Passing by any of the three CBHA clinics, it is easy to imagine any of these facilities in downtown Seattle, Tri-Cities, or any number of nearby urban hubs. Like customer-experience-focused organizations, such as Starbucks and Apple, CBHA is mindful of the complete patient experience, and wants each visit to be exceptional and satisfying. From well-maintained facilities, to effective use of technologies, to quality wellness and healthcare programs, CBHA’s leadership, providers, and staff pride themselves on the care they offer, continuing to set a high bar for clinical results amongst their peer group across the United States.

This creates a culture that encourages leadership, staff, and care providers to look for inspiration everywhere to improve the patient experience and provide consistent clinical outcomes.

“We look for new approaches within the healthcare industry, we also recognize that there are amazing things happening in other industries as well that are wholly applicable here,” Vice President of Business Development Blake Barthelmess said. “There are so many emerging ways in which other industries use technology to improve their client/patient experience and communication, we have many examples that can be applied to our work at CBHA.”

CBHA also collaborates with other Federally Qualified Health Centers (FQHC) to brainstorm ideas to improve as individual organizations and as a collective. “Our peers are a great source of learning, sharing similar strategies and ways to improve services. Our network of FQHC facilities are incredible at re-thinking service quality in cost-affordable ways,” according to Barthelmess.

Improving accessibility to quality services within the Columbia Basin remains the priority at CBHA, though not every new service offering or approach is always realistic. CBHA leadership is careful to weigh the clinical demand and the economic practicality of new programs with the needs of our community.

“Because of my for-profit business background, I’ve made an effort to change the philosophy that mission-based organizations cannot be economically sustainable,” shares CEO Greg Brandenburg. “We’ve maintained healthy finances to support our operational health and continued growth. We know that if we don’t grow, we won’t be able to be here for our patients.”

**WOW-WORTHY EXPERIENCE**

CBHA’s commitment to big-city, high-quality care in our local communities is often surprising to first-time visitors, both patients and visiting professionals alike. Having just completed phase one of the new Othello campus, many people are surprised to see this beautiful, modern facility in Central Washington.

“The typical response when people walk into the clinic is ‘Wow!’” Barthelmess shared. “It’s wow because of the modern design of the new clinic, it’s wow because of the technology from the front door all the way to the exam room: that and the thoughtful facility design all contribute to a more positive patient experience.”

CBHA has often been willing to adopt new methods that provide a better experience. In 2000, for example, they were among the first in the U.S. to install a functional, fully electronic medical records system, making patient information readily available to all care providers. This contributes to the patient’s wellbeing as the information is accessible at any CBHA location.

CBHA is now among a select group of healthcare providers to utilize the Versus patient-tracking system to monitor patient flow during a visit. This technology helps to reduce wait times for patients, identify and eliminate delays between services, and increase compliance for a more efficient, and happier, patient experience.

**BETTER HEALTH WITH CLINICAL TECHNOLOGIES**

“At CBHA, We are passionate about bringing exciting, new clinical technologies into our rural communities,” Barthelmess said. “Big cities don’t have exclusive rights to good health care. Modern technologies and innovation are equally valuable to our population as they are anywhere else.”

Among these technologies is the newer 5D ultrasound that CBHA has available. “5D ultrasound, which is not that common in rural settings, provides a more intimate look at a developing baby,” Dulcy Field, CBHA’s Chief Operating Officer, said. “It’s a great opportunity for new moms to get a detailed view of their baby. The staff even provide pictures that can be shared with other family members.”

The realistic results from the 5D ultrasound help expecting mothers get a glimpse of their unborn child in an intimate way, strengthening the bond and encouraging better health for the baby’s sake. CBHA also provides expecting mothers with a teddy bear after the visit, with a simulation of the baby’s heartbeat after the ultrasound. This simple gesture allows patients to share the same excitement with family and friends that mothers experience upon hearing the new baby’s heartbeat in the office.

