2019 WAS A REMARKABLE YEAR

Let me begin with a simple thank you: our work is a community effort. Thanks in part to the addition of our Community Advisory Council, CBHA has been able to improve and expand the services we offer. CBHA’s leadership is confident that these programs will result in better health outcomes for the patients we so proudly serve. Working together, we’ll continue to make our CBHA communities among the safest and healthiest places to live.

INTRODUCING NEW PROVIDERS

Dr. Ji Choi
CHIEF DENTAL OFFICER
DENTIST

Vanessa Frank, ARNP
PEDIATRIC ARNP

Osmark Jauregui
PHARMACIST

Clarissa Jimenez
DENTAL HYGIENIST

Dr. Manuel Jimenez
DENTIST

Bill Fredericksen
PHARMACIST

Dr. Steve Pitcher
DENTIST

Dr. Mengyi (Zed) Zhu
FAMILY PRACTICE

Robert McCrorie, PA-C
FAMILY PRACTICE

EXECUTIVE TEAM

Nieves Gomez
CHIEF EXECUTIVE OFFICER

Leo Gaeta
VICE PRESIDENT OF PROGRAMS

Dr. Hung Miu
CHIEF MEDICAL OFFICER

Randel Stevens
CHIEF INFORMATION OFFICER

Kelly Carlson
VP OF ADMINISTRATIVE SERVICES

Dr. Ji Choi
CHIEF DENTAL OFFICER

BOARD OF DIRECTORS

Janie Coleman
Debbie Buss
VICE CHAIR

Janelle Andersen
Dora Beraza

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CHAIR

Martin Gallardo
Maria Quezada

Joe Montemayor
TREASURER

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SECRETARY

Scott Harris
Manhattan, KS
SECRETARY

Enrique Mires
Joe Montemayor

Montes de Oca

Mary Gomez

CAROLINA

Maurice Taylor

CBHA PATIENT ADVISORY COMMITTEE (CPAC)
Guides CBHA with regards to planning, delivery and evaluation of programs and services during quarterly meetings
All members of our local communities: Othello - 6 • Mattawa - 2 • Connell - 2
Our intent is to be a nationally recognized leader in patient experience and clinical outcomes, while increasing access to affordable healthcare, promoting health equity, strengthening our financial position, optimizing our intellectual and physical assets and fulfilling our potential as a top 1% of best-performing health centers in the nation.

This 2019-2021 strategic plan presents CBHA’s strategic priorities for the next three years. The plan is based on a composite assessment of CBHA’s mission, vision, and values; strengths, weaknesses, opportunities, and threats; community health needs identified in our most recent Landscape Analysis; and prioritized health improvement strategies as recognized by the leadership.

The following six initiatives were identified for 2019-2021:

**Finance**
CBHA will improve the financial viability to support our mission and improve health equity.

**Quality**
CBHA will improve the patient experience by focusing on patient-centric, value-based outcomes to improve community health.

**Service**
CBHA will improve the health and wellness of the communities we serve...one patient at a time.

**People**
CBHA will recruit, recognize, retain and reward top talent across all disciplines and functions. CBHA will pursue people who are passionate about the work we do and who choose to live the CBHA culture out loud.

**Growth**
CBHA will actively pursue and execute growth opportunities to expand access.

**Community**
CBHA will be an active and engaged advocate for wellness in the communities we serve.

For each initiative area, the relevant issues and their importance are explored. Implementation of this Strategic Plan will be monitored and documented in annual reports, and CBHA will update and revise this plan as needed.
Improving Access

Unique Patients

- 37,000
- 36,000
- 35,000
- 34,000
- 33,000

Patient Visits

- 195,000
- 190,000
- 185,000
- 180,000
- 175,000

Year:
- 2015
- 2016
- 2017
- 2018
- 2019
CBHA was named the winner of a Bronze Stevie® Award in the health products and services category as well as in the non-profit category in the fourth annual Stevie Awards for Great Employers.

The Stevie Awards for Great Employers recognize the world’s best employers and the human resources professionals, teams, achievements and HR-related products and suppliers who help to create and drive great places to work.

Nicknamed “The Stevies” for the Greek word meaning “crowned,” the awards were presented to winners at a gala ceremony at the Marriott Marquis Hotel in New York on Friday, September 20, 2019.

More than 600 nominations from organizations of all sizes were submitted this year for consideration in a wide range of HR-related categories.

“We want to recognize and congratulate all of the incredible organizations that we were honored to be among in the nomination of this award,” says Nieves Gomez, CEO of CBHA. “Great employee experiences aren’t limited to urban tech companies or suburban corporate headquarters. Here in rural Washington, CBHA strives to improve the employee experience by offering a wealth of benefits – from employee gyms and cafes to student loan reimbursement – while creating a culture of learning and respect.”

