



OPEN ACCESS 2014 CONNECTING PATIENTS TO INDIVIDUAL QUALITY CARE



CEO & BOARD CHAIR

Valley Health has always been about opening doors and providing quality health care to all. This year's annual report focuses on the doors we have opened through outreach and enrollment, patient centered medical home transition of care, grant funding awards, financial strength and outstanding national performance evaluation. Proud of our achievements, we continue to strategize and explore opportunities and find ways to move forward.

The current healthcare environment includes exciting opportunities but also uncertainties. The Medicaid expansion in WV bodes well for Valley Health, and a significant portion of our patient population has recently qualified for Medicaid coverage. The Valley Health team was instrumental in guiding patients through this process by placing Assisters throughout our organization and the communities we serve to educate patients and connect them to insurance coverage. Uncertainty is always constant with the Community Health Center program. This year it is even more apparent with a new US Congress and in WV a new legislature and legislative leadership.

The changes that will come in Huntington with consolidation of hospitals will impact Valley Health as well but at this time we are unclear what's behind that door (though we remain optimistic).

At this time, we invite you into our organization and to read through the pages that follow. Please remember that our many doors at Valley Health are fully open and we welcome everyone in the community to connect to our individualized quality health care.

Sincerely,

Steven L. Shattls

Executive Director/CFO

Jill Hutchinson

Board Chair



GREG AGEEOperations Manager

Colonial Food Service Equip.



GARY KELLY
Retired Bank Executive
City National Bank

LEADERSHIP



ANN ALLEN *Retired Nursing Administrator*Outpatient Surgery Centers



BILL MARCUM *Retired Coal Executive* KY Coal Assoc. Massey Coal



BILL BRYANT *Retired Principal*Ferrellsburg Elementary



SHERRY PERRY Co-Director Eastern Cabell County Humanities Organization, Inc.

2014 BOARD OF DIRECTORS We want you to choose Valley Health!



CHARLES CARROLL *Community Advocate*Special Populations



JEFF STEVENS
Attorney
Offices of Walker and Stevens



BEN HOWARDRetired Personal Banker &
Investment Representative
Huntington Banks



CLARA ALICE WILSON *Operations Manager*Dawson Thompson Oil Co.



JILL HUTCHINSON
Retired Consultant for Medical
Malpractice Issues
Community Health Centers & Former
CEO WV Primary Care Assoc.





HRSA SITE VISIT/ PROGRAM REVIEW





POSITIVE & REFLECTS WELL ON VALLEY HEALTH'S ACHIEVEMENTS.

One of the most critical evaluation tools for a federally qualified health center is known as the site visit. The site visit is sponsored by the Health Resources and Services Administration (HRSA), Bureau of Primary Health Care (BPHC). The purpose of the site visit is to gather comprehensive, objective, baseline "on the ground" information on the compliance and performance status of all BPHC programs and to provide direct support to the organization in addressing compliance. Valley Health was selected for a HRSA Site Visit in August 2014.

From August 12-14th, three outside consultants were on-site and evaluated Valley Health's performance based on 19 key measures set forth by HRSA. The three consultants were experts in specific disciplines including finance, administrative/management and clinical. The consultants reviewed policies and procedures, interviewed staff, visited health centers, spoke with patients and met with the Board of Directors and executive management team. In addition, the consultants reviewed requested documentation in advance of the on-site visit.

The final report from the site visit was extremely positive and reflects well on Valley Health's achievements. The consultants were complimentary of the work being performed by Valley Health and the adherence to federal guidelines and regulations. The reviewers commented that Valley Health was one of the "most outstanding" centers that they visited.



KOREY MITCHELL, MD

Family Medicine

Education: Joan C. Edwards School of Medicine Residency: Family Medicine at Marshall University School of Medicine.

Doctorate:

Doctor of Medicine 2011

Locations:

VH – Fort Gay VH – Stepptown

Dr. Mitchell is a native of Wayne County and an avid outdoorsman.

SHEA GOODRICH, MD

Pediatrician

Education: Joan C. Edwards School of Medicine Residency: Pediatrics at Marshall University School of Medicine.

Doctorate:

Doctor of Medicine 2011

Locations:

VH – Ironton VH – Southside

Dr. Goodrich is a native of the area and is a dance instructor.

