

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Spring 2013



Community Health & Dental Care:

Continuing to reimagine what quality community healthcare can be



How can you break through all the messages that kids encounter on a daily basis and teach them a valuable lesson? Sometimes all you need is a spoon and a bagful of sugar. For students who take part in Community Health & Dental Care's (CHDC) DK Destroyer program, it is quite an eye opener to find out exactly how much sugar is in a can of soda (10 teaspoons), or even a packet of ketchup (1 teaspoon).

Each scoop-full of sugar paints a sticky-sweet picture and serves to highlight the importance of eating healthy foods in order to avoid tooth decay. CHDC's DK Destroyer program focuses on educating students about the importance of brushing twice a day for two minutes in order to have a healthy smile. This initiative is not only helping to prevent tooth decay, but is also helping in the fight against childhood obesity and the potential onset of diabetes. But it began by telling a compelling story—one that kids share with their families, and, hopefully, will remember for a lifetime.

Community Health & Dental Care (CHDC) takes its role in the Pottstown community seriously—providing affordable, accessible and quality healthcare for all, regardless of a patient's ability to pay. As of today, that means caring for 11,000 people, and the need continues to grow! That's why the organization continues to seek out programs and solutions meant to deliver the best possible outcomes to the Pottstown community.

By Improving Patient Experience

The ability to make it safely and on-time to appointments shouldn't be a patient's biggest challenge. CHDC's transportation program continues to expand in order to address that particular headache. For instance, Pottstown Area Rapid Transit (PART) makes hourly stops at the center, in addition to a number of alternatives listed on their [website](#). "CHDC encourages patients to work with the staff in order to make arriving to the center another part of their positive experience," said

Paula Kamp, CHDC Community Outreach Director. "Moving forward, we plan to add a van service to our list of transportation solutions."

Additionally, CHDC has redesigned its patient waiting area with comfort in mind. That includes a children's reading area. By spring 2013, the center also expects to add a new dental chair expressly fitted for patients using wheelchairs.

By Opening a Pharmacy

In fall 2012, CHDC opened the doors to a new 340B pharmacy for CHDC patients. The 340B Drug Pricing Program requires drug manufacturers to provide outpatient drugs to eligible healthcare organizations, such as CHDC, a Federally Qualified Health Center, at significantly reduced prices. Like neighboring retail pharmacies, the 340B pharmacy accepts most insurances and Medicaid programs. The additional benefit

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a message from our director



Dear Community,

It's not easy to change. Author Dean Koontz once wrote, "Changing the way you live means changing what you believe about life." Adopting healthy new behaviors can be just as challenging. That's why it takes a community to help improve our overall health and wellness.

Making a difference starts locally. We see it and celebrate it this spring with a closer look at two area resources that empower area residents with the ability to take their health in their own hands and make smart choices. Both are stellar examples of quality healthcare available on a local level—[Community Health & Dental Care](#) and [Creative Health Services, Inc.](#):

Never underestimate the importance of both body and mind when it comes to your overall health! Creative Health Services provides quality behavioral healthcare to over 5,000 adults, children and families in the Tri-County area.

Community Health & Dental Care, on the other hand, offers family and pediatric medical services, along with dental care. Since opening their doors in 2008, they've grown to over 11,000 patients without sacrificing on their mission to ensure access to care for all people.

At the end of the day, it's our responsibility to take care of our own health. But isn't it refreshing to live in a collaborative community that lends a healthy hand? We think so!

David W. Kraybill, Executive Director

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is that CDHC will apply the healthcare discount for both uninsured and underinsured patients so that they receive the right medication needed to assist in improving health outcomes.

"The greatest measure of success has been in the positive feedback, with one customer commenting that he was enjoying savings of close to \$100 each month," said Kamp. The gentleman, who was described as a senior with a warm smile, filled four prescriptions totaling approximately \$31. Upon hearing the amount, he was hesitant enough that the pharmacist inquired further, thinking that the fees might still be too prohibitive. Instead, the gentleman pulled out his wallet and said that this would be a credit, and one that he gladly welcomed.

By Encouraging the Youngest Patients

In addition to conventional, in-office health and dental services and their DK Destroyer dental education program, CHDC also collaborates with schools with its No Cavities for Kids club and the Reach Out and Read program, along with local fluoride varnishing and dental screenings with the local Head Start programs. CHDC also participates in the Vaccine for Children (VFC) program, enabling every child to have access for recommended immunizations on site.

