



Celebrating our 10<sup>th</sup> year of accreditation by The Joint Commission!

# 2010 Annual Report



## *Entering 40 years of service*

I am proud to bring you a brief annual report to highlight some of our achievements and contributions to the community as we strive to provide comprehensive medical services to a vulnerable population with significant health disparities.



### **NCHS BY THE NUMBERS**

*Clinical Visits*  
**257,409**

*Patients Served*  
**59,050**

*Children and adolescent patients*  
**27,619**

*People served through community screenings and outreach*  
**50,173**

*NCHS staff members*  
**538**

*Staff clinicians including physicians, certified nurse midwives, nurse practitioners and physician assistants*  
**77**

*NCHS physicians who are board-certified or board-eligible*  
**100%**

*Patient retention rate*  
**95%**

*Staff retention rate*  
**83%**

Just as we made business adjustments to respond to economic uncertainties so did our patients. Facing financial hardships, our patients reduced their consumption of medical services causing a flattening of NCHS' growth curve. An obvious trend emerged; patients on self-pay shifted to government insurance programs such as Medi-Cal and Healthy Families as the realities of unemployment affected their self sufficiency and ability to pay out of pocket.

We rejoice as we enter into our 40th year of service. It is of major significance that NCHS is the "medical home of choice" for the people we serve. Of the 60,000 patients seen at our centers, 95.3% are active and recurring patients. This is a tribute to the commitment of a dedicated staff of doctors, dentists, nurse practitioners, midwives, physician assistants and support staff who man our health centers and provide quality services to the populations we serve.

Notwithstanding the economy, we had an exceptional year with many accomplishments which I will highlight in the subsequent page of this report.

From all of us at North County Health Services, we take this opportunity to extend our appreciation for your support in helping us meet our mission of providing our patients and the community with quality healthcare and special programs.

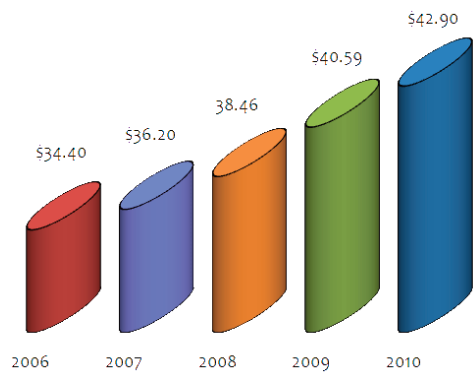
Sincerely,

**Irma Cota, MPH**  
President and Chief Executive Officer



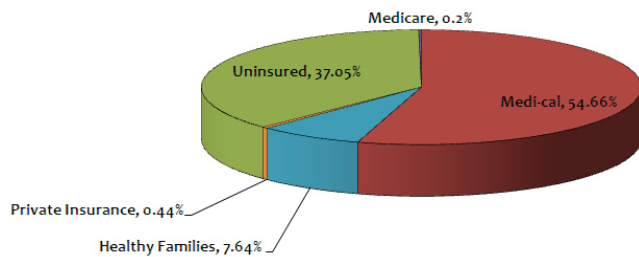
*The mission of North County Health Services is to improve the health status of our diverse communities by providing quality healthcare that is comprehensive, affordable and culturally sensitive.*

## Operational Budget 2006-2010



\*Numbers reported in millions.

## 2010 Clinical Visits

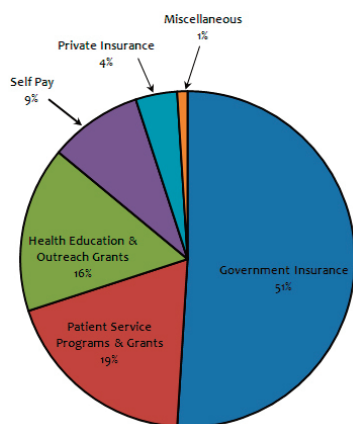


\*80% of the "uninsured clinical visit" category were adults and 20% were children under the age of 19.

96% of our patients are at or under the 200% federal poverty line

75% of our patients are at or under the 100% federal poverty line

## Revenue By Funding Source



## Accomplishments of 2010

1. We achieved a staff retention rate of 83%.
2. NCHS purchased the property in Oceanside that houses two of our health centers; Mission Mesa Women's Health Center and Mission Mesa Pediatrics.
3. NCHS was awarded "Provider of the Year" from the San Diego Immunization Coalition for the institution of a mandatory Tdap vaccination for all clinical staff.
4. We established a CQI University for clinical staff.
5. NCHS graduated 52 Medical Assistant Training Program students. The training program is designed to accommodate a full-time working student.
6. We were the recipient of a federal stimulus grant to implement a new practice management system with an Electronic Health Records (EHR) component; a two-year (2010-11) initiative.
7. NCHS midwives were granted hospital privileges at Tri-City Medical Center and we will begin to deliver at the hospital in April 2011.
8. We were able to expand auxiliary services to our patients by implementing a new diagnostic ultrasound program for the uninsured through the generous donation of a private donor.
9. We expanded our "Gestational Diabetes Program". Patients can now receive comprehensive services in-house without transferring their care elsewhere. A higher retention of patients means better outcomes for mother and child.
10. Our 2010 Fore For Kids Golf Tournament netted the most amount of money, \$70,000, in its six-year history thanks to an extraordinary group of golfers, volunteers and sponsors.

## Quality Statistic Standouts

An NCHS newborn registered a low birth weight only 4.90% of the time compared to the California state average of 5.82%.

78.4% of North County Health Services' prenatal patients enter into care within the first trimester, the State average is 73.3%.

The percentage of diabetic patients with less than 9.0 hemoglobin A1C is 75.7%.

## Featured New Program

A private donor made a significant contribution of \$125,000 to NCHS to establish a comprehensive diagnostic ultra sound (U/S) screening program for patients without financial resources. The availability of a diagnostic U/S enables physicians to provide appropriate levels of intervention, refer to specialists when necessary and proceed with surgery or other treatments when indicated. *This new in-house capability is of tremendous value to physicians and patients with a community benefit as it reduces healthcare costs by treating patients appropriately and in a timely manner.* Furthermore, this is a collaborative program with Neighborhood Healthcare and Vista Community Clinic to expand the program to a greater number of residents in North San Diego County. 296 patients were served during the period of July 1 to December 31, 2010.