CBHA is focused on creating a culture that makes it the best place for employees to work, for providers to practice, and for patients to receive high quality healthcare.

Dr. Ji Choi
New Chief Dental Officer

Originally from Korea, Dr. Ji Choi immigrated with his family to America when he was ten. Growing up years were spent in Richland, WA. After graduation from high school, undergraduate studies and dental school, he returned to the Pacific Northwest where he spent 14 years doing private practice and working in community health.

He is the process of buying a home in Othello. He and his wife have three children. As a family they enjoy music, movies, board games and camping. He plays piano, enjoys fishing and takes advantage of camping trips to find a lake and go fishing.

Dr. Choi received his BA in Chemistry and Biochemistry from Oberlin College in Oberlin, OH. He graduated from the Michigan School of Dentistry in Ann Arbor, MI.

“I enjoy treating patients of all ages, races and genders. However, I have a special place in my heart for the immigrant population and the population we serve at CBHA. I am a compassionate dentist; I listen to what my patients say and work to heal their whole person and not just their body.”
529 PLAN OFFERED TO ALL EMPLOYEES
An education savings plan designed to help families set aside funds for future college costs and private K-12 tuition.

Typically a 529 is set up by a primary benefactor

DESIGNATED BENEFICIARY:
the student on whose behalf the plan is established
Each 529 has a single beneficiary but it can be transferred to another beneficiary such as a sibling or relative

You can use a 529 plan with certain higher education institutions:
- Public & Private Undergraduate
- Graduate
- Some Community Colleges, Vocational & Trade Schools

CONTRIBUTION SCHEDULE
CBHA contributes $250 - $1500 dependent upon years of service and employment status.

WHAT CAN THE MONEY BE USED FOR?
- Books & Supplies
- Tuition & Fees
- Equipment
- Room & Board

A COLLEGE EDUCATION IS A GREAT INVESTMENT.
A college graduate earns on average $19,500 more per year than the average high school graduate. Over a lifetime, a college graduate will earn more than $650,000 more than a high school graduate.

Our vision is to invest in our people so that one day we may experience a full circle outcome. It will be a great day when CBHA recruits a university graduate whose education was supported by the CBHA 529 plan for employees. Our kids are our future. If we invest in them now, our communities benefit soon after. — Nieves Gomez, CEO

2019 AWARDS RECEIVED:

PATIENT CENTERED MEDICAL HOME
PCMHs emphasize the use of health information technology and after-hours access to improve overall access to care when and where patients need it.

HRSA ADVANCING HEALTH INFORMATION TECHNOLOGY FOR QUALITY
Health centers that utilized five HIT services and telehealth services to increase access to care and advance quality of care.

HRSA HEALTH CENTER QUALITY LEADER
Achieved the best overall clinical performance among all health centers. Gold represents top 10 for clinical quality measures (CQMs).

GOLD STATUS IMMUNIZATIONS PERFORMANCE RECOGNITION
Recognized by Immunize Washington for having an 80% or higher immunization rate (immunization coverage rates on childhood and adolescent vaccines.)

ACCOUNTABLE COMMUNITIES OF HEALTH HIGH PERFORMER

PARENTS AS TEACHERS BLUE RIBBON AFFILIATE
CBHA is among the highest quality members of the home visitation and parent education field, implementing the evidence-based Parents as Teachers model with fidelity and quality.
Health centers provide tremendous value and impact to the communities they serve, including **JOBS** and **ECONOMIC STIMULUS, SAVINGS** to Medicaid, and **ACCESS** to care for vulnerable populations.

**THE VALUE AND IMPACT OF COLUMBIA BASIN HEALTH ASSOCIATION**

**ECONOMIC STIMULUS**

- **$85.6M** IMPACT OF CURRENT OPERATIONS
- **$45.5M** DIRECT HEALTH CENTER SPENDING
- **$40.1M** DIRECT COMMUNITY SPENDING
- **579** TOTAL JOBS
- **359** JOBS AT HEALTH CENTERS
- **220** OTHER JOBS IN THE COMMUNITY

**VULNERABLE POPULATIONS**

- **191,515** PATIENT VISITS
- **36,627** PATIENTS SERVED
- **9.7%** 4 YEAR GROWTH
- **84%** OF PATIENTS ARE LOW INCOME
- **38%** OF PATIENTS ARE CHILDREN & ADOLESCENTS
- **83%** OF PATIENTS IDENTIFY AS A MINORITY
- **2%** OF PATIENTS ARE VETERANS
- **46%** OF PATIENTS ARE AGRICULTURAL WORKERS

**SOURCE:** CAPITAL LINK - 2019 UDS DATA
Ruben Alatorre-Padilla was tired of feeling sluggish and fatigued all the time. The Royal City High School senior often struggled to get through the day, his energy and motivation at an all-time low. He wasn’t able to play sports like he used to and that was frustrating. Despite being so fatigued, Ruben also wasn’t sleeping well. He woke up frequently during the night and seldom started the day feeling rested.

