



**El Centro de Corazón**  
*Quality Health Care*



**20**



**19**



**Building a healthier  
community since 1994**

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**Impact Report**



¿Estamos Centering estás tu?  
Una mejor manera de recibir atención prenatal.

Maria B

Centering, are you?  
We're Centering, are you?

Muhammad Surif, MD  
1/2019

Pautas  
Para que las sesiones sean entretenidas, se  
• La información grupal no se divide  
• Solo una persona responde a los demás sin interrumpir  
• Llegue a tiempo comencen y terminen  
• Llámenos si no pueden asistir  
• Usaremos materiales durante las sesiones  
• Apague los teléfonos durante las sesiones  
• No traiga a otros niños

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# A MESSAGE FROM OUR LEADERSHIP

**Our 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.*

Dear Friends,

I am pleased to share our 2019 Impact Report, which showcases some of our biggest accomplishments, as well as new and ongoing initiatives to best serve our patients and families. Proudly celebrating our 25<sup>th</sup> year of service to Houston's East End community, El Centro provided comprehensive, integrated health care services to **12,978** children and adults over **46,595** patient visits, with high quality care as our top priority. El Centro continues to lead efforts in building a healthier community by providing services and establishing new programs that directly impact the physical, mental, emotional, and social well-being of our patients.

As I reflect on working at El Centro for over 20 years, I am moved by our humble beginnings as a social service agency that embarked on a mission to provide much-needed quality, affordable, and accessible health care services for the underserved, uninsured, and underinsured. With four health center locations in the East End, El Centro provides comprehensive primary and preventive medical, dental, and behavioral health services for anyone who walks through our doors, regardless of their ability to pay. With the commitment, compassion, and dedication of our partner agencies, donors, volunteers, board members, and staff, El Centro is able to break down barriers and provide health care for all, and I am deeply grateful.

## 2019 highlights include:

- Reopened our newly renovated John S. Dunn Health Center, greatly improving access to care with a larger facility and the addition of adult medical and dental services.
- Provided **699** mammograms with the help of our community health partners: MD Anderson Cancer Center, UT School of Public Health, The Rose, and East Side Imaging.
- Initiated the Growing Roots East End Network (GREEN) with local schools and organizations to revitalize community gardens, increase access to fresh foods, and improve community cohesion.
- Increased access to physical activity through its Commit to Be Fit program, offering free weekly exercise classes for patients and area residents at three convenient locations in the East End and Galena Park.
- Hosted its annual Be Healthy Family Expo with over 800 attendees and distributed **803** backpacks to elementary-aged kids, which were filled with school supplies.
- Hosted its annual East End Holiday Event for nearly 800 individuals and families, with over **1,500** toys being distributed to local children in East End schools.

I look forward to working with you as we continue to create a healthier community. Together, we will positively impact the health, well-being, and quality of life for thousands of medically vulnerable children and adults-in the East End and greater Houston area.

My very best,

**Marcie Mir, LCSW**  
**Chief Executive Officer**



## Board of Directors

Melissa A. Fisher  
Chair

Mark Armstrong

Michael Hinojosa

Lupe Olivarez, Jr.