STEPHEN MINOR, DDS

Dentist

Education: WV University School of Dentistry

Dentist

Education: WV University School of Dentistry

STAUNTON, DDS

Doctorate:

Doctor of Dental Surgery 2003

Locations:

VH – Upper Kanawha

VH – Harts

Dr. Minor enjoys spending time with his family as well as soccer and distance running.

Doctorate:

Doctor of Dental Surgery 2003

Locations:

VH – Upper Kanawha

VH - Harts

Dr. Staunton enjoys traveling, experiencing new cuisines & most of all spending time with her family and friends.

NEW VALLEY HEALTH PROVIDERS

David Oxley, PsyD

at VH-Huntington & VH-Hurricane

Kimilee Wilson, PsyD at VH-Huntington

Lisa Childress, NP at VH-Prestera and VH-Harmony House

We are KEY PLAYERS IN ASSISTING UNINSURED

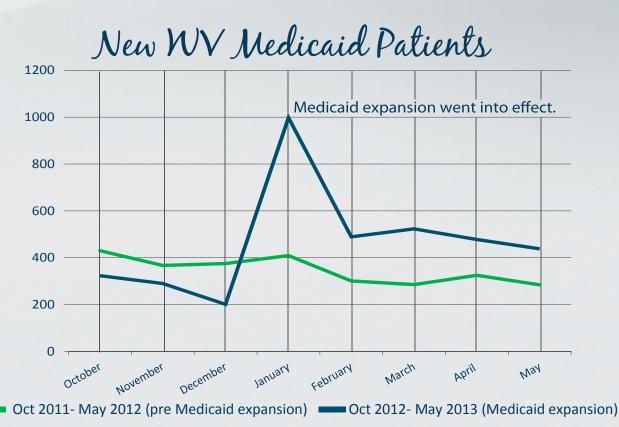
Through funding under the Affordable Care Act, Valley Health opened a door to the community by taking a lead role in informing and assisting uninsured individuals. In the fall of 2013, Valley Health received funding from the WV Office of the Insurance Commission for 22 In-Person Assisters and funding from HRSA for 13 Certified Application Counselors. This combined team of 35 Valley Assisters became known throughout the state of West Virginia as leaders and experts in professionally and efficiently assisting folks with insurance enrollment options available through the Federal Exchange (also termed 'The Marketplace').

While many patients and community members were navigated through the process of signing up for health insurance, the Valley Health Assisters also led a large number of people in the process of applying for Medicaid under the newly expanded state guidelines. As a result of the efforts of these Assisters, Valley Health saw a significant increase in the number of patients seen who were enrolled in a WV Medicaid plan toward the end of fiscal year 2014. Additionally, there was a sharp decrease in the number of patients applying for the sliding fee discount program.



Valley Health's team of Assisters was present throughout the community. In addition to providing their services at health centers, they provided outreach at WIC locations, the Marshall University School of Medicine, local libraries, shopping malls and plazas, Goodwill stores, parades, and other community events. With one-time supplemental funding provided by the WV Office of the Insurance Commission awarded to Valley Health in December 2013, Valley Health leased space at the Huntington Mall in a highly visible location for the remainder of Open Enrollment.

Despite the uncertainties of the changes with the healthcare laws and the disastrous functionality of the healthcare.gov website when first rolled out, Valley Health's team of assisters effectively communicated information and provided answers to over 6,000 households. There were over 1,000 submissions to the Marketplace under the guidance of Valley Health Assisters. And, an estimated 5,000 individuals were navigated through the Medicaid application process. A much greater number would represent the folks who received general information on the changes in healthcare and the appropriate contact information for assistance.





LET'S FAST-FORWARD...

Fast-forward to several months after the 2014 Open Enrollment has ended:

Valley Health Assisters still hear from individuals of whom they helped find healthcare coverage. In some rural health centers, these folks have brought their Assister prized items from their gardens. At the Valley Health - East Huntington location, one patient who was assisted in finding healthcare coverage returned to his Assister and showed off his dance moves after receiving a new hip through replacement surgery that he had needed for years but could never afford until now. The appreciation for the efforts of Valley Health voiced by patients and the community resonates still today, and further strengthens the fulfillment of our mission.

This door remains open, and Valley Health will participate in the next Open Enrollment and continue to assist patients and community members who need navigation to affordable health insurance options.

The Year Of...

HISTORIC PROFITABILITY

2014 was Valley's most profitable year ever. It was a year marked by events that enhanced Valley's patient revenues and resulted in increases in amounts collected per patient encounter.