"The community as a whole is gaining a lot more knowledge, just through the programs we support," said Kamp. "For school-age children in particular, these are lessons they'll take with them for the rest of their lives. That's our ultimate goal."

Did you know? Statistically, one of the main causes of student school absences is dental pain. That's why educating kids on taking care of their teeth so they can avoid cavities and tooth decay is so important.

By Receiving Federal Grant

In 2012, CHDC received the reimbursement designation of Federally Qualified Health Center (FQHC). As one of only five community health centers in Pennsylvania to receive new grant funding, CHDC can continue to expand its programs and services, all in an effort to improve patients' experience. The center qualified for \$650,000 from the U.S. Department of Health and Human Services as part of an initiative to encourage access to community health centers across the country.

The grant was awarded to the center because of its ability to help those who struggle to pay for healthcare or need access to medical and dental care. CHDC is a full-service health and dental center. Those with private health insurance, Medicare, Medicaid, or people who do not have insurance, are all able to meet their healthcare needs. While not a free clinic or social service agency, the center offers a healthcare discount for those who qualify based on the federal poverty schedule. CHDC is a quality driven organization with a strong focus on patient satisfaction and healthy outcomes for the entire community.

Community Health & Dental, www.ch-dc.org

Medical appointments: 610-326-9460

Medical Hours: Monday to Thursday,
8 a.m.-7 p.m.
Friday, 8 a.m.-5 p.m.
Saturday, 8 a.m.-12 p.m.

Dental appointments: 610-326-7405
Dental Hours: Monday to Thursday,
8 a.m.-8 p.m.
Friday, 8 a.m.-4 p.m.
Saturday, 8 a.m.-3 p.m.

(Walk-ins welcome on Wednesdays
for dental emergencies 1 p.m.-6:30 p.m.)

www.pottstownfoundation.org

Creative Health Services, Inc.: Empowering a community through quality behavioral healthcare

Outward appearances can be misleading. Take, for instance a young woman profiled as part of PBS's documentary, Cry for Help, on teens and mental illness. Energetic, talented and always smiling, Stacy was the quintessential high school over-achiever. And yet, for over six years she battled depression that often left her feeling hopeless and in tears for hours. She feared the stigma attached to mental illness and kept her secret until thoughts of suicide became so strong, she sought help. In reflection, she said, "For the longest time, I never thought I'd be one of the ones who would get better. When I finally did, it surprised me, and it gave me hope... hope is possible." (Source: PBS.org)

"Mental illness knows no boundaries—including age, sex, race or economic background," says Dr. Andy Trentacoste, Chief Executive Officer of Creative Health Services. "It's a disease like any other, and one that doesn't signify weakness."

According to the National Alliance on Mental Illness, one-in-five Americans live with a mental disorder. But, nearly two-thirds of all people with a diagnosable mental illness do not seek treatment. Dr. Trentacoste notes that Montgomery County tracks very similarly to these national statistics. Lack of knowledge, fear of disclosure, rejection and discrimination are among the most common reasons given for why people don't get help.

It is a stigma long attached to mental health—and one that [Creative Health Services](http://CreativeHealthServices.org) strives to change with help from its newly opened facility and commitment to outpatient treatment.

Sustainable Environs

Full construction at Creative Health wrapped up in March 2013 and features expanded out-patient services to allow for better access to counseling services for the entire community along with a residential treatment facility.

Creative Health's Mental Health Outpatient Department program provides assessment and treatment for a wide array of adult mental health problems, including depression, anxiety, stress-related disorders, sleep disorders, psychotic disorders, adjustment to trauma and psychological problems associated with medical issues.

"Good design supports positive outcomes," said Dr. Trentacoste. "With that in mind, our campus is user-friendly and modern. For the community, that translates to quality behavioral health services through integrated programs that promote treating your mental health just as you would your physical health."

[New studies](#), in fact, recommend integrating mental health screenings as part of annual check-ups. In their early stages, mental health disorders are often highly treatable, thus improving quality of life and saving money in the long-term. "There is still work to do in changing how people view mental illness, but we're moving in the right direction," said Dr. Trentacoste.

For more information, please call 484-941-0500.



