



**El Centro de Corazón**  
*Quality Health Care*  
2015 ANNUAL REPORT

*21 years...* OF SERVING THE COMMUNITY AND HEALTH NEEDS OF THE EAST END

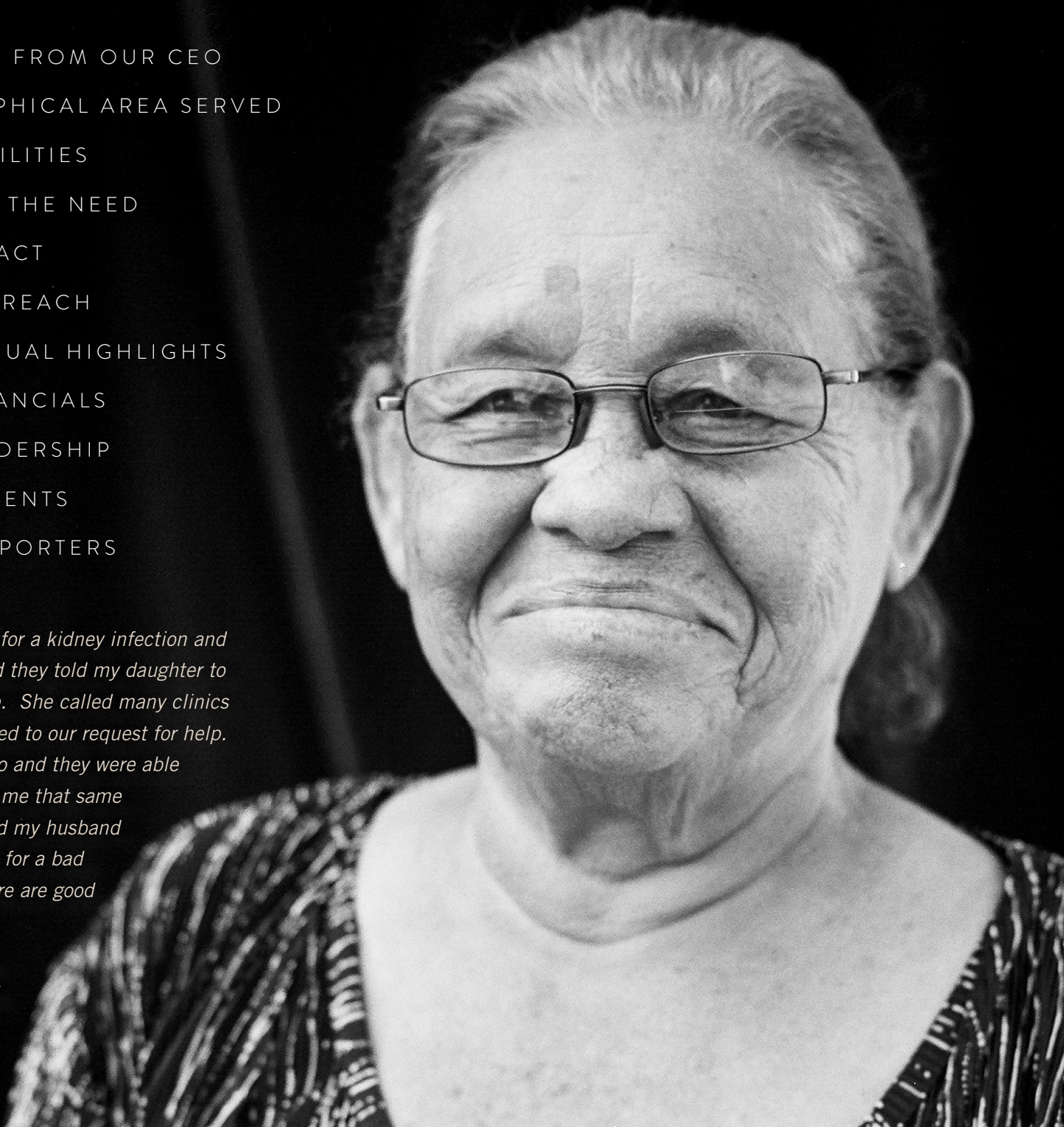


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*"I was hospitalized for a kidney infection and when I was released they told my daughter to find a doctor for me. She called many clinics but no one responded to our request for help. She called El Centro and they were able to see me and help me that same day and then helped my husband get an appointment for a bad cough he had. There are good people here."*

**JUANA BURUCA**  
*Patient, 3 months*



## A MESSAGE FROM *our leadership*



I am pleased to report that in 2015 El Centro celebrated its 21st year of service to the individuals and families in Houston's thriving East End. During that time, we've developed from a small, community social services agency, to a Federally Qualified Health Center (FQHC) with three locations offering comprehensive health care to more than 11,000 individuals each year.

