affordable healthcare with dignity and respect.*

FROM THE CHIEF EXECUTIVE OFFICER: REGINA ROGOFF, J.D.



Regina Rogoff, J.D.  
Chief Executive Officer

On behalf of everyone at People's Community Clinic, I am pleased to share our 2013 Annual Report with you. I can proudly say that 2013 was a year of great health for PCC.

While reflecting on the highlights of the last year, one word keeps resonating in my mind: community. Since its founding in 1970, PCC has been the best in the business at delivering quality healthcare for the most vulnerable members of our community. And that work is only possible because of the community of support that good folks like you have built for PCC. As this report makes clear, People's has evolved into a true community of innovative medical practitioners, dedicated patients, and caring supporters and donors.

This bodes well for the future since PCC is growing! And our financial health continues to be exceptionally strong. The clinic purchased a building in northeast Austin in 2013 using some of our reserves, while retaining sufficient funds to have five months' operating cash on hand.

We kicked off the Capital Campaign in 2014 to support the building remodel slated for completion in late 2015/early 2016, which will expand our operating space from roughly 20,000 to over 50,000 square feet. This will be a historic achievement for PCC and enable us to have a greater impact on the health and well-being of Central Texans. It will allow us to double our patients from 10,000 patients to over 20,000 and to increase annual patient encounters from 30,000 to 80,000.

In 1970, our first volunteers started the clinic with little more than their time, hard work, and a small space donated by a church. Almost half a century later, our community has grown exponentially but still comes together in the same caring spirit, making sure that each day we deliver healthcare with respect and dignity for all of our patients. I believe our founders would be proud. I am.

Sincerely,

A handwritten signature in blue ink that reads "Regina Rogoff". The signature is written in a cursive, flowing style.

# *The People's Community Clinic Difference*

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## GOALS (A PROGRAM FOR SPECIAL NEEDS CHILDREN)

A unique interdisciplinary program that provides a medical home for low-income school-aged children with developmental and behavioral health issues, GOALS has been a community resource since 2005. GOALS promotes optimal developmental functioning, wellness, and mental health in children and teens through a comprehensive assessment and ongoing support using a team of professionals. GOALS also has a community advisory council that meets three times a year with area professionals to share best practices and resources regarding youth with special needs.

## CENTER FOR ADOLESCENT HEALTH

Adolescents are less likely than younger children to have a regular source of medical care, despite the complex health and behavioral challenges faced by this population. PCC is a Central Texas leader in the care of at-risk teenagers, offering medical, reproductive, and preventive services both on-site and off-site. Health educators, social workers, nurse practitioners, and physicians with expertise in adolescent medicine provide comprehensive care, teach pediatric residents and other trainees, serve on local and state committees, and provide leadership throughout the area in adolescent health issues.

## TANDEM TEEN PRENATAL & PARENTING PROGRAM

PCC leads this multi-agency collaboration designed to promote the health and well-being of teen parents and their families to reduce their risk of subsequent unplanned pregnancies. In 2013, the teens in Tandem's core case management program had a remarkably low 5.8% repeat birth rate at 24 months compared with 22% for the state.

## PRENATAL CARE

In 2013, PCC conducted 8,071 prenatal visits for 1,369 unduplicated patients, and 726 babies were born into our practice. Our goal is to make sure that each of these babies

comes into the world healthy. Birth outcomes for PCC's expectant mothers are excellent. 93.4% of PCC babies born in 2013 were of normal birth weight, exceeding the rate for both Texas and Travis County.

## NUTRITION AND BREASTFEEDING COUNSELING

Evidence has shown that breastfeeding provides the best nutrition for a growing baby. It helps develop a strong immune system and prevents childhood obesity. PCC has a certified lactation counselor on staff. The program began in 2009 and the number of PCC mothers who chose to continue breastfeeding six months after delivery increased by more than 50%.

