

PROVIDING Primary Health  
2010  
Pueblo  
Community  
Health Center  
Annual  
Report  
to those in need of care



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2010

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Our Mission  
Since 1983!

To provide primary health care to those in need

Our Core  
Values

- We treat all our patients and each other with dignity and respect, regardless of race, age, gender, disability, values, lifestyle or interests.
- We believe compassion and empathy for others are crucial to the success of the organization.
- We believe honesty and integrity in all relationships are paramount.
- We are committed to providing the highest quality health care and customer service to our patients.
- We believe teamwork and developing cooperative working relationships are crucial to the success of Pueblo Community Health Center.



Lorraine Nolan  
2010-11 Board President

Dear PCHC Friends,

With health care reform on everyone's mind, expanding access to care is a top priority in Pueblo, no matter how the health care system is shaped in the future. PCHC is honored to be the primary care home for more than 22,000 people of all ages every year~~~that's 1 in every 7 residents. You, your family, friends and neighbors are able to receive medical, dental, mental health, prenatal, pharmacy, health education, and many, many other services at PCHC. We are successful and effective because we have strong health care partners who provide a continuum of services. Partners include Parkview Medical Center, St. Mary-Corwin Medical Center, Pueblo City-County Health Department, numerous human service organizations, and vital specialists who provide excellent care for those in need.

On behalf of our staff, volunteers and leadership Board of Directors, we wholeheartedly thank you for being an important part of the health care solution. Your support is paramount for PCHC's continued growth. Together, we will make Pueblo stronger and healthier!

Most sincerely,

A handwritten signature in blue ink that reads "Lorraine Nolan".

Lorraine Nolan  
2010-11 President, Board of Directors

A handwritten signature in blue ink that reads "Donald Moore".

Donald Moore  
Chief Executive Officer



Donald Moore, CEO

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David Krause, MD, Co-Chief Medical Officer  
Justin McCarthy, Chief Operations Officer  
Karen Miller, DDS, Chief Dental Officer  
Brent Stanley, Chief Financial Officer

# School-Based Wellness Centers



In collaboration with Pueblo City Schools and Parkview Medical Center, PCHC began delivering services to school-aged children through School-Based Wellness Centers (SBWCs) located at Central High, East High, Freed Middle and Risley Middle schools. In 2010, we provided 5,004 visits for children during our first school year operating the SBWCs. The primary goal of the SBWCs is to provide quality services and improve access for school-aged youth in order to improve their health and wellness. In addition, SBWC services...

- ...keep students in school and parents at work.
- ...help families ensure their children are healthy.
- ...improve opportunities for families to receive needed services.
- ...improve students' performance and test scores.
- ...reduce absenteeism.
- ...avoid delays in treatment.
- ...allow students to experience high quality education.
- ...minimize school day distractions.



## Accomplishments 2010



- We served 22,037 patients, 5% more people than in 2009.
- We provided 103,936 medical, dental and mental health visits.
- We delivered a record number of babies—548—which is 1 out of every 4 babies born in Pueblo County.
- We provided 5,004 visits for children at Central High, East High, Freed Middle and Risely Middle School-based Wellness Centers (SBWC) during our first school year operating the SBWCs.
- Our Foundation secured more than \$3.1 million from individuals, businesses and other entities for capital expansion needs.
- Our patients remain satisfied with their overall care and 98% would recommend PCHC to others.
- We served with distinction by following our Core Values and they remain vital to our success.

### **Growth**

- We must fulfill our mission by embracing our core values and provide a primary care home for 1,200 more patients.
- We must actively manage our practice size to assure high levels of quality, access and customer service.
- We must complete the 110 Routt Avenue building renovation and re-open it with a larger pharmacy.
- We must assure our homeless, farmworker and HIV+ patients can access care and are served.
- We must find a way to fund our dental clinic expansion.
- We must achieve Accreditation Association Ambulatory Health Care re-accreditation.