Nike Otuyelu

Carol Paret

Maria Pereyra-Gonzalez

Tom Perich

Mark Van Elden

## Executive Staff

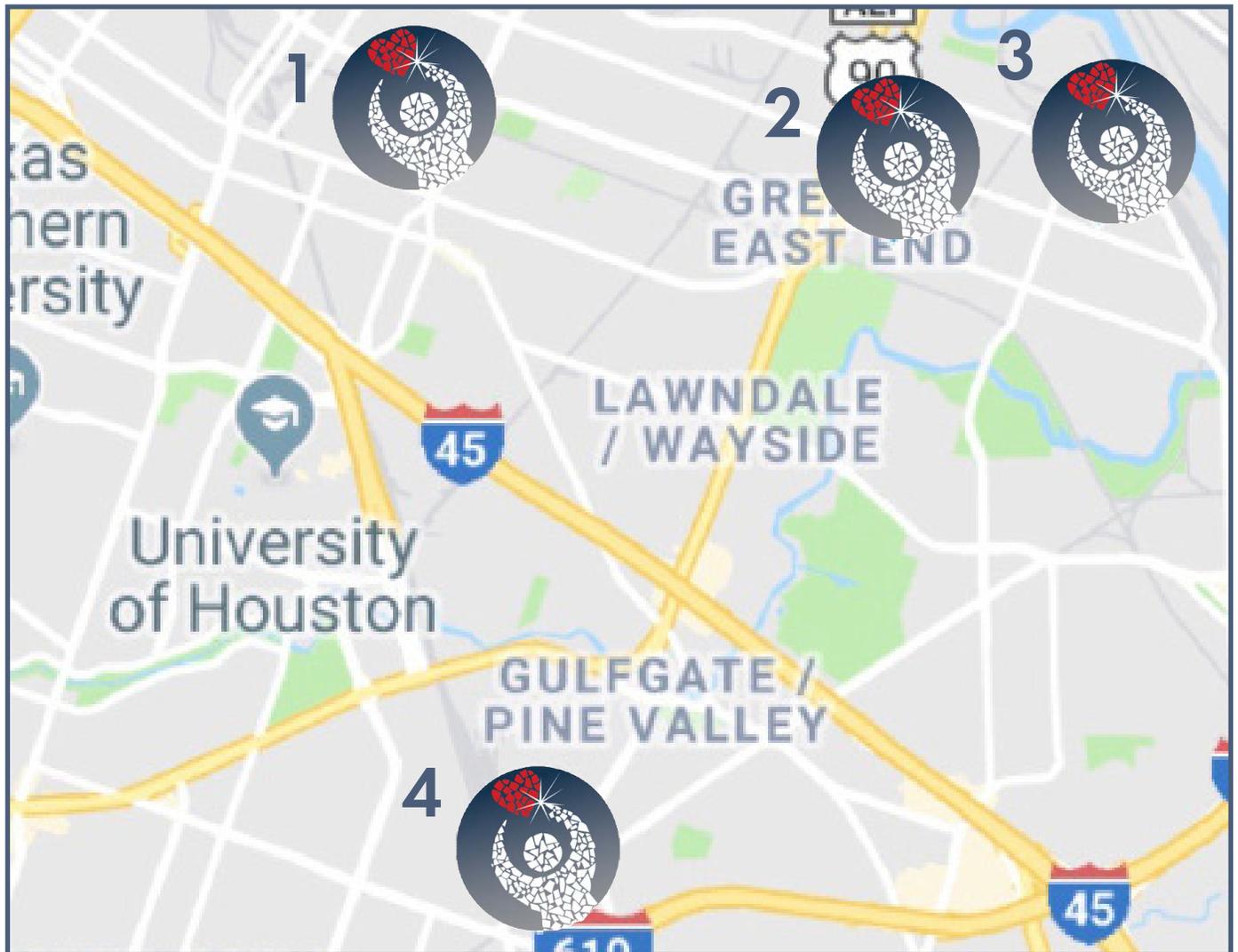
Marcie Mir, LCSW  
Chief Executive Officer