## SOCIAL WORK AND INTEGRATED BEHAVIORAL HEALTH SERVICES

PCC's Integrated Behavioral Health Program (IBH) provides effective, evidence-based counseling and medication services to patients with mental health issues using a collaborative care model. Primary care providers, behavioral health specialists, and a consulting psychiatrist work together to address mental health issues within the primary care setting. PCC's IBH outcomes in reducing depression are impressive and exceed national goals.

## HEALTH LITERACY

Health literacy — the ability to read, understand, and act on health information — is one of the least recognized yet most widespread challenges to achieving better health outcomes and lowering healthcare costs in the United States. Limited health literacy contributes to a reduced ability to manage medications, a reduced likelihood of receiving preventive care, more hospitalizations, and greater use of emergency care. PCC has been a Central Texas leader in introducing health literacy concepts into its practice. PCC is creating health education materials that are effective communication tools for providers and are effective with patients of all health literacy levels.





**G**eorgia Armstrong remembers standing in a long line outside an elementary school one Sunday morning as a child waiting to receive the polio vaccine. It was delivered on a sugar cube.

*"[Back then] kids were getting polio like crazy," she says from her office at People's Community Clinic. "Then vaccine came out and everything changed."*

*Armstrong, R.N., joined PCC in 1994 and oversees the clinic's Immunization Program, which controls the clinic's inventory of Advisory Committee of Immunization Practices (ACIP) vaccines and monitors when PCC patients are due for a dose. 17,115 immunizations were administered last year, the majority to children under age 5. Beside her desk hums one of six refrigerators containing vaccines. She recalls elementary school classmates who came down with polio and sees administering vaccinations as a way of preventing diseases that are preventable.*

*"It's incredible what we have," Armstrong says. "Vaccines are just miracle drugs. People don't realize the devastating effects of diseases like polio and pertussis. They should be in line to get these vaccines."*

fact

*In 2013, PCC distributed over 2,500 books through the Reach Out and Read Program, which promotes early childhood literacy.*



## *Patient Services*

Adolescent Health

Adult Primary Care

Acupuncture for Chronic Pain (offered on-site by the Academy of Oriental Medicine of Austin)

Chronic Disease Management

Diabetes Education and Nutrition Counseling

Family Planning

Health Education

Immunizations

Integrated Behavioral Health

Laboratory

Lactation Counseling

Pediatric Care

Pharmacy

Prenatal Care

Reach Out and Read

Social Work

Teen Prenatal Clinic

GIFTS OF \$1,000,000+  
St. David's Foundation

### **Gifts of \$100,000+**

Anonymous  
Michael & Susan Dell Foundation  
Nancy Neavel  
Roddy-Holden Foundation  
St. David's Medical Center  
Still Water Foundation

### **GIFTS OF \$25,000+**

Carl C. Anderson, Sr. & Marie Jo  
Anderson Charitable Foundation  
David Newberger  
Topfer Family Foundation  
Lola Wright Foundation

### **GIFTS OF \$10,000+**

Anthony Annunziato  
Christine and Philip Dial  
Emerson Process Management  
Episcopal Health Charities  
Good Earth Foundation  
Donald D. Hammill Foundation  
Sarah Heather  
Susie and Kenny Jastrow  
The Burdine Johnson Foundation  
The KLE Foundation  
Nix Patterson & Roach, LLP  
Quest Diagnostics  
Alice Kleberg Reynolds Foundation  
The LaNoe and Paul Scherer  
Family Foundation  
Shield-Ayres Foundation  
Marina Sifuentes, R.Ph.  
and Tad Davis, M.D.  
South by Southwest Conferences  
Studio 8 Architects  
Mary G. Yancy, Ph.D. and Howard Yancy