Child, Home & Community – “Pottstown Adolescent Prenatal Parenting & Support Continuum”

“I like this program because I can tell the other pregnant girls advice on giving birth, or to even just talk about my experience. Being as though I’ve only been a mother for a year, I like to talk about being a mother. I get good advice on what to do with my son, it helps too. I love this experience.”

– Najeria

Najeria speaks from the heart and is representative of other teen moms who participate in the Pottstown Adolescent Prenatal Parenting and Support Continuum

program, sponsored by [Child, Home & Community \(CHC\)](#). The program’s ultimate goal is for the birth of healthy babies.

Through the CHC parenting and support program, teens learn the importance of prenatal education and its role in reducing pre-term births, increasing birth weights and decreasing repeat pregnancies. They are empowered through education, advocacy and collaboration. Teen parents are taught how to be good caregivers and role models to their children.

Every child deserves a healthy start, and this message is expressed through the program’s continued support and welcoming environment. This is evident through teens like Kourage, who stated, “This class has really helped me. It helps me to get advice and learn from the experiences of other teen moms. There are people here who I can talk to and who will listen and can relate to me. It helps build my confidence and gives me encouragement and support from my peers.”

A healthy baby receives a ‘head start’ in school, which will benefit not only the child and his family, but also strengthen the functioning of the community as a whole.



Maternity Care Coalition



A child’s success in school begins as early as the prenatal stage of a child’s development and includes the entire family.

The Pottstown [Early Head Start \(EHS\) program](#) provides early childhood development programs to families with

infants through three-year olds. The goal is to focus on the needs of not only the child, but the family as a whole, and to empower families to make healthy lifestyle choices for themselves and their children.

Cynthia, a 20-year old, was pregnant with her first child and was stressed and anxious about the pregnancy and the delivery. She enrolled in the Early Head Start program and began to work closely with an EHS Advocate. Through the program Cynthia learned the importance of pre-natal care, what to expect during childbirth, she had assistance in developing a plan for childbirth, and learned the benefits of breastfeeding.

After learning how beneficial breastfeeding is to a child’s development, Cynthia was empowered to communicate her preference to the hospital staff once her son was delivered. She went so far as to attach a card to her son’s crib stating:

“NO formula, NO bottles, NO pacifiers. I just want my Mommy! I am learning to breastfeed.”

Cynthia’s Advocate was with her every step of the way... from the early stages of pre-natal care, through childbirth, and into the journey of motherhood.

www.pottstownfoundation.org



Visiting Nurse Association – Personal Navigator Program

Mr. H could not afford his medication. He is a 90-year old diabetic patient with hypertension and the cost of his prescribed medications was more than he could financially handle. Knowing that he was behind on all of his bills, he thought his only option was to stop taking his medications.



Fortunately, the VNA Personal Navigator Program was able to assist Mr. H. A personal navigator met with Mr. H and was able to enroll him into a Medicare Advantage plan that included prescription medications. The plan was specific to diabetic patients; therefore, all of his diabetic medication and supplies were included.

Additionally, the cost of his remaining prescription medications was reduced through the Low-Income Subsidy, offered to income eligible individuals through Medicare. His personal navigator also assisted Mr. H in applying for the Supplemental Nutrition Assistance Program (SNAP) and PECO's CAP program, a discounted residential tariff rate for electricity or gas.

Often times, situations like Mr. H's arise and require choosing between paying for medications, or paying for monthly living expenses. These choices could mean the difference between life and death. However, services like the [VNA's Personal Navigator Program](#) provide options that eliminate the need to make those life altering decisions.

Building a Sustainable Nonprofit Community for Pottstown with The Effective Fundraising Series

- For Board Members, Executive Directors and other Staff of Nonprofit Organizations in the Greater Pottstown Area
- Workshops and Webinars in Essential Fundraising Skills

Topics Include:

The Guide to Finding & Getting Grants – Two 3-hour sessions

When: July 11 and July 25, 2013, 9:30 a.m. to 12:30 p.m.

Webinar: The Board's Role in Fundraising

When: September 12 and September 19, 2013, noon to 1 p.m.

Asking for Major Gifts & Getting Them

When: September 25, 2013, noon to 3 p.m.

