

FAMILY HEALTH CENTERS OF SAN DIEGO  
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FAMILY HEALTH CENTERS OF SAN DIEGO'S  
**ADELANTE**  
A-DE-LAN-TE (ADV). – FORWARD, AHEAD  
APRIL 2015



Enrolled over  
**1,520 new applicants**  
in a health insurance  
plan from Covered CA

•••

Answered  
more than  
**9,000 calls**

•••

Assisted more than  
**7,000 individuals**  
with Medi-Cal  
applications

## Because We Care

Advancing Health Equity Across San Diego



This Minority Health Month, Family Health Centers of San Diego (FHCSO) proudly supports work by the U.S. Department of Health and Human Services, and other organizations and community members, to spotlight the continuing health needs of racial, ethnic and cultural minority groups. For over four decades, FHCSO has worked to ensure underserved communities in San Diego have access to quality, affordable health care services through primary care, specialty services and educational programs.

For example, we are proud to offer the largest and most comprehensive HIV services department in the state, which provides outreach and testing to LGBT members, a Patient Navigator program designed for Latina women who have been diagnosed with breast cancer and pediatric developmental services for all families. To schedule an appointment with an FHCSO provider, please call (619) 515-2300. To learn more about Minority Health Month, please visit [www.minorityhealth.hhs.gov/nmhm/](http://www.minorityhealth.hhs.gov/nmhm/).

### CONNECT WITH US ONLINE



[www.fhcsd.org](http://www.fhcsd.org)  
[www.facebook.com/FHCSO](http://www.facebook.com/FHCSO)  
[@FamilyHealthSD](https://twitter.com/FamilyHealthSD)

If you are interested in donating to our specialty care programs, helping our agency acquire essential medical equipment, becoming a Spirit of the Barrio sponsor or contributing to our mission in another way, please contact a member of our Development Staff:

Chris Larkin  
Director of Development  
[christopherl@fhcsd.org](mailto:christopherl@fhcsd.org)  
(619) 515-2315

Amber Zent, Development Manager  
[amberz@fhcsd.org](mailto:amberz@fhcsd.org)  
(619) 515-2562

Please visit [www.fhcsd.org/donations.cfm](http://www.fhcsd.org/donations.cfm)  
for additional information about  
giving opportunities!

## Open Enrollment 2014-15 Draws to a Close FHCSO Leads the Way in Covered CA, Medi-Cal Insurance Enrollments

For the second consecutive year, Family Health Centers of San Diego (FHCSO) is on track to becoming one of the top organizations in California for submitting Covered CA and Medi-Cal health insurance enrollments.

Though individuals still have until April 30, 2015 to enroll in Covered CA, FHCSO Certified Enrollment Counselors have already enrolled over 1,520 new applicants in a Covered CA health insurance plan. This accomplishment resulted in FHCSO becoming the first Covered CA grantee in Southern California to meet, and exceed, grant goals for the Open Enrollment period, which started on November 15, 2014. In addition, our trained counselors answered more than 9,000 calls and assisted more than 7,000 individuals with Medi-Cal applications during this time period.

“Enrollment milestones such as these reflect our organization’s commitment to providing access to affordable health care to those who need it,” said Fran Butler-Cohen, CEO of Family Health Centers of San Diego. “We hosted enrollment activities in communities across San Diego County and are proud of our staff’s efforts to reach individuals where they live, work and play.” Enrollment activities

conducted by FHCSO staff included tabling at grocery stores, attending local events and presenting at community groups.

Last year, over 1 million Californians enrolled in a Qualified Health Plan via Covered CA, the health plan marketplace that implements the federal Patient Protection and Affordable Care Act (ACA) in California. During the 2013-14 Open Enrollment period, Family Health Centers of San Diego was the top organization in Southern California for enrolling individuals in Covered CA and ranked eighth overall in the state.

During each annual enrollment period, individuals and families have the opportunity to review their health insurance options and choose from a variety of plans if they currently do not have health insurance or did not sign up for health insurance the previous year. In addition, they may make changes to their existing health insurance plan. Individuals who qualify for Medi-Cal can enroll throughout the year, even outside of the Open Enrollment period.