### **GIFTS OF \$5,000+**

Anonymous  
Becky Beaver  
The Keith Beers and Helen  
Laughlin Beers Foundation  
Sarah Buss  
The Cain Foundation  
Jade Chang Sheppard  
City of Austin  
Donna and John Crutchfield  
Door Number 3  
ECG Foundation  
Susan and Robert Epstein  
Regan and William Gammon  
Assel and David Garcia, Ph.D.  
David Garza and John Hogg, M.D.  
Beverly and Balie Griffith



GIFTS OF \$5,000+ *continued*

Stefanie and Stephen Griffith  
 Linda Haines and Dan Marshall  
 Heritage Title Company of Austin, Inc.  
 Jacob and Terese Hershey Foundation  
 Humana, Inc.  
 McKesson Corporation  
 MFI Foundation  
 Ellen and Steven Miura  
 Michael J. Muth  
 Bettye and Bill Nowlin  
 Rudd and Wisdom, Inc.  
 Riki Rushing and Allen Gilmer  
 Delia and Ben Sifuentes  
 Warren Skaaren Charitable Trust  
 Carl and Claire Stuart  
 Joni Templeton Charitable Trust  
 Cathy and Dwight Thompson  
 Foundation  
 Tried and True Foundation  
 The Rachael and Ben Vaughan  
 Foundation  
 Weatherspoon Charitable Foundation  
 Wells Fargo Bank

**Gifts of \$1,000+**

Debra and James Abrams  
 Carol and Chris Adams  
 Lew Aldridge  
 Amanda Andrae  
 Annunziato Family Foundation  
 Anonymous  
 Madeleine and Michael Appel  
 Austin Regional Clinic  
 Sara Austin, M.D.  
 Tsambika Bakiris  
 Linda Ball and Forrest Preece  
 Marcia Ball  
 Don Barr  
 Sheila and Daniel Beckett  
 Victoria Beynon  
 BMW and MINI of Austin  
 Brigitte Z. Bosarge  
 Mary Bowden  
 Susan O. Bradshaw  
 Patricia Brand  
 Kim Britt  
 Becky and Michael Bullard  
 LuAnn and Anthony Bundrant  
 Karen and Brian Burgess  
 Sarah Campbell  
 Jane and Ned Carnes  
 Dinah and Norman Chenven, M.D.  
 Professor Michael Churgin  
 Rani Clasquin and Eric Harslem  
 Larry Connelly and James Armstrong  
 Robin and Malcolm Cooper

## *Costs of Service*

\$75	Keeps 3 seniors flu-free
\$149	Treats a kindergartener's strep throat
\$219	Allows a young couple to plan their family
\$609	Provides 3 dads with EKG exams
\$830	Assures healthy pregnancies for 7 women
\$1,616	Helps monitor 8 diabetic patients

## *People's Community Clinic Giving Groups*

People's Community Clinic is fortunate to have the longtime support of a generous community of individual benefactors. Without you, our work would not be possible.

**President's Council** members give at least \$5,000 annually to the clinic.

**Council of 100** members give at least \$1,000 annually to the clinic.

**Young Professionals for People's** members give at least \$120 per year.





**fact** *Making sure our pediatric patients come in for their Well Child Check-ups ensures that problems are addressed early.*









**fact**

*PCC patients can meet all their primary care needs at a single location and see the same medical team every visit, improving the quality and continuity of care.*



# fact

*Founded in 1970  
by volunteer nurses  
and doctors, PCC  
has been serving  
the community for  
almost 45 years.*