The year saw the continuation of successes in revenue collections. Valley has waged a multiyear offensive to better collect its patient revenues, with the result; days of revenue in accounts receivable reduced from 118 days in 2011 to the current level of 59 days and attendant collections per day rising from \$68,572 to \$95,578 during the same period.

Due to the advent of the Affordable Care Act in 2014 and expansion of the Medicaid Program, Valley saw a greater number of insured patients and fewer patients who were unable to pay. In 2014 Valley Health was able to achieve a higher Medicaid PPS visit rate. The rate increase is primarily due to the ongoing lawsuits filed by Valley Health and seven others against WV Medicaid.

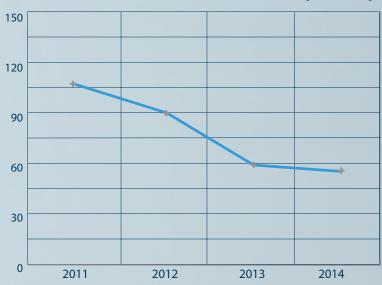
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COMPARATIVE ANNUAL FINANCIAL STATEMENTS

	2014	2013	2012	2011
New Patient Revenues	28,768,923	23,896,203	24,567,375	19,948,145
Grants	8,750,678	9,158,467	9,134,773	8,667,159
Other Revenues	6,089,511	6,316,738	4,272,413	5,417,545
Total Revenues	43,609,112	39,371,408	37,974,561	34,032,849

	2014	2013	2012	2011
Employment Cost	25,316,366	24,681,661	23,365,451	21,085,986
Supplies Cost	5,889,539	6,233,000	6,658,344	6,518,217
Other Cost	8,011,211	7,725,667	7,325,353	6,036,072
Total Cost	39,217,116	38,640,328	37,349,148	33,640,275
Gain/(Loss)	4,391,996	731,080	625,413	392,574

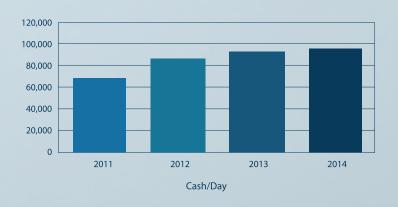
DAYS OF REVENUE (NET)



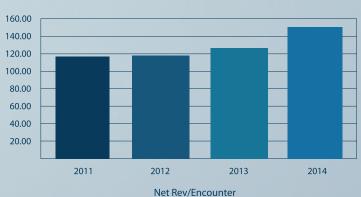
	2011	2012	2013	2014
Net Accts Rec	5,877,273	5,892,860	3,885,636	4,497,564
Nets Rev/Day	53,744	65,244	65,469	78,819
Days of Rev (Net)	109.36	90.32	59.35	57.06

CASH & PERFORMANCE TRENDS

	2011	2012	2013	2014
Cash Collected	25,028,785	31,525,370	34,113,906	34,885,945
Cash/Day	68,572	86,371	93,463	95,578



	2011	2012	2013	2014
Net Revenue	19,616,549	23,813,894	23,896,203	28,768,923
Encounters	166,652	200,015	187,227	190,178
Net Rev/Encounter	117.71	119.06	127.63	151.27



GRANTS AWARDED: BHI, PCMH CAPITAL GRANT & EXPANSION GRANT



AFFORDABLE CARE ACT

MENTAL HEALTH - SERVICE EXPANSION BEHAVIORAL HEALTH INTEGRATION (BHI)

The proposed BHI project strategically places 3FTE licensed clinical psychologists, 3FTE case managers and 3FTE patient advocates into the Valley Health centers. The psychologists will meet addiction therapy needs and general counseling needs in rural service areas. The model that will be implemented through this grant will be a multidisciplinary team including the psychologist, primary care provider, clinical pharmacist, dietician, case manager, and patient advocate who all focus on the patient and their disease state at one visit. This multidisciplinary approach comprehensively covers the disease state and contributing factors and focuses on improved health outcomes. The catalyst in this model is the psychologist who addresses behavior change which is paramount to achieving better health outcomes whether related to diabetes, hypertension, depression or addiction. The team members share treatment planning and records as well as coordinating the disease management at the same visit.