As I reflect on my 17 years of working at El Centro, and now serving as its Chief Executive Officer, I am reminded of how much I love this community and how proud I am that El Centro continues to be committed to doing whatever it takes to provide our community with access to quality health care. The services we provide not only positively affect the patient who is seen, but also his/her entire family. A father who receives care for his diabetes experiences fewer sick days from work and can better provide for his family. A woman accessing our prenatal care has a healthier baby and establishes a relationship with the baby's pediatrician before giving birth. Affordable dental care relieves the pain and suffering of a patient in need of a root canal. A child receives a simple vaccine, providing a lifetime of prevention from debilitating diseases. A family is able to once again experience enjoyable times together after their loved one receives essential mental health treatment. We enable our patients to remain healthy, recover quickly, and proactively manage chronic conditions.

Hard working families are often a paycheck away from economic disaster, and a healthcare crisis can send them over the edge. I serve as an ambassador for the people in this community and we are here to ensure access to affordable quality healthcare.

Great things happen every day at El Centro's healthcare centers. Highlights from 2015 include the following:

- 31,359 medical visits; 8,133 dental visits; 4,360 mental health visits
- Provided 457 free mammograms for our patients
- Expanded women's health services, including family planning
- Hosted a *Crucial Catch Day* to educate women about breast cancer, provide mammograms and clinical breast exams
- El Centro expanded primary care services into an outpatient facility in Southeast Houston, which is operated by The Harris Center for Mental Health and IDD (formerly known as MHMRA)

I remain humbled that I have been entrusted with the responsibility of leading this incredible organization to being both a clinically-focused and financially healthy organization. El Centro was created to meet the dynamic needs of this community and remains committed to expanding healthcare access and education, particularly to the medically underserved and uninsured. Our future plans include planned strategic growth and expansion to better meet the needs of our patients - from intervention and treatment, to education and prevention.

Steve Jobs said, "The only way to do great work is to love what you do." Not only am I fortunate enough to love my job, but you will find that kind of passion for caring for our patients throughout our entire organization. Thank you for your support of our critical work.