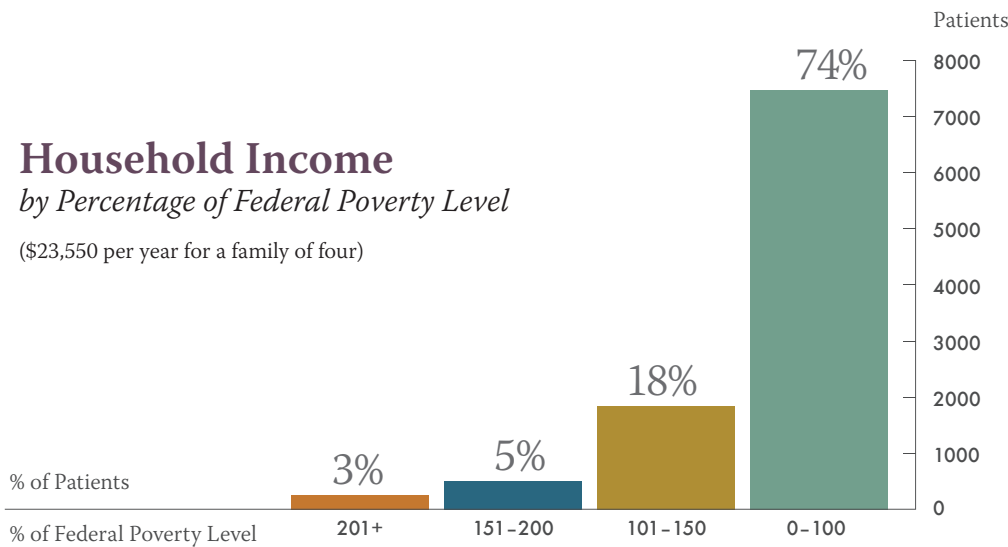




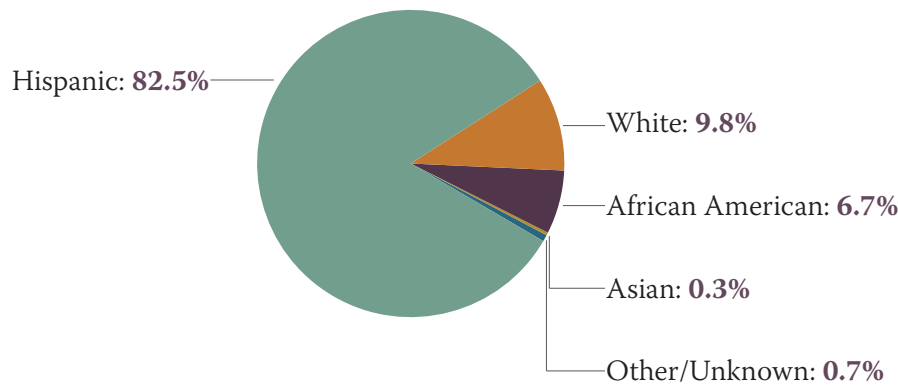
## Patient Demographics

### Household Income by Percentage of Federal Poverty Level

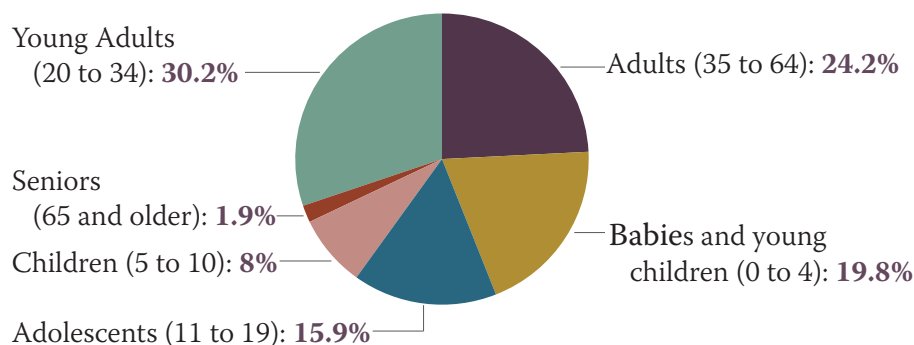
(\$23,550 per year for a family of four)