For more information about enrolling in a health insurance plan, including next year’s enrollment period dates, please call our Certified Enrollment Counselors at (619) 515-2363.



## CEO'S CORNER: an update from Fran

# What a Great Match It Was!

Six new residents just matched with Family Health Centers of San Diego's Family Medicine Teaching Program for 2015! We couldn't be more thrilled with the caliber of these new residents. They are bright, from outstanding educational institutions and are committed to practicing in community medicine, and practicing with underserved populations.

The continuation of the Teaching Health Center Graduate Medical Education Program was made possible by the passing of Congressional legislation on Tuesday, April 14, 2015. The legislation passed with strong bi-partisan support, Republicans and Democrats alike recognizing the importance of Family Medicine training programs that specialize in community-based care.

The California Academy of Family Physicians said this about Congress passing the key Teaching Health Center program legislation, "By funding

the Teaching Health Center Graduate Medical Education (GME) Program, the legislation maintains training in primary care, community-based settings rather than in sub-specialty-focused hospitals. This is a crucial step toward reforming the federal GME program to include training in the settings in which family medicine physicians most often practice and patients receive most of their health care."

As a result of FHCS D's innovative Residency Program, each year six highly trained and dedicated physicians will be ready to care for our community's growing health care needs.

Dr. Neil Calman, President of the American Association of Teaching Health Centers, said, "It [The Teaching Health Center] model is a potential solution to the Nation's physician workforce needs in that it allows for both geographic and specialty targeting where doctors are needed most. It provides for total

accountability for the money spent to produce primary care physicians."

FHCS D is gratified to know that our own Teaching Health Center program is viewed as a potential solution to the Nation's growing physician shortage. We are proud of the many partners and leaders who worked to make this Teaching program possible, including our hospital partners Scripps Mercy and Rady Children's; the FHCS D Board of Directors and our talented physicians, led by Program Director Dr. Chris Gordon, who serve as faculty for the project. Finally, we have our Congressional representatives to thank for their wisdom in voting bi-partisan support for this important program.

FHCS D is proud of our role in training a whole new generation of young physicians. In fact, we are having so much fun; we can't wait till the next great match!

## Putting the "Spirit" in Spirit of the Barrio.



Panelists Steve Stuckey, U.S. Bank President (right), Ben Higgins, Channel 10 ABC Sports Anchor (left), and David Alvarez, San Diego 8th District Councilmember (center), discuss the prospects of a new stadium project.

On March 20, Family Health Centers of San Diego (FHCS D) kicked off its first Spirit of the Barrio luncheon of 2015 with an engaging new format that featured a spirited discussion about the economic impact a new stadium in San Diego could have on the local community.

Panel members included Steve Stuckey, San Diego Market President for U.S. Bank; David Alvarez, San Diego City Councilmember from the 8th District; and Ben Higgins, Channel 10 ABC Sports Anchor, who discussed the importance of the stadium project and how it could benefit our region. In addition, the panel answered questions from audience members, who expressed a variety of opinions about where the stadium should be built and how it could be funded.

U.S. Bank also presented Family Health Centers of San Diego with a \$10,000 donation to support our organization's mission to provide quality, affordable health care to underserved populations in San Diego. Thank you, U.S. Bank, for your continued support and dedication to our mission!

We look forward to seeing you at our next Spirit of the Barrio on May 15, 2015, which will feature a special conversation on the important issue of Southern California's drought. For more information about Spirit of the Barrio, please visit [www.fhcsd.org/news/spirit.cfm](http://www.fhcsd.org/news/spirit.cfm) or contact Amber Zent, FHCS D Development Manager, at [amberz@fhcsd.org](mailto:amberz@fhcsd.org) or (619) 515-2306.



Guests of Union Bank, one of our Fiesta Grande sponsors, enjoy the famous Spirit of the Barrio tamales.