Kavon Young, MD  
Medical Director

Shannon Hart, RN  
Director of Operations

Paulina Putman, MBA  
Chief Financial Officer

# OUR HEALTH CENTERS



**1. Eastwood Health Center**

412 Telephone Rd.  
Houston, Texas 77023

**2. Magnolia Health Center**

7037 Capitol St., Ste. N100  
Houston, Texas 77011

**3. John S. Dunn Health Center**

7635 Canal St.  
Houston, Texas 77012

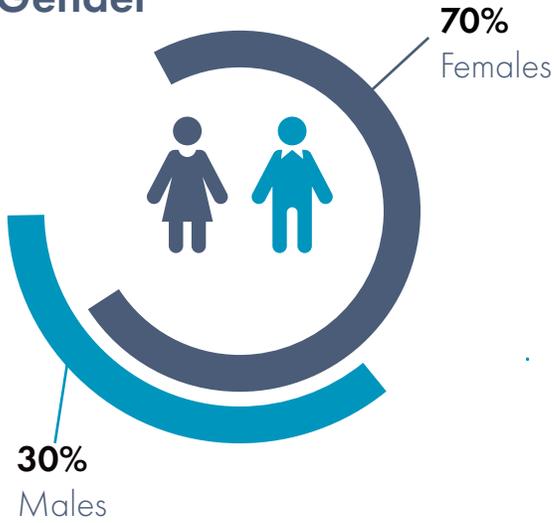
**4. Southeast Health Center**

5901 Long Drive, Ste. 500  
Houston, Texas 77087

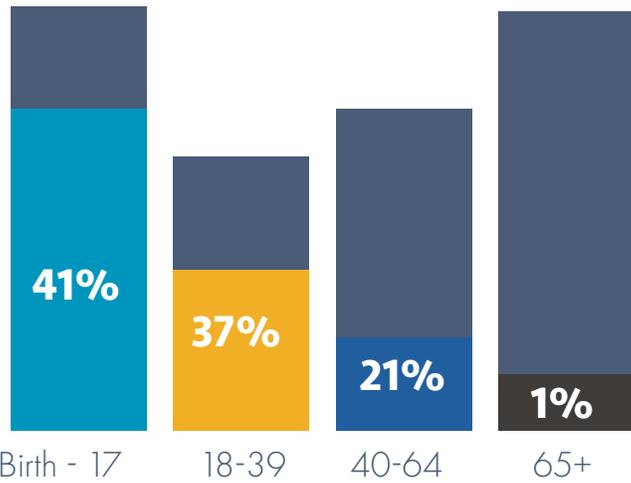
# OUR DEMOGRAPHICS

DEMOGRAPHICS - BASED ON 2019 UDS

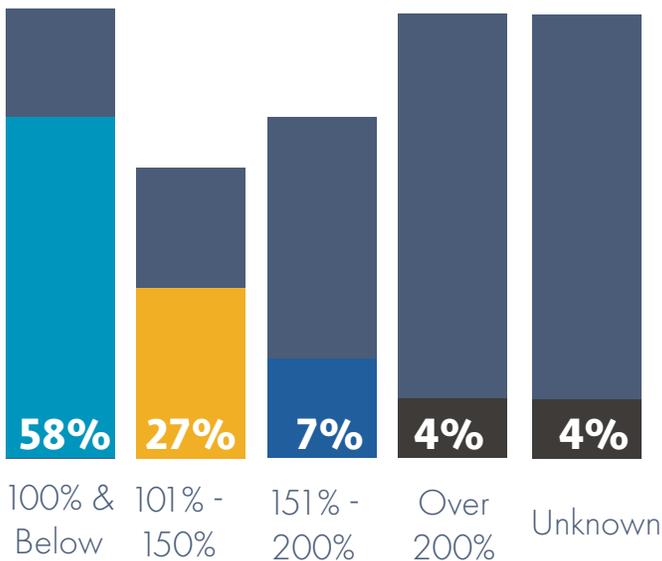
## Gender



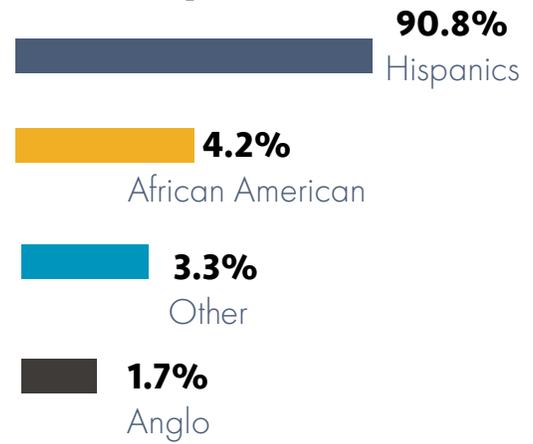
## Age



## Patient Income as % of Poverty Level



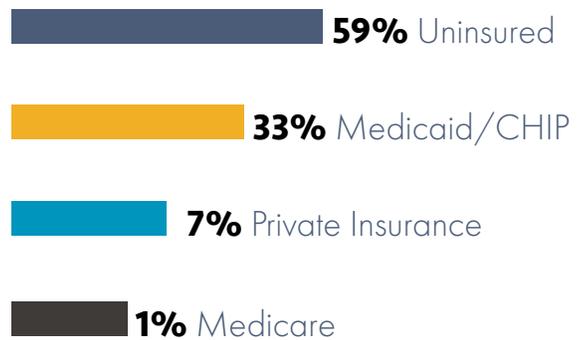
## Ethnicity



## Patients Preference by Language



## Patients by Healthcare Coverage





El Centro's target population is the Ripley Medically Underserved Area (MUA).