### Ethnicity



### Age



### GIFTS OF \$1,000+ *continued*

- Chris and Jim Cowden
- Steve Crow, MD
- Julie and John Cutrer
- CVS Caremark
- Susanne Denison
- Valerie and Sam Dunnam
- Dusk Productions
- Sheila Ellwood
- Mary and Martin Elzy
- Blake Erskine, Jr.
- Ray Farabee
- Cissie and Dillon Ferguson
- Sharon and Frank Foerster
- JoLynn Free
- Anne Freeman
- Julie and Fred Frey
- Frost Bank
- Lynda Frost
- The Garber Family Foundation
- Tyler Goldberg
- Lisa and Sanford Gottesman
- Grande Communications Grande Cares Club
- Dionne and Bob Green
- Anne Gregory
- Patty and Sam Griswold
- Kathy Guido, Ph.D. and Alfred Stanley
- Rebecca and Bryan Hardeman
- Richard C. Hartgrove and Gary Cooper
- Hartman Foundation
- Paula and Wayne Hartman
- Haven Financial Advisors
- H-E-B
- Henna Chevrolet
- Mary and Timothy Herman
- Charlotte Herzele
- Farrell A. Hillman, M.D.
- Jessie Hite and Frank Bash
- Janet Holzheimer
- Hotel San Jose
- Isabel Hoverman, M.D. and J. Russell Hoverman, M.D.
- Jana and Robert Howden
- Howry Breen & Herman LLP
- Bonnie Hudman and Christopher Synan
- Gail and Robert Hughes
- Husch Blackwell
- IBM
- Amy Janice
- Carla and Gary Jenson
- Jollyville Sertoma Club, Inc.
- Melissa Jones
- Carol and Douglas Kadison
- Lynda Young Kaffie and Harris Kaffie
- Susan Kennedy and Sean Walters
- Jeanne and Michael L. Klein

**GIFTS OF \$1,000+ *continued***

Louis Kokernak  
 Cindy and Greg Kozmetsky  
 Rebecca Lane and Kathy Williams  
 Joan and Jeffrey Lava, M.D.  
 Jeffrey D. Lazar, M.D., Ph.D.  
 LCRA Employees' United Charities  
 Kevin Lenahan  
 Anne Lewis and Louis Black  
 Melanie C. Lewis  
 Jim Lommori  
 Joe Longley  
 Valerie Luessenhop  
 Judy and Bruce MacKenzie  
 Karen Macko  
 Deborah Martin and Robert Sullivan  
 Sofia Martinez and David Blumenthal  
 Carol and Steve Mattingly  
 MAXIMUS Charitable Foundation  
 Maxwell Locke & Ritter, LLP  
 Heather May  
 Paula and Chris McCaul  
 Margie and Al McClurg, M.D.  
 Rosa and Brian McCormick  
 Law Office of Janet McCullar  
 Shannon and Terry McDaniel  
 Sherry and Tim McGillicuddy  
 Roxanne McKee and Gerald Speitel, Jr.  
 Mary Ann and John McPhaul  
 Medical Management Solutions  
 MetLife  
 Debi and Michal Meyer  
 Robert Miller, Jr.  
 Bonnie K. Mills  
 Susannah Mills  
 mindSHIFT Technologies  
 Vanessa and August Mitchon, M.D.  
 Susan Moffatt and Nick Barbaro  
 Michele and Bradley Moore  
 Moshana Foundation Fund for  
 the People's Community Clinic  
 Charles Mullins, M.D.  
 Celia Neavel, M.D. and José Cortez, M.D.  
 Karen Neely  
 Mary Ellen and John Nemetz  
 Nona Niland, M.D.  
 Noelke English Maples  
 St. Leger Blair, LLP  
 Vernon Nye  
 Kay and José Ofman  
 Nancy and Michael Ohlendorf  
 Judy Osborn  
 Judith and Edward Parken  
 Laura and Bruce Patterson, MD  
 Carl E. Pickhardt, Ph.D.  
 Janis and Joe Pinnelli  
 Powell, Ebert & Smolik, P.C.