## Save the Date!

### Logan Heights Family Health Center Spring Health Fair and the 19th Annual Barrio Logan Grand Prix



**Saturday May 2, 2015**  
**9:00am-12:00pm**  
**Logan Heights Family Health Center**  
**1809 National Avenue**  
**San Diego CA 92113**

The 19th Annual Barrio Logan Grand Prix is one of the largest cycling events in Southern California, attracting cyclists, and families, from all over California and the nation. The first 300 kids will receive a free bike helmet. Also, racers, supporters and community members can enjoy the large Expo Area. This event is combined with the Logan Heights Family Health Center Spring Health Fair,

which will provide family-friendly activities and health screenings. The bicycle race consists of a fast-paced 0.8 mile figure eight closed route that is sure to get participants' and fans' hearts pumping! There are multiple races, grouped by racer experience, with over 150 cyclists anticipated to compete in each race. There will also be a free, fun race for kids. Don't forget to include this event in your Cinco de Mayo weekend plans! The event is part of National Bike Month and proceeds benefit programs and services at Logan Heights Family Health Center. To register or for more information, please visit [sdbc.org/barrio-logan](http://sdbc.org/barrio-logan).

## Did you donate to FHCS D last year?

We hope you didn't forget to deduct your 2014 donations to Family Health Centers of San Diego (FHCS D)! Remember, all cash, goods and services donated to FHCS D are tax deductible. This means one kind act makes double the impact! Your donation will help us acquire necessary medical equipment, fund essential health and wellness programs, and upgrade our primary care clinics, while helping reduce your tax liability. We encourage you to consult your tax professional to determine which donation opportunities can provide benefits, such as tax credits, write-offs or other reductions, for next tax season.

Perhaps you're looking for a meaningful way to invest your 2014 tax refund? If so, consider one of our many convenient donation options! These options include, but are not limited to, one-time gifts of cash, assets or other securities, automatic monthly donations, bequests, a gift in memoriam or a gift from your stock or mutual funds portfolio. To explore these and other donation options, please contact Chris Larkin, FHCS D Director of Development, at (619) 515-2315 or [chrisl@fhcsd.org](mailto:chrisl@fhcsd.org). You can also visit our website to make a safe and secure online donation at <https://www.fhcsd.org/how-to-help.cfm>.

## Logan Heights Vision Clinic Receives Vision-Saving Gift



As part of the Neighborhood Reinvestment Program, the County of San Diego awarded Family Health Centers of San Diego (FHCS D) \$25,000 to purchase an optical coherence tomography instrument for our Logan Heights Vision Clinic.

This new instrument will allow staff to perform vision-saving tests in-house, which can lead to earlier diagnoses and treatment of conditions that can threaten an individual's vision. Acquiring instruments like these contributes to our mission to provide high-quality, affordable health care to communities across San Diego. We are grateful for their continued support!

## SPONSOR SPOTLIGHT: **usbank**

U.S. Bank is a longtime contributor to the strength and vitality of San Diego's neighborhoods. Recently, the bank joined the prestigious "Corazon" sponsorship level for Family Health Centers of San Diego's (FHCS D) Spirit of the Barrio luncheon, recognizing the luncheon as an opportunity to connect local businesses to the surrounding neighborhoods and help raise funds for FHCS D programs and services through a platform of education, entertainment and community building.

"Our partnership with Family Health Centers of San Diego exemplifies the kind of community relationships that U.S. Bank seeks to create and nurture," said Steve Stuckey, U.S. Bank San Diego Market President. "We look forward to continuing our productive collaboration."

U.S. Bank offers financial products and services that meet the diverse needs of the communities where it does business, with innovative mortgage programs for first-time home buyers, technical assistance and educational classes for small businesses, and community investments that support affordable housing and economic opportunities for low- and moderate-income individuals and families. In addition, U.S. Bank's over 850 San Diego County-based employees donate their time and talents through community service, volunteering as board members of nonprofit organizations, teaching financial education classes and participating in neighborhood improvement projects.