CBHA Pharmacies are also making strides to improve the patient experience, and make taking medication more tolerable at all ages. Using a FLAVORx machine, CBHA can now help parents give medication more easily by choosing from a variety of flavored prescriptions for children. Better tasting medicine means kids are less likely to resist taking it. This improves the health care results for kids (and is less stressful for parents). And, like all CBHA health care services provided under one roof, patients can pick up their flavored prescriptions for their recent visit as they leave the building.
Investments are also being made in preventative care. Dynavi-
sion and occupational-health hearing screenings are two such
services. Dynavision, commonly used for concussion-diagnosis com-
pares an initial assessment to post-trauma injury to determine
damage. Recovery protocol helps patients return to baseline.
It can also improve cognitive function and reaction for patients
as they age, after an accident, or for athletes looking to gain a
competitive edge in sports. Similarly, hearing assessments can
assess on-the-job damage and audiologists can recommend preventative plans.

BRIDGE-BUILDING TECHNOLOGY

As important as communications within a facility are, CBHA
was also mindful of inter-facility communication to improve the
provider, staff and patient experiences across locations.

“Our new Othello clinic integrates state of the art technolo-
gies, including a Gigabit Passive Optical Network, often referred
as GPON. Coursing through the building is 12 miles of thin fiber
that brings high-speed connectivity to providers, clinical staff
and employees.” That coupled with our new state of the art data
center we are now able to bring information to staff’s fingertips
for faster health decisions resulting in better health care deliv-
ery,” said Randel Stevens, Chief Information Officer at CBHA.

“Although often utilized in the finance industry, large institu-
tions, including WSL, and large governments, CBHA is one of
the first clinic’s in the country to build an optical network in a
ground up implementation. This lowers the long-term operation-
costs through longevity and by minimizing unnecessary sup-
porting infrastructure. CBHA looks forward to further optimising
this technology to support an infrastructure which provides an
efficient platform to provide even better care for CBHA patients,”
Stevens explained.

COMMUNITY-FIRST PROGRAMS

Innovative thinking and creative problem solving around the
patient experience trickles into other areas through proactive
program development, grassroots initiatives, and model commu-
nity activities.

Integrated health teams are a core part of the provider
structure at CBHA. Providers are organized as cross-disciplinary
teams throughout the clinic, making themselves readily available
to provider-peers and patients when needed. The new facility in
Othello accommodates CBHA’s 18-month transition to the
integrated-team approach, but this approach is also part of the
patient experience at Connell and Mattawa clinics as well.

Similarly, the TotalYou Wellness Program (see “Healthier You
with TotalYou” beginning on page 7 for more details), educates
patients on healthy lifestyle choices, and offers a variety of sup-
port options for patients to achieve their weight management
and lifestyle goals. Support ranges from prepared meals, to peer
support groups, to nutritional training and dietary coaching. To-
talYou has been designed to help patients make lasting healthy
lifestyle changes and improve their personal health.

CBHA is also looking at challenges in the Basin as adults
become less independent, and may be in need of additional sup-
port in their daily lives. “As Baby Boomers age, we are looking at
adult day-health services as well as other initiatives that serve
the needs of our community,” Brandenburg explained.

EMPLOYER OF CHOICE

CBHA’s spirit of innovation also extends to making this or-
ganization an employer of choice. From workplace safety and
accessibility considerations, to career development op-
portunities, to the total compensation and achieve-
ment-bonus program to rewards, CBHA recog-
nizes that quality patient care begins with
supporting its employees and providers.

“We continue to think about the daily
work experience of our staff and provid-
ers,” Barthelmes said. “We understand
that their workday experience and
attitudes shape the patient experience
in our facilities. Our investments in the
latest technologies, quality work environ-
ments, and even recruitment incentives to
build high-functioning teams contribute
to our ability to have a well-run and healthy
organization that cares deeply and effective-
ly for our patients.”

Cindi Hogeboom, Family Services Supervisor

If you’d like to be part of the CBHA experience in our community, visit our employment page at:
CBHA.org

CBHA is committed to building great
careers in our community, with access to
continuous learning, development and
growth opportunities.