***Annual Utilization***

MEDICAL CARE VISITS	2012	2013
Prenatal	9,781	8,071
Family Planning	2,616	2,862
Pediatrics	8,720	9,630
Adolescents	2,870	3,137
Adults	9,991	10,403
<b>TOTAL MEDICAL VISITS</b>	<b>33,992</b>	<b>34,103</b>

**HEALTH SUPPORT SERVICES**

Behavioral Health IBH + Social Work	1,867	1,960
Laboratory Procedures	67,684	69,393
Immunizations	17,088	17,115
Sonograms	1,298	1,000
Health Promotion Visits chronic disease + nutrition + lactation	672	1,241
Health Education	2,431	2,504
<b>TOTAL HEALTH SUPPORT SERVICES</b>	<b>91,040</b>	<b>91,995</b>

***Nona Niland, M.D.***  
**Capital Campaign Chair**  
**PCC Board of Directors**  
**PCC Foundation Board**

**“The essence of People’s  
 Community Clinic is CARE:**

- Caring for patients’ total well-being in a complete and holistic way,
- Caring for our community through collaborations to reach the underserved, and
- Caring to maintain the very highest standards of medical practice.

**An investment in the clinic’s expansion will contribute to Austin’s future as a healthy community.”**







*E*ight years ago, when Silvia immigrated to the United States, she had very little other than the clothes on her back and young children to care for. Silvia brought her family to Texas for a better life. Arriving in Austin, she found work and started putting herself through school. Unfortunately, upon learning that she was pregnant with her third child, Silvia discontinued her education. She had nowhere to go for healthcare. A friend recommended she contact PCC. Silvia got an appointment to begin prenatal care, regained her confidence, and went back to school, receiving a GED and earning her Associate's Degree at Austin Community College. Today, Silvia is an electrical engineering student at the University of Texas. Throughout her journey, there has been one constant – People's Community Clinic. PCC has provided regular check-ups and immunizations for Silvia and her three children, giving Silvia peace of mind so that she can concentrate on her studies and providing for her family. Soon she will graduate and begin her career as an engineer in Austin. The future is looking bright for Silvia and her family.



**fact** *Almost 10,000 patients call  
People's Community Clinic  
their medical home.*



## Operations for 2013

SOURCES FOR REVENUE		2013
Foundation Grants	33.8%	\$4,585,559
Governmental Sources	47.8%	\$6,495,264
Fundraising	6.4%	\$864,936
Multi-Agency Collaboration Revenue	4.3%	\$579,147
Fees Paid by Patients	3.0%	\$411,499
Interest/Miscellaneous	0.2%	\$27,042
In-Kind Donations	4.5%	\$616,491
<b>TOTAL REVENUE</b>	<b>100%</b>	<b>\$13,579,938</b>
EXPENDITURES		
Personnel	62.4%	\$6,814,195
Contractual Services	9.1%	\$988,136
Laboratory/Diagnostics	2.5%	\$270,287
Pharmacy	2.1%	\$229,996
Patient Care and Records	0.8%	\$86,016
Facility and Equipment	7.8%	\$850,135
Administrative	4.0%	\$438,434
Depreciation	1.8%	\$198,596
Fundraising	0.9%	\$99,477
Collaborations	2.1%	\$228,196
In-kind Donations	6.5%	\$709,371
<b>TOTAL EXPENSES</b>	<b>100%</b>	<b>\$10,912,839</b>
<b>NET SURPLUS*</b>		<b>\$2,667,099</b>

\*The Net Surplus is reserved for expansion.