Regards,

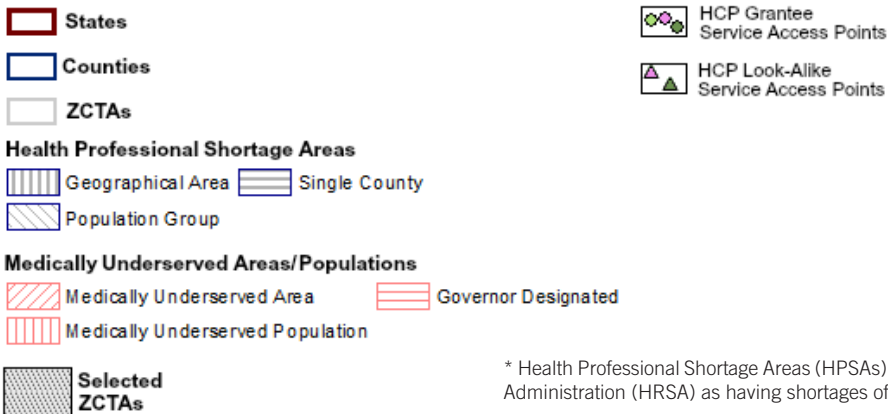
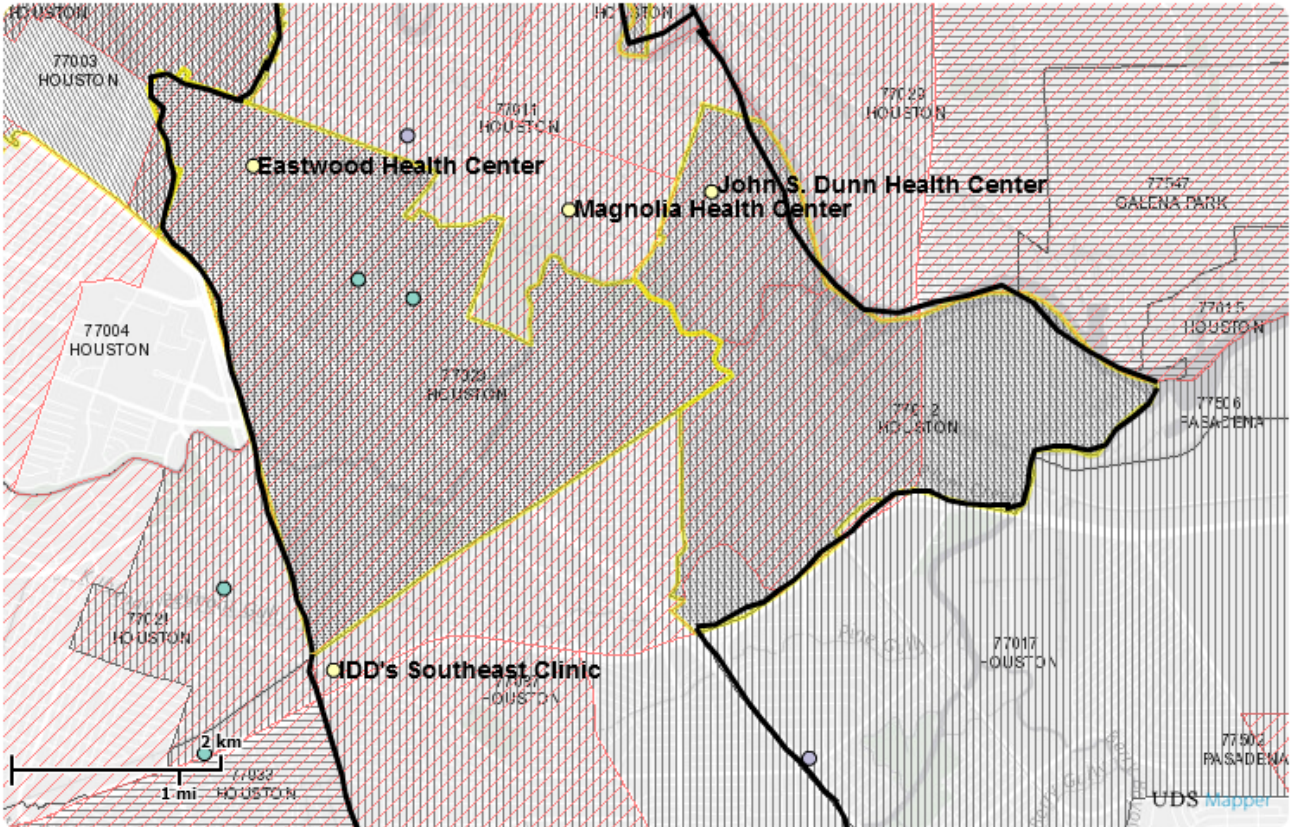
Marcie Mir, LCSW  
Chief Executive Officer

## OUR MISSION

*The mission of El Centro de Corazón is to promote the individual, community, and social health of the East End and the greater Houston area.*



OUR



\* Health Professional Shortage Areas (HPSAs) are designated by the Health Resources and Services Administration (HRSA) as having shortages of primary care, dental, or mental health providers.

\*\* Medically Underserved Areas/Populations (MUA\_P) are designated by HRSA as having too few primary care providers, high infant mortality, high poverty and/or high elderly population.



## OUR *Facilities*



### THE EASTWOOD HEALTH CENTER

Offers well woman/male/child examinations, school/sports physical exams; sick visits, immunizations, hearing and vision screenings; chronic disease management; sexually transmitted infections testing; pregnancy testing, family planning, newborn screening; and behavioral health services. Dental services include: full dental exams, dental cleanings and preventive dental care, fillings, extractions and root canals.

### THE JOHN S. DUNN HEALTH CENTER

Provides comprehensive pediatric services that include primary care, dental services, behavioral health services, and after-hours primary care. Primary healthcare services consist of the following: well child exams, school/sports physical exams, sick visits, immunizations, hearing and vision screenings, and newborn screenings. The behavioral health services include: comprehensive intake, assessment and diagnosis, Trauma Focused-Cognitive Behavioral Therapy (TF-CBT), play therapy and family counseling. Dental services include: dental exams, dental cleanings and preventative dental care, fillings, extractions and root canals.