PATIENT CENTERED MEDICAL HOME

FACILITY IMPROVEMENTS GRANT PROGRAM

Valley Health requested funds to renovate 2,623 total square feet at Valley Health - Huntington: 2,407 square feet on the second floor to add space for behavioral health services and group education and 216 square feet on the main floor to add a pharmacy. This project will allow VH to integrate behavioral care and pharmacy services with primary care, as well as add a chronic disease management program. Access to behavioral health services, chronic disease management and medications are a critical need this service area, which has high prevalence of chronic diseases including diabetes and depression. In addition to dispensing prescriptions, the new pharmacy will provide VH clients with patient education, medication therapy management, and coordination between the clinical pharmacist and the primary care team.



Valley Health was successful in securing new grant funds in 2014 to enhance behavioral health, expand pharmacy, add optometry and continue our mission to serve the underserved. Valley Health received four grant funding awards in 2014 including:



EXPANDED MEDICAL CAPACITY AND EXPANDED SERVICES

Valley Health requested funds to expand medical capacity with the addition of three providers including a family medicine physician in Wayne County, a pediatrician in Ironton, Ohio and additional family medicine coverage in the Hurricane/Milton service area. This grant also included addition of a new service line, optometry. Optometry will be available at Valley Health beginning January 2015 at the Valley Health – East Huntington location.



ADJUSTMENT TO BASE GRANT FUNDING FROM HRSA

Valley Health receives annual funding from HRSA in the amount of \$5,873,682



LOAN FORGIVENESS

It is common to assume that physicians make lots of money and to pursue a medical degree is a good economic career choice. While physicians do tend to earn six figure salaries, they also begin their career with an average of \$170,000 debt for education costs and have spent an additional 8 or more years being educated. There is much debate about whether the extended education time requirements and costs associated with that training are worth the medical degree.



We understand that a key element of recruitment is assisting physicians to eliminate educational debt. As a federally qualified health center, Valley Health is eligible to participate with the National Health Service Corp (NHSC) loan repayment program.

The National Health Service Corp offers loan repayment assistance to support qualified health care providers who choose to take their skills where they're most needed. This program is open to licensed primary care medical, dental, and mental and behavioral health providers who are employed or have accepted an offer of employment at a NHSC-approved site. For a two year obligation to practice in an underserved area, primary care providers receive forgiveness of substantial amounts on student loans up to \$50,000 for a two-year commitment.

Several Valley Health providers have participated with NHSC to eliminate debt through serving patients. While the loan forgiveness is helpful, the most rewarding payback is the freedom to treat all patients regardless of economic income and without regard to insurance coverage.





INTERVIEW:
Dr. Aaron Scaife
OB/Gyn



INTERVIEW: Dr. Michael Hackman Psychiatrist

Q: What is it like when finishing medical education and then facing large amounts of loans to repay?

A: Interesting because as a student, you don't pay attention to it until you get your exit interview and find out what the total is...blindsides you at the end.

Q: What difference has NHSC/loan repayment made in your life?

A: Not having to worry about paying the monthly amounts for education is tremendous.

Q: What is most rewarding about working at Valley Health?

A: The best thing about working at Valley Health is the ability to take care of patients and not have to worry about insurance and payer mix. As a physician at Valley I can concentrate on providing great care and remain worry free on the financial side of things. I would never want to decide who deserves what services. I went into medicine to provide quality care in the first place.

Q: Why did you choose ob/gyn?

A: I originally went into general surgery and decided that didn't balance with family time. Switching to ob/gyn is the greatest decision I ever made. I really enjoy my job. I feel like I never work a day in my life because I'm having so much fun.

Q: In summary?

A: The opportunity that Valley offers to providers to pay back crazy amounts of money owed is such a nice thing. It truly is crazy. But, it's nice not to have to worry about how to repay loans. It's also nice to have a job that isn't like working because I enjoy it so much and don't ever decide what patient deserves what. "Valley Health is a win, win, win".

Q: What is it like when finishing medical education and then facing large amounts of loans to repay?

A: I graduated with an undergraduate degree in biology with a mere \$10,000 dollars in debt, but after finishing my medical school training, that number had increased by almost 3,000 percent. Physicians sacrifice quite a bit to complete their training: virtually the entire decade of their 20s, marriage or the start of a family, tiny bits of their sanity, as well as the ability to achieve financial independence and freedom from debt within any reasonable time after graduation.

Q: What difference has NHSC/loan repayment made in your life?

A: The Health Service Corps Loan Repayment program has offered me a life raft when I felt lost in a sea of fiscal insecurity.