### Gifts of \$1,000+ continued

Linda Prentice, M.D.  
and James Prentice, M.D.  
Angela Prescott  
Timothy M. Price  
Prosperity Bank  
Yasho and Nagi Rao  
Jean and Dan Rather  
Sara and Dick Rathgeber  
Katherine and Jim Ray  
Louise Reeser  
Rose Ann Reeser  
Richardson + Burgess LLP  
Eva and Peter Riley  
James Rodman  
Joel W. Rudd  
Jeffry Russell  
Eddie Safady  
Nancy W. Scanlan  
Relia Mae Scheib  
Ingrid Schmidt, M.D.  
and Walter Hennigan, Jr., M.D.  
Corina and Willie Scoggins  
Seton Healthcare Family  
Lindsay and Ford Smith  
Ana and Bill Stapleton  
Susan and Jay Stein, M.D.  
Sabrina and Bill Streusand, M.D.  
Superior HealthPlan, Inc  
Karen G. Swenson, M.D.  
Texas Pediatric Society Foundation  
Gabrielle Theriault  
and Gary Grossenbacher  
Margot and Grant Thomas  
Rachel and Patrick Thomas  
Dané Tiensch  
Tingari-Silverton Foundation  
Tricia and Mark Traeger  
Barbara and Thomas Trager  
Deborah Treece  
Marcia Tugendhat and James Montanaro  
Urology Austin, PLLC  
Kandi and Dirk Van De Graaf  
Tracy and Jimmy Vaught  
Veritas Foundation  
Sharon Watkins  
Jane Webre and David Plaut  
Kim and Eric Weidmann  
Paula Wendling  
Wheatsville Food Co-op  
White Construction Company  
Alton White, Jr.  
Neel White  
David and Laura Wieland  
Marc and Suzanne Winkelman  
Sally and Bill Wittliff  
Emily Yeager



## *2013 Board of Directors*

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Kyle DeHaas  
Rosalia Gomez  
Milton Hime, AIA  
Jeff Kehoe  
Mike Mackert, Ph.D.  
Joe Mitchell  
Nona Niland, M.D.  
Margaret Rittenhouse  
George Rodgers, M.D.  
Rodolfo Rodriguez  
Roxanne Wheelis  
Howard Yancy  
Ofelia Zapata  
Lourdes Zuniga

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John Hogg, MD  
William Hopkins, J.D.  
Nancy Geisler McDonald  
Nona Niland, M.D.  
Tricia Traeger  
Carlos Zaffirini, Jr.

## *Executive Staff*

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**Louis Appel, M.D., M.P.H., F.A.A.P.**, Chief Medical Officer  
**Tim Sayles, MBA**, Chief Financial Officer  
**Mary McDowell**, Chief Operations Officer  
**Joy Authur**, Director of Development  
**Bianca Flores, M.S.N., R.N., C.D.E.**, Director of Health Promotion  
**Sharon Lynch, B.S.N., R.N.**, Director of Quality Improvement  
**Susan Berliner Smith, S.P.H.R.**, Human Resources Manager

## *Milton Hime, AIA, 2014 Chair People's Community Clinic Board of Directors*

“As Austinites, we live in a city that is very prosperous. Unfortunately, not everyone in our city benefits equally from that prosperity. Austin is full of those who work extremely hard but face difficult, and sometimes impossible, financial and health obstacles. I donate to PCC to help those facing tough life circumstances, and I can see firsthand how PCC makes our entire community stronger. PCC improves lives on a daily basis, and I’m proud that I can help make the care the clinic provides possible.”





**fact** *Our patients are working people with jobs in industries that do not provide insurance - they work in small businesses, on construction sites, in restaurants, and at child care centers.*



# People's Community Clinic

2909 North IH-35  
Austin, Texas 78722  
Phone: (512) 478-4939  
Fax: (512) 320-0702

Development Office  
Phone: (512) 684-1722  
Fax: (512) 684 -1817

Founded in 1970 by volunteer nurses and doctors, PCC has pioneered a clinic model that is focused on delivering the right care, at the right time, cost-effectively. One out of every four people in Texas has no health insurance. People's Community Clinic offers a solution, providing high-quality, affordable healthcare to uninsured Central Texans.

Photos by Todd H. Williams  
& Mark Matsson

Design by Digital City Designs

**StDavid's**  
**FOUNDATION**



*Michael & Susan Dell*  
FOUNDATION

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