### **Electronic Health Records**

- We must begin the planning to implement NextGen electronic health records.
- We must learn how to and participate in electronic exchange of health information in our community.
- We must provide access to email, internet and the local area network to 100% of our employees.

### **Sustainability**

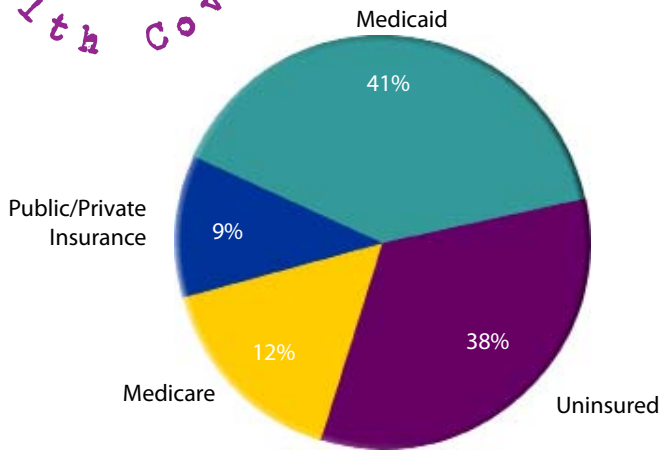
- We must recruit and retain providers and staff committed to our mission.
- We must generate revenues and manage expenses sufficient to achieve growth.
- We must adapt to health care reform changes at the state and national levels.

### **Strategic Partnerships**

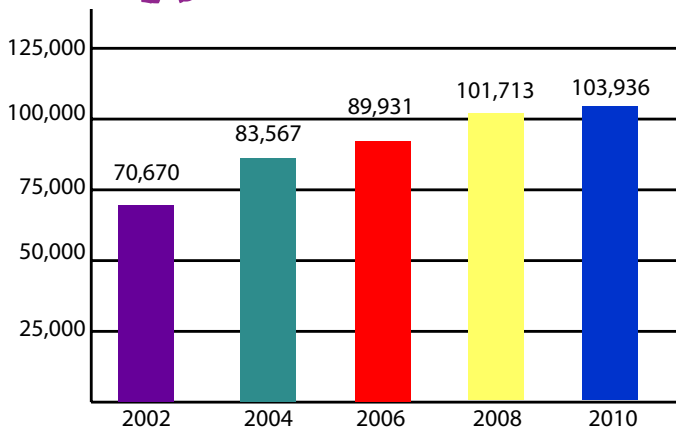
- We must continue to advocate on behalf of people who lack access to quality primary health care.
- We must be a partner in community efforts relevant to our mission.
- We must have excellent relationships with both hospitals and other providers essential to our system of care.
- We must help the PCHC Foundation grow and become self-sustaining.

## Direction 2011 Statements

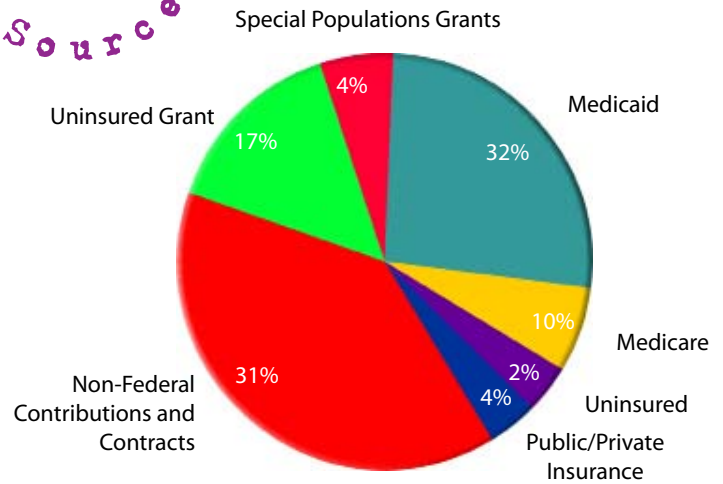
Health Coverage  
2010  
Patient



Patient  
2010  
Visits



Revenue  
2010  
Sources



38% are uninsured.