Q: What is most rewarding about working at Valley Health?

A: Valley Health has provided me the opportunity to serve a community who is not only close to my heart and heritage, but also, in desperate need for psychiatric services.

Q: Why did you choose psychiatry?

A: I chose psychiatry as my specialty because of the privilege to directly change people's lives for the better and watch as they go from hopelessly depressed, floridly manic, or crippled with anxiety to once again become the people they were before they became ill. The residents of the Tri-state area can be some of the most appreciative and kindest patients I have had the chance to treat. There is rarely a day that goes by where I do not have some kind of "win" leaving the office at night when a patient's symptoms have remitted. This rewarding feeling, coupled with the solace that my student loans no longer have to be the "Boogey Man in the closet" but rather something that can be conquered makes Valley Health a professionally, emotionally and financially rewarding place to work.

MEDICAL RECORD TRANSITION

TO BE COMPLETED DECEMBER 2015

Valley Health will complete the transition to Electronic Health Records (EHR) by December 2015. The conversion to a paperless system creates opportunities to centralize processes and become more efficient as an organization. To this end, Valley Health is centralizing referrals, charge posting, prior authorizations, collections and health coaching.

Prior to implementation of EHR, Valley Health had staff members spread across our vast geographic region to perform these duties on-site, where the physical patient chart was located. Now that the chart is electronic and reports can be generated on special populations, disease states and outcomes, teams are being put together in a central location where they can work closely and achieve better outcomes.

REFERRALS: Streamlined process that uses electronic tracking, by a small team in one central location. Patients are getting specialist appointments and coordination of insurance benefits in a friendly, efficient manner.

PRIOR AUTHORIZATION: A small team has been selected to work on behavioral health and dental prior authorization of insurance prior to appointment.





HEALTH COACHES: The health coaches identify special populations and reach out to these patients to invite them to participate in group therapies focused on their specific disease condition and techniques to control symptoms which ultimately improve their disease state.

CHARGE POSTING AND COLLECTIONS: Valley Health has many programs, grants and sliding fee scale options for patients. To maximize collections and identify patient needs, Valley Health is centralizing charge posting and collections.

ADMINISTRATIVE OVERSIGHT: Responsible to oversee all of these streamlined strategies, operations, fiscal responsibility and development as outlined in the strategic plan. Under the leadership of the Chief Operations Officer, Lanie Masilamani, two positions were added, including: Associate Operations Officer – Finance and Performance, Mary-Beth Brubeck, and Associate Operations Officer, Clinical and Patient Services, Debbie Zuberbuehler.



VALLEY HEALTH - HURRICANE FIRE

Shortly after midnight on August 28, 2014 the Valley Health - Hurricane office was stuck by lightning and the roof caught fire. The fire was caught early and contained but the smoke and roof damage was substantial. The entire roof had to be replaced and many contents were destroyed or had to be treated for smoke damage.

By the afternoon of August 28th, patients had been called and rerouted to our VH-Milton location for health services.

With limited space and time the two teams worked together and developed some very creative ways to not only co-exist but continue providing attentive care to patients.



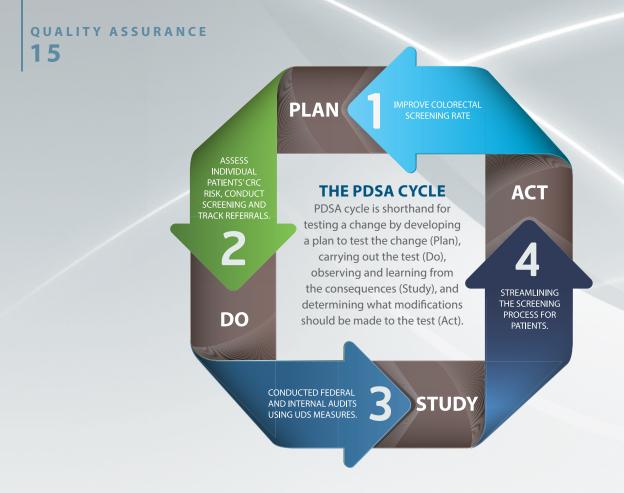


- Providers reworked their weekly schedules to coordinate use of the available exam rooms.
- Offices and storage areas were converted to exam rooms.
- Closet space was transformed into a triage.
- The break room became a hub for nurses and case managers.
- A neighboring lot was graveled to expand staff parking.
- A POD was used to store patient charts.