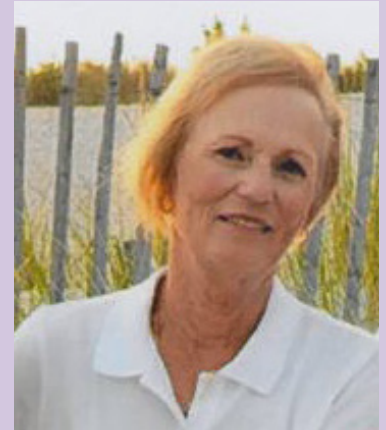
For more details and a copy of the complete brochure, [click here](#).

Please use the registration form, completing one per participant, with payment, by **May 1, 2013**. For questions about the program, contact Terri Clark, 215-951-5194 or clarkt@lasalle.edu.

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board profile



Linda Lignelli, Board Member

Linda Lignelli joined the Foundation's board in 2004 and has been a community advocate ever since. Her perspective has been shaped through her years as a registered nurse. In fact, she has been a staff nurse for the Boyertown Area School District since 1988. Her career began by working in hospitals during a time when people got sick, and it was the role of the medical staff to get them healthy. Wellness wasn't emphasized as much as it should have been, but that has certainly become an important focus today.

"I've always tried to provide a voice that represents both the physician side and the community," said Lignelli. "There are people who benefit from the grants we provide. Ultimately, it is their health and wellness we're trying to positively affect."

Lignelli has served on multiple committees, including: Strategic Planning, Marketing/ Communications, 5th Year Anniversary and 10th Year Anniversary. "We really have a chance to make a difference in our community," said Lignelli. "It's why I have served on the board for nine years—because I believe in their mission, and I'm committed to the region. My husband grew up in Boyertown. We try to support area businesses and artisans by buying local, for example. I think that we have become good stewards of the community and, at the same time, have tried to be good parents. And now good grandparents."

What has been her favorite part of working with the Foundation? Not surprisingly, it's in supporting programs that affect area children. "Because I work with the school district, I'm thrilled the Foundation can help schools spend dollars they don't have on programs that are important for the health and wellness of our kids."

Spring School Collaborative Meeting

All schools in the Foundation's service area are invited to join a semi-annual discussion on different aspects of health and wellness in our school systems. Faculty, staff, and administration who strive to make local schools a healthy environment for learning, are invited to attend.

Date: Wednesday, May 1, 2013

Time: 3:30 p.m. – 5:30 p.m.

Place: The Wyndcroft School
1395 Wilson Street
Pottstown, PA

Additional Topics:

- Healthy Bodies, Healthy Minds™ Institute
- Curricula Resources toolkit
- BMI Data
- Needs Assessment

For additional information, contact Anna Brendle Kennedy, Program Officer for Schools, Recreation, and Active Living; Impact & Evaluation Manager, at abrendle@pottstownfoundation.org, or 610-323-2006 x29

LIVE UNITED



United Way
of Greater Philadelphia
and Southern New Jersey

Community Impact Training Institute

Spring 2013 Training Catalogue now available
Trainings are Free. Space is Limited.

Please Register at:

www.UnitedforImpact.org/training



“Foundations for Life” Blog with Dr. Laurie Betts

Find inspiration and advice by following Dr. Betts as she discusses family life, exercise, nutrition and more. She will cover topics everyone can relate to, so join in the conversation and share your challenges and your successes.

[Click here](#) to follow Dr. Betts today!



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Save the date

Healthy Bodies... Healthy Minds Two-Day Institute

August 6 and August 7, 2013

WHO should attend: Wellness teams and Wellness advocates in school districts.

WHAT: Expanded two-day institute focusing on connection between physical activity and improved academic performance.

WHERE: The Hill School
860 Beech Street, Pottstown, PA

Registration and Cost Info:

Individual Rate: \$150

Team of 3 or more: \$100/person

What else: Exercise component + “Ask the experts”

August 6

7:30 a.m. Registration

8:00 a.m. Breakfast Presentation

9 - 11:45 a.m. Breakout Sessions

12:00 p.m. Lunch Presentation

1:45 - 4:30 p.m. Breakout Sessions

4:30 - 5:30 p.m. Group exercise/
Team Planning

6 - 7:30 p.m. Dinner Reception
and Community Keynote

August 7 – Bonus Day

6:30 a.m. Group Exercise

8:00 a.m. Breakfast Action Planning

9:30 a.m. - 12:15 p.m. Breakout Sessions

12:30 p.m. Lunch and Group Wrap-Up

2:30 p.m. Departure

Questions? Contact Anna Brendle
abrendle@pottstownfoundation.org
610-323-2006, x29



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