He knew he was too young to feel this way and he wondered if losing weight might help.

“I wanted to start a diet, but I wasn’t sure the best way to go about it. So I made an appointment with CBHA,” Ruben recalls.

After Ruben had a complete physical to rule out any other health condition that could be contributing to his fatigue and lack of energy, he was given the green light to proceed with a weight loss plan. “I just knew that I wanted to get to my ‘right weight’ as fast as I could. I was told about two plans, OPTIFAST® and TotalYou Focus. My family and I decided that the OPTIFAST® plan would be the best one for me.”

Ruben began the OPTIFAST® program in October 2018. He met with CBHA registered dietician Karlee Kerr, and was monitored by Dr. Elali. “What makes Ruben special is his focused determination to be healthy,” says Karlee. “He’s come to every appointment engaged and eager to make changes in his life. It’s inspiring.”

By January 2019, Ruben had lost more than 100 pounds. Better still, the diabetes went away — Dr. Elali was right! Ruben says, “I don’t have diabetes anymore, and it’s really all because of the weight I lost. That’s probably the best part. That, and I added to my lifetime by getting to a healthier weight. So it was totally worth it.”

“I feel better, stronger, and I have more energy to do the things I need to do for my family. I’m very glad I tried the TotalYou program,” Ruben says.
Oral health services are being delivered in the same room as the well-child exams. Patients are offered dental screenings, fluoride varnish and education at the time of the well-child exam. Assistance is provided in making follow-up dental appointments as needed.

A yearlong lifestyle change program that focuses on patients that have been identified at-risk for diabetes. The program uses a peer-to-peer learning and facilitating coaching model to promote behavioral changes that results in healthier lifestyles and overall wellbeing.
GROWTH

CBHA IS THE ONLY HEALTH CENTER IN THE NATION TO HAVE A FULL TIME EDGING LAB

PARTNERING WITH LOCAL SCHOOLS AND UNIVERSITIES

HEALTHY KIDS = HEALTHY LEARNERS

Partnering with Othello, Connell and Mattawa school districts to keep kids healthy.

- DENTAL SCREENINGS: 1,021
- VISION SCREENINGS: 1,039
- HEARING SCREENINGS: 1,039

NEW PARTNERSHIP AGREEMENT REACHED WITH WSU SCHOOL OF MEDICINE PROGRAM TO FOCUS ON FAMILY PRACTICE

2,057 GLASSES EDGED

CBHA IS THE ONLY HEALTH CENTER IN THE NATION TO HAVE A FULL TIME EDGING LAB
COMMUNITY

MOTHER'S DAY CELEBRATION
CBHA 5K COLOR RUN
THANKSGIVING FOOD BASKETS
CHRISTMAS TOY DRIVE

The annual fall festival begins the last weekend in September and runs every weekend through October. The Middleton Family farms 3,000 acres. They developed the fall festival to be family friendly. The family starts preparing for the festival early in the year. “The straw maze was cut the 3rd weekend in July this year and has been mowed and maintained every week since while the corn grew up around it,” Hayley Middleton said. “The design of the maze was revealed the end of September and features CBHA’s logo!” CBHA is the festival’s main sponsor. “The CBHA experience extends from our patients to our employees. We are always looking for ways that can get families together for activities that are affordable, wholesome and fun,” Nieves Gomez, CBHA CEO, said. “That is why we had a CBHA day on October 12th at the Middleton Farms Festival! We had over 300 staff and their families out to enjoy all the activities with their families and we had a great time.

EXPANDING CBHA REACH

CBHA EXPANDED REACH TO

51,000
PEOPLE THAT WERE IN ATTENDANCE AT THE FESTIVAL

CBHA 3,730+
PARTICIPANTS IN COMMUNITY EVENTS

$100k
PROVIDED IN COMMUNITY SUPPORT

6 SCHOLARSHIPS
WERE AWARDED THROUGH CBHA’S HEALTHY FUTURE SCHOLARSHIPS.

100
COMMUNITY EVENTS ATTENDED

6 INTERNSHIPS
WERE HIRED IN FAMILY SERVICES, CALL CENTER, QUALITY, ADMIN & INFORMATION TECHNOLOGY.