### THE MAGNOLIA HEALTH CENTER

Delivers women's health services, pediatric primary care, and behavioral health services. Women's health services include: prenatal care, postpartum care, and newborn screenings; well woman exams, pelvic ultrasounds, 20-week anatomy scans and colposcopies; family planning; referrals for genetic counseling, mammograms, WIC, and child birth classes; sexually transmitted infections testing; premenstrual syndrome and menopause screening. Pediatric primary care services include: well child exams, school/sports physical exams, sick visits, immunizations, and vision and hearing screenings. Behavioral health services include: comprehensive intake, assessment and diagnosis, psychiatric services, medication management, psychological testing and assessment, Trauma Focused-Cognitive Behavioral Therapy (TF-CBT), play therapy, individual, couples and family counseling.

\*El Centro provides primary care services in The Harris Center for Mental Health and IDD's Southeast clinic, which is located at 5901 Long Drive, Houston, 77087.



# MEETING *the need*



## OVERVIEW OF ORGANIZATION

El Centro de Corazón is a Federally Qualified Health Center (FQHC) that exists to promote the individual, community, and social health of the East End and the greater Houston area. In our 21st year of operation, El Centro has three health center sites (FQHCs) located in Houston's impoverished East End offering comprehensive prevention, intervention and treatment health care services including: adult and pediatric primary care, prenatal and women's health, dental care, and behavioral health services. FQHC's serve all people regardless of insurance status or ability to pay. El Centro accepts both public and private insurance including Medicare, Medicaid, CHIP and CHIP Perinatal, and offers a sliding discount program based on family income for uninsured patients.

In 2015, El Centro served 11,243 individuals through 44,275 patient visits. El Centro's services increase community access to essential healthcare for medically underserved and low-income individuals, improve patient outcomes, and lower overall healthcare costs to the community.

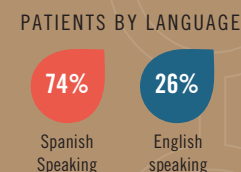
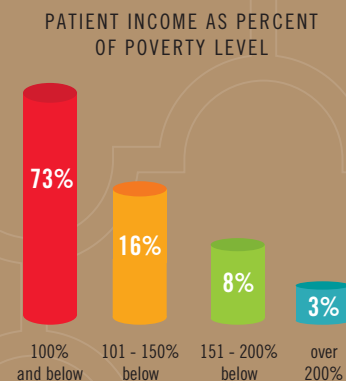
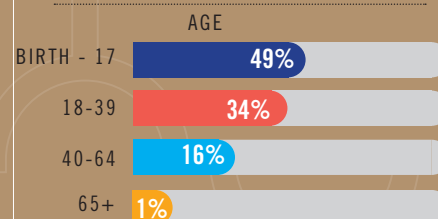
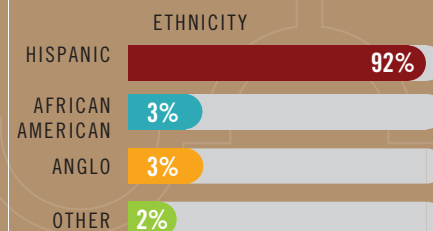
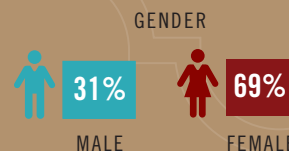
## COMMUNITY NEED

El Centro serves the medical needs of one of the poorest neighborhoods in Houston. The predominately Hispanic population has approximately 234,000 residents who suffer from a number of health disparities, including: increased rates of obesity, diabetes, hypertension, heart disease, late entry into prenatal care, lack of timely immunizations, and depression. Area residents experience lower levels of educational attainment, limited access to insurance and significant language barriers.

El Centro's target population is the Ripley Medically Underserved Area (MUA), which is also designated as a Health Professional Shortage Area (HPSA) for medical and mental health providers. Ninety-two (92%) of El Centro's patients are Hispanic/Latino (with 74% best served in a language other than English, Spanish being the most prevalent); 97% of patients live at/below 200% of the Federal Poverty Level; 58% of the patients seen by El Centro are uninsured; 41% are covered by Medicaid/CHIP. Additionally, El Centro attracts patients from over 100 greater Houston area zip codes.