Carlos Sorio, X-Ray/Radiology Tech

“...I think of it as just-in-time service,” CBHA Vice President of Programs Leo Gaeta said. “In the past, when a patient comes
and the doctor recommends a service, they tell the patient to make a follow-up appointment and come in next week.”

“Now, the doctor can do an immediate consult with the
patient during a visit, while the patient is already in the room.
Bringing in a specialty provider to work with the patient as part of
an existing visit is more convenient for the patient.” This di-
rection works with the one-stop-shop approach that has been a
part of CBHA for 20 years by making it easier for patients to get
the service they need in one location.

Along with whole-patient care, CBHA’s approach of life-long
health management and supportive programs meet patients
where they are in their journey, and offer more robust support.
Recognizing that care needs change over time, CBHA must think
through the challenges of all members of the community.

Early prevention services, common in urban health centers
and often less accessible to community clinics, has increasingly been
a part of CBHA’s offering for years. “We’ve implemented univer-
sal developmental screenings to identify development concerns
we might have for a child, and plan services to help. Now, a
doctor, WIC provider, or case manager can use our assessment
tools to identify and share with parents any developmental
concerns for their child,” Gaeta shared. “With this
information, we can determine the services for
which a family qualifies.” This helps identify
and resolve delays from birth-age to three-
years-old, which ensures that the young
patient does not fall behind.

Programs like PAT (Parents As Teach-
ers) and the TotalYou Wellness Program
provide lifestyle support to adults and
young adults in the community.

PAT, a national program started in Mis-
souri, provides education and resources
to parents, helping them to prepare their
children for success. Through education,
parents are better prepared for the challenging,
but rewarding task of caring for and raising kids.
Role of the CBHA Board

Members of CBHA’s Board of Directors have one thing in common: they share a commitment to the philosophy of our mission.

Along with CBHA’s executive team and leadership, the Board of Directors help define organizational goals and objectives that continue to serve our mission to provide equal access to all people in our community.

A six-pillar model covering community, clinic services, quality, people, finance and growth is used to provide the framework to set organizational goals and direction for the 2016 – 2018 Strategic Plan Years.

Existing board members elect new members of the Board. Board members serve for two years, with no limit to the amount of time a director can serve on the board.

Joining the CBHA Board of Directors are Martha Holt and Maria Quezada. Both of our new members exemplify the spirit of CBHA and its vision of excellence in community and migrant health care.

Greg Brandenburg, CBHA CEO says “We are very honored to have Martha and Maria join the CBHA Board of Directors. Martha represents CBHA because she lives in Connell, supports our Connell Clinic, where CBHA provides medical, dental, eye care, pharmacy and lab services to families living in Northern Franklin County. Maria brings a wealth of financial management experience to our Board, and is an active and engaged member of the Othello community.”

Martha Holt

Martha Holt was appointed to the CBHA Board in April 2017. Martha is an employee of the North Franklin School District and a member of Beta Sigma Phi, a service club that raises money for school scholarships.

Martha was born in Mexico and met her husband, Dan, while he was in Mexico to study Spanish. They both worked at a bakery while attending college but it wasn’t until Martha later moved to Wichita, Kansas, in 1997 and contacted Dan that they reconnected and married in 1998. By that time Dan had graduated from WSU and was working for Simplot.

They lived in several other areas before settling in Connell where they have built their home on his father’s land. “Dan retired from Simplot and enjoys farming; we grow lots of hay,” Martha said.

Martha and Dan have three children: son Rueben (14), and daughters Isabelle (11) and Nidia (7). “Rueben loves sports; he is also learning to hunt. Isabelle is our animal lover; she plans to be a vet. Her favorite thing is helping Grandpa with the cows. She also enjoys sports. Nidia is our artist, she aspires to be a cartoonist. Math is her favorite subject; she also plays the piano,” Martha said.

When asked about CBHA and becoming a board member, Martha said, “Having such an up-to-date medical and dental clinic that also offers vision and pharmacy services in Connell has had a major impact upon our city and surrounding area.” Martha is excited to be on the Board and has enjoyed getting acquainted with other board members and clinic staff. “Everyone is very friendly and helpful. The clinic staff goes out of their way to serve the patients.”

