

CELEBRATING

26

YEARS OF SERVING HOUSTON'S EAST END



El Centro de Corazón
Quality Health Care

ABOUT US

Serving Houston's East End community since 1994, El Centro de Corazón (El Centro) is an accomplished Federally Qualified Health Center (FQHC) with four health center locations and offers a comprehensive range of pediatric and adult health care services for the medically underserved and uninsured, which includes primary care, women's health, dental care, and behavioral health services. El Centro also provides ancillary services, such as case management and eligibility assistance, to help patients and their families overcome obstacles to accessing health care services.

OUR MISSION AND VISION

Mission: To be the leader in improving the well-being of the communities we serve through the provision of quality health care and the delivery of innovative programs.

Vision: To be the cornerstone of a healthier community.

SERVICES OFFERED

- Adult and Pediatric Primary Care Services
- Adult and Pediatric Dental Services
- Women's Health Services
- Behavioral Health Services
- Eligibility Services



MEDIA KIT 2020

QUALITY
HEALTHCARE
STARTS HERE

SOCIAL MEDIA



@ElCentroDeCorazon 1,800+



@elcentrodecorazon_fqhc 170+



@El_Centro_FQHC 380+

WEBSITE AUDIENCE

Quarterly Pageviews: **23,000**
Female (71%) Male (29%)
Age 25-34 (33%) 35-44 (26%) 45-54 (16%)
55-64 (8%) 65+ (4%)



WHO WE SERVE

12,978

Direct Patient Care in 2019

93.5%

Patients identify as
Hispanic/Latino

96.5%

Patients Live At/Below
200% Poverty level

OUR IMPACT BY NUMBERS

699

Mammograms provided with the
help of several community health
partners

803

Backpacks filled with school
supplies distributed to
elementary-aged children

1,204

Number of hours donated by
volunteers



INNOVATIVE PROGRAMS

WELLNESS PROGRAMS

- Adult Diabetes Self- Management Program
- Children's Wellness Program
- Commit to Be Fit

CENTERING PREGNANCY®

Group model of care to improve prenatal health outcomes, which includes regular health assessments, bilingual group educational sessions, and support in the areas of nutrition and behavioral health.

GROWING ROOTS EAST END NETWORK (GREEN)

Community initiative with local schools and organizations to revitalize community gardens, increase in access to healthy foods, improve nutrition education, greater social cohesion, and economic opportunities for low-income families.

CENTERING PARENTING®

Group model of care to improve health outcomes, which includes preventative care screenings and well-child visits, with the intention of promoting healthy parent-child interactions.

FOR MEDIA INQUIRIES:

For media inquiries, please contact us at
Email: development@elcentrochc.org