El Centro is the only organization within the targeted geographic area providing comprehensive health care services for the medically underserved, uninsured/underinsured population. Eighty-six percent (86%) of El Centro's direct program staff is bilingual in Spanish and English, and thus able to meet the language needs of the community.

## WHO WE SERVE







*"At El Centro de Corazon, I received very good attention from the beginning of my pregnancy on. The doctor treated me very well and gave me clear instructions and explained what to expect from the medical treatments I received."*

CAROLINA FERNANDEZ

*Patient, 3 years*



## OUR *impact*

In addition to serving the immediate medical, behavioral health, and oral health care needs of the East End, El Centro is active in a multitude of year-round educational, outreach, and community service programs. This year brought significant new initiatives and the continuation of our already successful programming.

El Centro's annual Be Healthy Family Expo brought a record-breaking crowd of over 1,000 and provided health education, fitness activities and healthy eating tips. The event coincided with the National Community Health Center Week and the start of the school year; over 500 backpacks filled with school supplies were provided free to elementary aged children.

Together with The Rose and MD Anderson Project Valet, El Centro provided on-site mammogram services at the Magnolia Health Center at no charge to the patients. Donations from Sloan, Bagley, Hatcher & Perry Law Firm, allowed the moms-to-be to receive indispensable baby gifts such as strollers, playpens, and baby care packets.

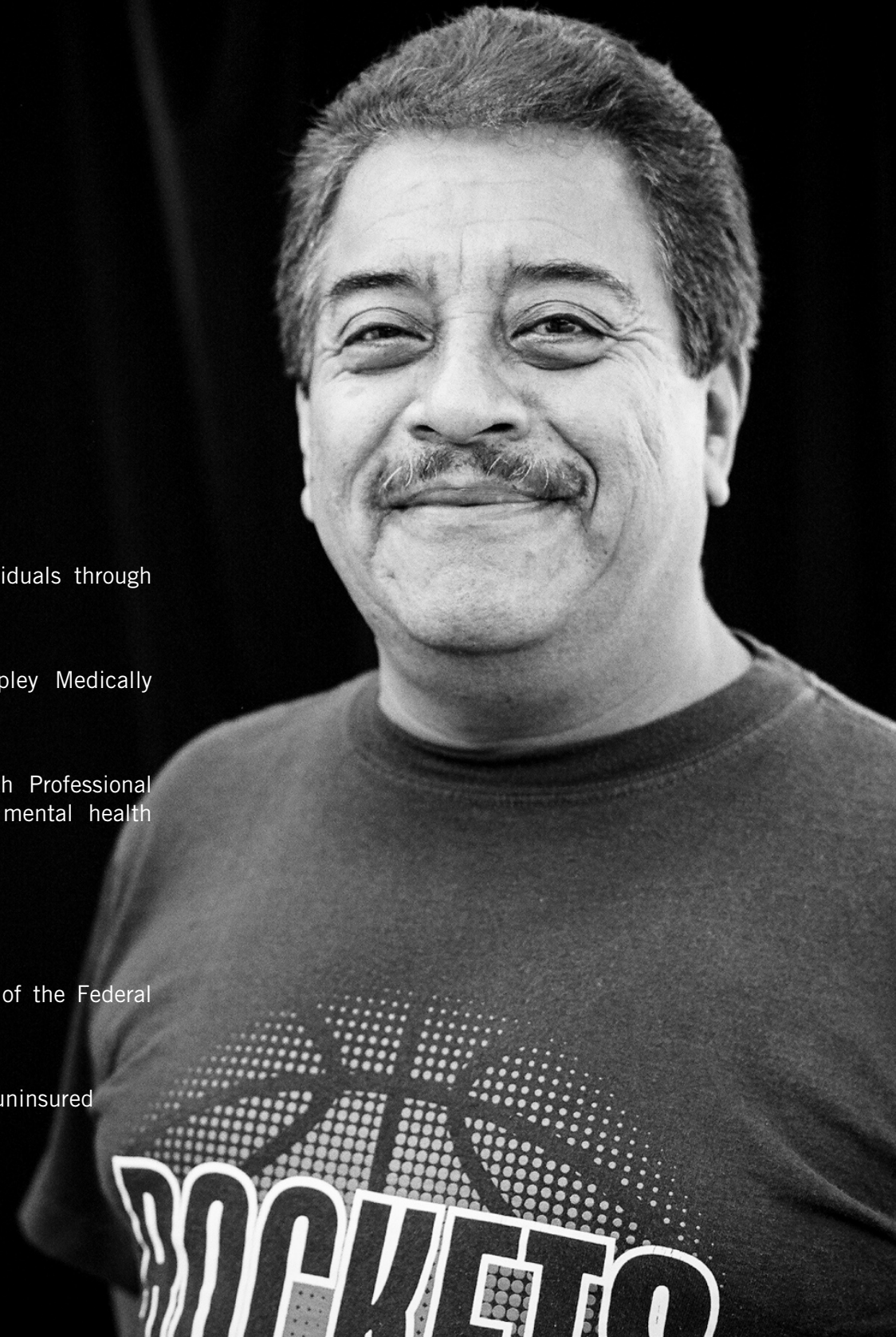
El Centro provided breast health education and 457 mammograms through partnerships with the American Cancer Society, Breast Health Collaborative of Texas, UT School of Public Health, and MD Anderson Cancer Center. Additionally, in partnership with the American Cancer Society and the Houston Texans, El Centro hosted its second "Crucial Catch Day" to educate women about breast cancer and provided mammograms and clinical breast exams.