70% live in poverty.

8% are 65 years and older.

36% are younger than 20.

3% are homeless.



Pueblo  
Community  
Health Center  
*Foundation*



Cora Zaletel  
PCHC Foundation President



Janet Fieldman, MBA, CFRE  
Chief Foundation Officer

Dear PCHC Foundation Supporters,

Throughout 2010, we have had many opportunities to see the fruits of our efforts to bring high quality health care to even more Pueblo residents. PCHC's new three-story medical center opened in November 2009 and, as promised, we significantly reduced the waiting list; in fact, more than 1,000 people were removed from the list! We didn't make hollow "campaign promises" while securing \$3.1 million from caring businesses and individuals like you; rather, we promised to add 6,000 more people to our practice by the year 2015, and we are on track to meet this goal!

The new building's design complements the neighborhood's historic components, and many environmental elements were included to maximize energy efficiency. In fact, PCHC now boasts one of the largest privately owned solar panel systems in Southeastern Colorado! Also, to honor the devout members of St. Paul United Methodist Church for their 100+ year history before we built the new clinic on this location, we incorporated limestone from the church into Colorado Avenue Clinic's design: the first floor window archways showcase the limestone keystones, and the main sign rests on a solid foundation of this limestone, as well.

As you have seen through the pages of this Annual Report, 2010 was an amazing year for PCHC and PCHC Foundation. Never in the 27-year history of PCHC have we experienced such a surge of growth and such successful preparation for the future!

It is difficult to find the words to accurately convey our appreciation of your commitment, dedication, and support as we strive to care for even more people in need of primary health care services.

All of our best,

Cora Zaletel, President  
PCHC Foundation

Janet Fieldman, CFRE  
Chief Foundation Officer

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**Grant Contributions**

Avon Foundation Breast Care Fund  
 Bureau of Primary Health Care  
 Caring for Colorado Foundation  
 The Colorado Health Foundation  
 Colorado Primary Care Fund  
 Colorado Women's Wellness Connection  
 Newborn Hope, Inc.  
 Nurse-Family Partnership  
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 Pueblo City-County Partnership  
 Ryan White Early Intervention Services  
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Cora Zaletel





[www.PuebloCHC.org](http://www.PuebloCHC.org)

**Colorado Avenue Clinic**

300 Colorado Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

**Park Hill Clinic & Pharmacy**

1302 East 5th Street  
Pueblo, Colorado 81001  
(719) 543-8711

**O'Rourke Dental Clinic**

2030 Lake Avenue  
Pueblo, Colorado 81004  
(719) 564-4823

**Avondale Clinic**

328 Avondale Boulevard  
Avondale, Colorado 81022  
(719) 947-3344

**Grand Avenue Clinic**

1008 North Grand Avenue  
Pueblo, Colorado 81003  
(719) 584-3964

**Pharmacy**

310 Colorado Avenue  
Pueblo, Colorado 81004  
(719) 543-4545

**Administration & Foundation**

112 East Pitkin Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

**Central High**

**School-Based Wellness Center**  
216 East Orman Avenue  
Pueblo, Colorado 81004  
(719) 253-6156

**East High**

**School-Based Wellness Center**  
9 MacNeil Road  
Pueblo, Colorado 81001  
(719) 549-7730

**Freed Middle**

**School-Based Wellness Center**  
715 West 20th Street  
Pueblo, Colorado 81003  
(719) 253-6310

**Risley Middle**

**School-Based Wellness Center**  
625 Monument  
Pueblo, Colorado 81001  
(719) 549-7915

**Walsenburg OB Clinic**

129 Kansas Avenue  
Walsenburg, Colorado 81089  
(719) 738-2718