One unexpected discovery during this process was that After Hours Care flourished in Milton. After Hours care will officially shift from Hurricane to Milton November 10th and will also be open on Saturday from 10am-4pm.

The Valley Health – Hurricane facility was glad to reopen its doors to patients November 10, 2014.

One thing remained constant: Milton and Hurricane providers along with staff maintained their personal commitment to patients and created a patient first atmosphere, thus proving Valley Health's mission of quality health care should never be compromised.



The Quality Assurance (QA) team at Valley Health utilizes the PDSA cycle and recently implemented a colorectal cancer screening procedure to improve the number of patients screened for colon cancer as a preventive measure.

Colon cancer is the 2nd leading cause of cancer-related deaths in the US.

As it can be detected early and effectively treated in many cases, improving this preventive measure offers an opportunity to greatly improve the health of our population.

In response to internal and national trends in colorectal cancer screening, a subcommittee of the QA Committee was created to study this issue and develop a plan to better assess our patients' risk and offer screening when indicated. The committee based the Valley Health procedure on the American Cancer Society document "How to Increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinician's Evidence-Based Toolbox and Guide" published in 2008. This robust Valley Health procedure assesses patients' individual colorectal cancer risk, reviews prior screening and determines if screening is due, offers screening based on patient preference, and tracks referrals and tests to reduce the risk of missed appointments and test results.

In developing and implementing this procedure, the "plan" and "do" components of the PDSA cycle were completed.





Further, several complementary tools were provided for our staff and patients related to CRC screening, including patient education materials, an algorithm and questionnaire to help staff navigate the procedure, live training of the VHS clinical and office coordinators, and tools for tracking screening tests. The education of staff and patients will be ongoing and the procedure will be evaluated at least annually to allow for any needed amendments or updates.

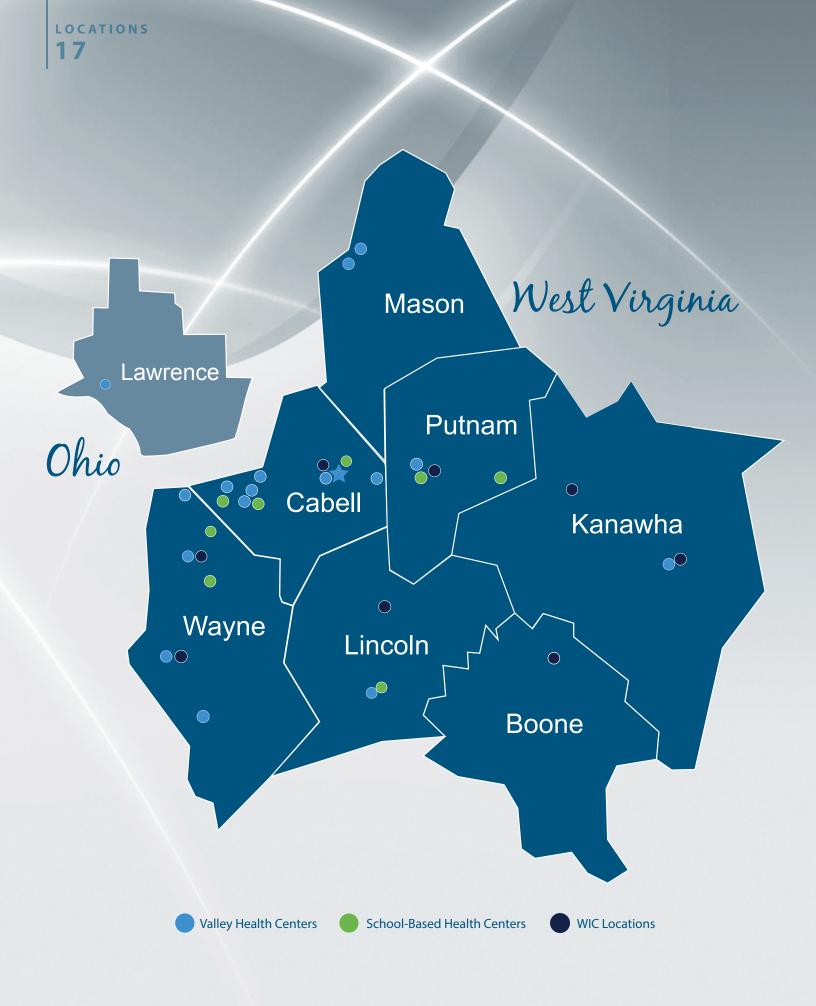
The procedure has been studied and follow-up action has been taken on multiple occasions since the implementation of the procedure. The electronic health record (EHR) has been used to help satisfy certain aspects of the procedure, and the ways in which the EHR is used have been modified based on feedback from staff members who are in practice and using the procedure on a regular basis. This feedback is a critical component of the PDSA cycle and quality improvement overall.