El Centro collaborated with several local elementary schools to gather names of underserved families that did not have the resources to buy gifts for their children. Over 200 gifts were distributed to children through donations from our sponsors: GE and Sloan, Bagley, Hatcher & Perry Law Firm.



The weekly Diabetes Self-Management Classes were well-attended and open to the community to educate on health strategies to manage diabetes. The Community Outreach Coordinator, a Certified Community Health Worker, has been a key implementer of the Diabetes Management (DM) Program. The DM Program collaborators included the American Diabetes Association, Univision, Texas A&M, Walgreens, and the University of Houston. El Centro's Diabetes Clinical Care Team participated in community events reaching out to 7,000 people across the greater Houston area. Additionally, El Centro hired a bilingual Registered Dietitian who developed a pediatric prevention program to address childhood obesity, the Children's Wellness Program (Nutrición con Corazón).

The program emphasized overall health and well-being of children and addressed healthy eating, appropriate exercise, and behavioral health issues related to obesity.



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The East End is designated as a Health Professional  
Shortage Area (HPSA) for medical and mental health  
providers

.....

92% of the patients are Hispanic/Latino

.....

97% of the patients live at/below 200% of the Federal  
Poverty Level

.....

58% of the patients seen by El Centro are uninsured



# OUR *outreach*



**LENDING A HAND.** In FY 2015, El Centro was thankful to have 330 community volunteers donate 1,030 hours directly to the organization. Companies such as Houston Methodist and their I CARE in Action volunteers, GE's Hispanic Forum and GE volunteers, Sloan, Bagley, Hatcher & Perry Law Firm, and Pennino & Partners provided overwhelming volunteer support to El Centro's health fairs, expos, back-to-school events, baby showers and Christmas Posada.



# OUR *annual highlights*



(L to R) Dr. Robert Morrow, president of BCBSTX and Marcie Mir, El Centro CEO



(L to R) Philamena and Arthur Baird, *Making a Difference* luncheon chairpersons, with honoree H-E-B, represented by Cyndy Garza Roberts



(L to R) Dave Lesar, CEO & Chairman; Marcie Mir, El Centro CEO; Dr. Kavon Young, El Centro Medical Director; Jeff Miller, President



(L to R) Dr. Julia Andrieni and Cathy Easter, Houston Methodist, at the *Making a Difference* luncheon



(L to R) Congressman Gene Green and Marcie Mir at El Centro's Be Healthy Family Expo during National Health Center Week



(L to R) Leisa Holland-Nelson, Carmina Zamorano and Karen Love at the *Making a Difference* luncheon



David Ruiz, Bank of America Senior Vice President and Market Manager for Community Engagement with Marcie Mir, El Centro CEO



(L to R) Mary Ann McKeithan with Dr.'s Julie and Marc Boom at the *Making a Difference* luncheon



(L to R) Honorary Chairpersons, Gwen and Judge Ed Emmet (not pictured) and Joel and Margaret Shannon at the *Making a Difference* luncheon



(L to R) Marcie Mir, El Centro CEO, and Mike Koehler, Market President for Cigna in South Texas