Martha and Dan are committed to and involved in the Connell community. Both are big sports fans and Dan likes to help coach school sports. “We are all big WSU fans and proudly support their games,” Martha said. The Holt family, along with other family friends, pack up their RVs to head to Pullman for sporting events. “We take the kids, necessary camping gear, clothing appropriate for the season and lots of food. We all pile into the stadium and cheer wildly for the Cougs!”

Maria Quezada

Maria was born in California but moved to and lived in Mexico with her family until she was 6-years-old. She and her family then moved to Othello and have made this community their home ever since.

Maria joined the staff at Columbia Bank in 2008, and has worked in banking with the exception of one small break when she worked in the agricultural field. “That was very eye opening for me,” she said. “The process of how our crops are grown is amazing. Also, the blood, sweat, tears and toil that our farmers put into the planting, irrigating and harvesting of their crops was very humbling for me to see. I am thankful for having had this experience.”

However, Maria found she missed the bank and its emphasis on community involvement. She returned to Columbia Bank and took over as bank manager in December 2016. “I find banking to be the world I am most comfortable in and where I can best serve people,” said Maria.

Maria enjoys being involved in the community where her kids are being raised. She is active in the chamber, helps non-profit organizations with compliance of fundraising-accounting procedures, and is currently in her fourth year of organizing the 4th of July parade. When the opportunity arose to serve on CBHA’s Board, Maria felt like it would be a good fit. “The clinic is such a heavy influence in our community for both its resident and business communities,” she said.

Maria and her husband, Rodrigo, have two children, Marcus (6) and Isabella (5). “Our son is a swimmer and is on both the Othello and Moses Lake teams. The 5-year-old played tee ball last season, loved it, and has her uniform ready to go for this coming summer,” Maria concluded. “As a family we like movies and hanging out together.”

The wealth of knowledge and passion for community service our new board members bring to CBHA will help us to realize our vision as a lifestyle and weight management program that focuses on the entire patient in a holistic approach to weight loss.

The success of OptiFast, a meal-replacement weight-loss protocol, encouraged CBHA to open the opportunity to the entire patient population. With OptiFast, patients have to qualify to participate. They must have a body- mass index (BMI) exceeding 30 and other disease-related factors, such as diabetes, high blood pressure, or hypertension. TotalYou, a wellness program that includes OptiFast, but may also provide alternatives to a meal-replacement package, allows any patient interested in positive lifestyle changes to sign up.

INTEGRATED WEIGHT-LOSS TEAM

OptiFast utilizes education, treatment, and prevention to help patients lose weight through a 52-week program. Bashar Elali, MD, is the sponsor, and can be referred to for his specialty in weight-loss management for diabetic communities. However, participants work with their primary care provider (PCP) to manage and monitor risk factors, wellness indicators, and the effects of rapid weight loss. A team of experts that includes dietitians, behavior health counselors, and weight-loss coaches help patients along the way.
Always on the Run

In the clinic, Dr. Elali is always on the move. Yet, even between seeing patients and actively engaging in CBHA’s growth and programs, he makes his own wellness a priority.

He had been involved in organized sports as a child, and continued into college, but was slowed down by the injuries he sustained over the years. His own success in the Optifast program, and his desire to set a good example “renewed his participation in active events,” Elali shared.

Along with monitoring his diet and staying active, he’s also an avid runner. In 2017, he accomplished his goal to participate in a marathon, completing the Rock ‘n’ Roll Half Marathon Stantander Totta RTP in Lisbon, Portugal.

Dr. Elali shared that “new goals and challenges” keep him running. “I enjoy the benefits to my health both mentally and physically,” he said. “I also like my increased endurance, and meeting people at events.” If you see him around Othello, join him! “My vision is to see Othello as one of the healthiest towns in the state of Washington,” Elali said. He leads by example to make this dream a reality.