Another element of the "study" and "act" components of the PDSA cycle involves internal and federal audits of colorectal cancer screening at Valley Health.

In addition to our annual federal Uniform Data System audit, Valley Health monitors progress with a continuous internal audit throughout the year.

The QA Committee is excited about improving the health of patients by increasing CRC screening rates, and the committee applauds the hard work of Valley Health employees as they work to understand, implement, monitor, and improve the procedure.





NOISSIM

TO PROVIDE QUALITY **HEALTHCARE TO** ALL INDIVIDUALS, **EMPHASIZING OUTREACH TO THOSE WHO ARE** UNDERSERVED.

VALLEY HEALTH WILL
BE THE LEADER **IN PROVIDING EXCELLENT COMMUNITY-BASED PRIMARY HEALTH** CARE.

WE WILL TELL THE TRUTH RESPECT: WE WILL TREAT EVERY PERSON AS IMPORTANT. UNITY:

HONESTY:

WE WILL TELL THE TRUTH.

WE WILL WORK TOGETHER.

TRUST:

WE WILL DO WHAT WE SAY AND SAY WHAT WE DO.

VALLEYHEALTH - Providers

FAMILY MEDICINE

Drew Bailey, DO Shelley Bailey, DO Charles Bukovinsky, MD Scott Davis, MD Amy Garmestani, MD Jenifer Hadley, DO Zachary Hansen, MD Buddy Hurt, DO Amy Marsteller, MD Korey Mitchell, MD David Revell, MD

Mathew Weimer, MD David Whitmore, DO Lisa Childress, APRN, FNP-BC Bridgett Freeman, APRN, FNP-BC Traci Phillips, APRN, FNP-BC Terry Roberts, APRN, FNP-BC Linda Salem, APRN, FNP-BC Sarah Schindler, APRN, FNP-BC Julie Vannoy, APRN, FNP-BC Jennifer Wellman, APRN, FNP-BC Molly Bennett-Beckley, PA-C Caroline Culver, PA-C

BEHAVIORAL HEALTH

PSYCHIATRISTS:

Randall Walters, MD

Michael Hackman, MD Sanjay Masilamani, MD April Baisden, MD

PSYCHOLOGISTS:

Rebecca Denning, PsyD Sarah Jarvis, PsyD Kenneth Oxley, PsyD Kimilee Wilson, PsyD

PEDIATRICS

Megan Bartram, MD Shannon Smith Maxey, MD Edward Moran, Jr., MD Jordan Nash, MD Manimekalai Raman, MD Misty Strow, MD Daniel Whitmore, DO John Wiltz, MD

OB/GYN

Richard Booth, Jr., MD Joseph DeRosa, DO Ellie Hood, MD Andrea Kellar, MD Rafael Molina, MD Herbert Myers, DO Aaron Scaife, MD Andrea Vallejos, MD

DENTISTS

Stephen Beckett, DDS Daniel Brody, DMD Lisa Dean, DMD Andrea Kelly, DDS Stephen Minor, DDS Kara Smith, DDS Ashton Staunton, DDS

HYGIENIST:

Meagan Easterling, RDH Michele Endicott, RDH Mackenzie Johnson, RDH Donya LaBrosse, RDH Tara Martin, RDH Cassandra McClung, RDH Tina Triplett, RDH

INTERNAL **MEDICINE**

Edward Moran, MD Manimekalai Raman, MD Daniel Whitmore, DO

ULTRASOUND

Courtney Beter, RDMS Amanda Buell, RDMS Felicia Craft, RDMS

PHARMACY

Ashley Houvouras, PharmD Lori Moss, R.Ph

EXECUTIVE LEADERSHIP

Steven Shattls, MPA Executive Director/CEO Richard Weinberger, CPA Chief Financial Officer

Herbert Myers, DO **Medical Director**

Lanie Masilamani, MHA Chief Operating Officer

Josh Hammonds, BA **Chief Information Officer**



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