2015 *audited financials*

ASSETS

Current Assets	2,472,274
Grants Receivable	228,736
Fixed Assets	2,247,287
Other Assets	680
<b>TOTAL ASSETS</b>	<b>\$4,948,977</b>

LIABILITIES

Current	473,906
Long-Term	--
<b>Total Liabilities</b>	<b>\$473,906</b>

NET ASSETS

Unrestricted	4,195,158
Temporarily restricted	279,913
<b>Total Assets</b>	<b>\$4,475,071</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$4,948,977</b>

STATEMENT OF OPERATING SUPPORT AND REVENUE

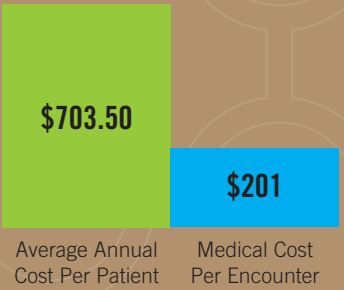
REVENUE

Patient Service Revenue	6,058,485
Grants & Contracts	2,408,049
Fundraising Contributions	2,076,355
Other	7,357
<b>Total Revenue</b>	<b>\$10,550,246</b>

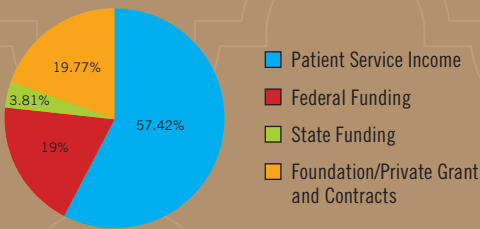
EXPENSES

Program Service Expenses	6,466,303
Management and General Expenses	2,601,299
Fundraising Expenses	321,372
<b>Total Expenses</b>	<b>\$9,388,974</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$1,161,272</b>

2015 COST ANALYSIS



SOURCES OF REVENUE



# OUR *leadership*

## BOARD OF DIRECTORS

Douglas Graham, Chair  
Baylor College of Medicine

Joel Shannon, Vice Chair  
Attorney-Retired

Pamela D. Tyner, Secretary  
Houston Methodist

Richard Valdez, Treasurer  
CPA-Retired

Donna Alexander  
DGA Healthcare Consulting

O. Clayton Lilienstern  
Attorney-Retired

Carol Paret  
Memorial Hermann Health System

Maria Pereyra-Gonzalez  
BBVA Compass

Reeve Van Nostrand, Jr.  
Morgan Stanley

## EXECUTIVE STAFF

Marcie Mir, LCSW, Chief Executive Officer

Kavon Young, MD, Medical Director

Shannon Hart, RN, Director of Operations

Paulina Putman, MBA, Chief Financial Officer



*"When I have my appointments, I feel like home. Everyone is so kind and caring that it makes me feel I can trust them. My son is a patient, too. He has been receiving care since he was in my belly. I know that if Mateo suddenly gets sick, he will be seen that same day. Low cost medical care, you cannot find that everywhere so I am glad there is someone that cares from the community."*

ABIGAIL JASSO, Patient, 4 years

*Photo credits to Chris Bailey Photography and Daniel Ortiz Photography*



# OUR *patients*





*"For more than two decades, El Centro de Corazón has been at the heart of the East End community. Today, El Centro serves as a community-based health center, providing vital primary care, pediatric, prenatal, mental health, and dental services. Community health centers are a critical part of our health care safety net, helping families that have difficulty finding reliable, affordable health care. They are especially important in the 29th District, where we have an underserved community and one of the highest rates of uninsured individuals in the country. I thank El Centro for their continued commitment to the health of East End families."* CONGRESSMAN GENE GREEN, Representative (D-TX 29th District)



EASTWOOD HEALTH CENTER  
412 TELEPHONE ROAD  
HOUSTON, TEXAS 77023  
PH (713) 660-1880

JOHN S. DUNN HEALTH CENTER  
7635 CANAL STREET  
HOUSTON, TEXAS 77012  
PH (713) 660-1880

MAGNOLIA HEALTH CENTER  
7037 CAPITOL STREET  
HOUSTON, TEXAS 77011  
PH (713) 660-1880

THE HARRIS CENTER FOR MENTAL HEALTH  
AND IDD SOUTHEAST FACILITY  
5901 LONG DRIVE  
HOUSTON, TEXAS 77087  
PH (713) 660-1880

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