His sustainable approach of “monitoring diet and staying active” is one that participants in the TotalYou Wellness Program and others in the community can use to make positive changes. For those who are not sure where to start, Dr. Elali shares his advice: “start slow, stop when you are tired, and take days off.”

“Nothing no what’s going on in your life, and I had some difficult things going on when I started, it’s never too late to start a program,” Daily advised. “We all have stuff we’re dealing with. I suggest giving it a try. I knew I needed to make a change.”

Daily was a part of the pilot program, an approach that couple Optifast meals with an integrated health-care team approach. “Sure, I could’ve done it by myself,” Daily shared. “But, without the weekly meetings with a dietician and counselor who taught me why I overeat, what my stressors are, how to shop, and what to stay away from, it would’ve been much more difficult.”

Her new knowledge has helped her to stay at her post-diet weight of 138 pounds (down 100 pounds) for over a year. “Karlee taught me how to shop on the outside of the store, which means buy fresh, leafy vegetables, fruits, and lean meats,” Daily said.

She still indulges on treats, like skinny Oreos, occasionally, but remembers to stay balanced in her approach. “I eat the Optifast bars in the morning because they’re easy and I know they have everything I need. I also pack my lunches so I know I have something healthy,” Daily shared. “If I want a treat, I have one, but now I see food as fuel for my life and don’t feel like I need to overindulge.”

Daily’s family, like many, has a history of high-blood pressure, hypertension, and diabetes. But, she has made the decision not to let her family history or her busy life as a nurse and working mom to stand in her way. This year, her triglyceride numbers are down, her blood pressure is down, and all of her other co-morbidity factors are completely gone because of her weight loss and new exercise and eating habits.

“Now no matter what’s going on in your life, and I had some difficult things going on when I started, it’s never too late to start a program,” Daily advised. “We all have stuff going on that can stop us if we let it. I suggest giving it six months, and then seeing where you are. In six months, you may have just gone down a path that changes your life forever — it did mine.”

“CBHA in the Kitchen

Recipe by the American Heart Association

Mason Jar Taco Salad
with avocado cilantro dressing

DIRECTIONS
1. In a food processor or blender, process the cilantro, green onions, and jalapeño until finely chopped. Process the lime juice, fat-free sour cream, lime juice, apple cider vinegar, and Cheddar. Top with the romaine.

2. Remove the lids from 4 mason jars. Divide the salad dressing, beans, black-eyed peas, salsa, and Cheddar. Top with the romaine.

3. Replace the lid on each jar and tighten it.

4. Before serving, shake the jars to distribute the salad dressing. Serve the salad in the jars or pour into bowls.

Serving Size: 1 Jar

Dressing
• ½ cup fresh cilantro (leaves & stems)
• 2 medium green onions (coarsely chopped)
• 1 medium jalapeño pepper
• 1 medium avocado (halved, pitted)
• 2 tablespoons fat-free sour cream
• 2 tablespoons lime juice
• 1 tablespoon canola or corn oil
• 1 tablespoon water plus more, as needed
• 1/8 teaspoon salt
• 1/8 teaspoon black pepper

Salad
• 1 can no-salt-added kidney beans
• 1/2 cup no-salt-added black-eyed peas
• 1/2 cup no-salt-added pinto beans
• 1 cup no-salt-added white beans
• 1 cup no-salt-added navy beans
• 1 cup no-salt-added red beans

SALAD
• 1 cup fat-free, shredded Cheddar cheese
• 1 cup reduced-fat, shredded Cheddar cheese

Extras
• 1/2 cup pitted dates
• 1/2 cup arugula, chopped if desired

Ingredients
• 1 jar red kidney beans
• 1 jar black-eyed peas
• 1 jar pinto beans
• 1 jar white beans
• 1 jar navy beans
• 1 jar red beans

NOTE
• 448 calories per serving • 15.5 g sat. fat per serving • 406 mg sodium per serving

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Focusing on our Mental Health

As a Psychiatric Mental Health Advanced Registered Nurse Practitioner (PMH-ARNP), Michelle Taylor brings extensive training in mental health to CBHA to help patients better understand and identify the stressors and frustrations in their lives, and that impact their overall health and well-being.

Patients often fail to connect stress and mental health issues to their physical symptoms. As Taylor has listened to patient stories in our community, she has noticed a number of common frustrations and stressors that we face. Because studies show that mental health plays a role in a patient’s physical wellness, Taylor works closely with patients to manage factors that can negatively impact health.

Taylor identified three common stressors, and strategies to help us manage our responses and reduce stress in our daily lives.

BULLYING
Bullying has become so commonplace in our nation that we encounter it almost daily: on the news, in our work or school day, or as we experience social media. Unfortunately, our communities are no exception. In the six months that I have treated patients here in Mattawa, Connell, and Othello, I can’t count the number of kids who have told me that they have been bullied.

Bullying takes many forms – name-calling, cyberbullying, and physical threats – all of which leave kids and adults feeling isolated, vulnerable, and anxious. This abuse takes a toll, and causes us to develop eating disorders, become withdrawn, and/or depressed. Some may develop anxiety disorders, or even think about suicide.

These anxiety issues can cause significant disruptions in the life of a child. We are not born with strategies for coping, and these behaviors take time to learn. It is important for a parent to recognize that professionals are here to help. As healthcare providers, we work with parents to help young patients develop strategies to learn to navigate through bullying experiences, which is a crucial step toward healing.

STRESS MANAGEMENT
Medical research continues to show the harmful effects stress can have on our bodies. Studies point to a direct relationship between stress and the development and progression of a number of diseases, such as cardiovascular diseases, stroke, and mental disorders. Most of us seek balance between work, family, and extracurricular activities. However, it can be hard to find time as we dash around and try to keep up with our modern pace. This hectic pace can effect our health and sense of wellbeing. We soon find we are not sleeping well, are short-tempered, and otherwise are not ourselves.

To manage these symptoms of stress, we work with patients to learn self-management skills, and find therapies that work for them. A few approaches that help patients deal with the stress in their lives include:

AROMATHERAPY: This therapy uses plant materials and aromatic plant oils extracted from flowers, bark, stems, leaves, roots or other parts of a plant to enhance psychological and physical well-being. For example, rose, lemon, lavender, and peppermint essential oils added to the bath, massaged into the skin, inhaled directly, or diffused to scent an entire room and promote relaxation. The holistic treatment calms nerves, slows down breathing and heart rate, and relieves stress.

YOGA: Similar to the calming effects of aromatherapy, the practices of yoga movement is very helpful in managing stress. This slow, intentional movement focuses on a linkage between mind and body combining physical poses, controlled breathing, and intentional relaxation. Yoga helps relieve stress, reduce your heart rate, and can also lower your blood pressure.

MEDITATION: This thousand-year-old technique helps by focusing one’s attention, eliminating the stream of jumbled thoughts and distracting ideas that may crowd your mind and cause stress. This therapy can improve concentration, increase self-awareness, reduce stress, improve cardiovascular health, and improve your overall capacity for relaxation.

EXERCISE: Physical activity, such as walking, running, or playing with your kids, provides a release of pent-up energy, and also helps reduce stress by producing endorphins, which are natural pain relievers in the brain. For many, exercise is a form of meditation coupled with motion. As you focus on keeping your body actively engaged, you free your mind from worrying over outside stressors. Exercise can improve one’s sense of self-worth, improve the quality of sleep, and often has an impact on reducing day-to-day anxieties and mild depression.

All CBHA healthcare providers, including myself, are always available to answer questions or offer support. If you or a loved one are in need of support through a difficult period, call 509-488-5256 to schedule an appointment.
Be a Part of the CBHA Experience

“What I love about working here is that CBHA fosters an environment of ‘Never Stop Learning.’ They provide the opportunity for us to develop our skills and abilities to become better in our careers and in our lives, too!”

— Janine Spurrier, Reimbursement Recover Specialist
CBHA Employee since February 2016

Career Opportunities Available

WIC Clerk • Application Support Specialist
Medical Assistant - Certified • Dental Hygienist

View all current openings and see what CBHA has to offer you!