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

## OUR IMPACT

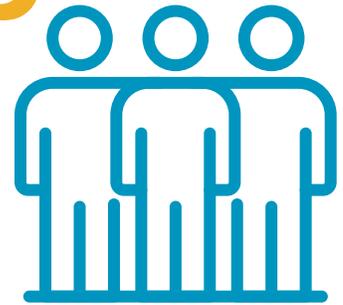


12,978

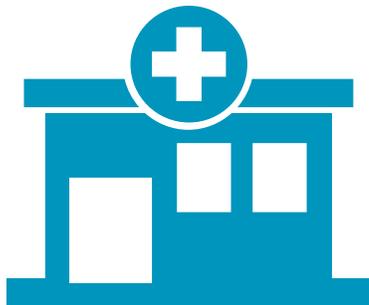
Number of patients served

46,595

Patient visits



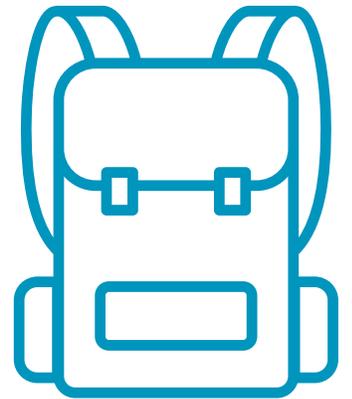
4



Health Centers

803

Backpacks filled with school supplies distributed to elementary-aged children



100

Zip codes served



699

Mammograms provided via community health partners

1,500



Gifts distributed to local children in East End schools



1,301

Numbers of hours donated by volunteers

# MEETING THE NEED

## Our Organization

Serving Houston's East End community since 1994, El Centro de Corazón (El Centro) is an accomplished Federally Qualified Health Center (FQHC) that promotes the individual, community, and social health of the East End and the greater Houston area. El Centro has four health center locations in the East End and offers a comprehensive range of high quality health care services, including adult and pediatric primary care, prenatal and women's health services, dental care, and behavioral health services. We accept private and public health insurance, such as Medicare, Medicaid, Children's Medicaid, CHIP, and CHIP Perinatal. We also offer a sliding fee scale program based on family income and household size for uninsured patients. El Centro was recognized by the Health Resources and Services Administration (HRSA) with a **2019 Health Center Quality Leader Award** and by the Better Business Bureau Education Foundation with a **2019 Winner of Distinction Award for Excellence** for its commitment to excellence in providing quality health care services.



## Community Served

El Centro's target population is the Ripley Medically Underserved Area, which is also designated as a Health Professional Shortage Area with limited primary and preventive care providers and medical facilities. The impoverished, primarily Hispanic community is disproportionately affected by chronic diseases and health conditions, such as obesity, diabetes, heart disease, and depression. Area residents are also impacted by high poverty rates and health disparities. Finally, the majority of area residents are best served in Spanish, thus emphasizing the critical need for bilingual and culturally competent health care services.

# OUR SERVICES

El Centro is building a healthier community in Houston's East End by improving prevention and intervention through high quality, comprehensive health care services.

## Adult Primary Care

- Well-exams
- Sick visits
- Immunizations
- Cervical cancer and colorectal cancer screenings
- Chronic disease management

## Pediatric Primary Care

- Well-exams
- School/sports physical exams
- Sick visits
- Immunizations
- Newborn screenings
- Hearing and vision screenings
- Chronic disease management

## Adult Dental Services

- Preventative Dental Care
- Exams/X-rays
- Cleanings
- Fillings
- Sealants
- Silver Diamine Fluoride (SDF)
- Simple Extractions
- Anterior Root Canals
- Scaling and Root Planing

## Pediatric Dental Services

- Preventative Dental Care
- Exams/X-rays
- Cleanings
- Fillings
- Sealants
- Silver Diamine Fluoride (SDF)
- Extractions
- Stainless Steel Crowns
- Nitrous Oxide Sedation

## Women's Health Services

- Prenatal care
- Postpartum care
- Well women
- Pelvic ultrasounds
- 20-week anatomy scans
- Colposcopies
- Cryotherapy
- LEEP procedures
- Endometrial biopsies
- Testing for STI's
- Pregnancy testing
- Family planning including insertion and removal of Long-Acting Reversible Contraception devices such as IUDs and implants
- Screenings for premenstrual syndrome and menopause
- Referrals for mammograms and genetic counseling
- Male newborn circumcisions
- Infertility evaluation
- Treatment routine gynecological issues and disorders
- Treatment of incontinence and other pelvic floor disorders

## Behavioral Health Services

- Psychiatric Evaluation
- Medication Management
- Individual and Family Therapy
- Trauma Focused-Cognitive Behavioral Therapy
- Play Therapy
- Sand Tray Therapy
- EMDR (Eye Movement Desensitization Reprocessing)
- EMDR DeTUR Protocol for treatment of addictions
- DBT (Dialectical Behavior Therapy)
- Positive Parenting Support Group



# WELLNESS PROGRAMS

## ADULT DIABETES SELF-MANAGEMENT PROGRAM

A program that offers diabetes education classes and support groups to teach the skills necessary for the day-to-day management of diabetes.



286

Visits with Certified Diabetes Educator



134

Adult diabetic patients served through the program

## CHILDREN'S WELLNESS PROGRAM

### NUTRICIÓN CON CORAZÓN

A program that addresses childhood obesity, including medical assessments, individualized treatment plans, one-on-one and group education classes, weight management structure, and referrals for behavioral health services.



314

Enrolled in the Children's Wellness Program



488

Visits with a Registered Dietitian Program



5

Nutritional workshops, including:

- Cooking demonstration by the Houston Food Bank
- Nutritional education sessions
- Fitness activities

## COMMIT TO BE FIT

A fitness component to increase physical activity in children, adults and families and to teach the importance of healthier eating and regular exercise, which have immediate and long-term health benefits.



3

Weekly classes offered in the East End and Galena Park

# CENTERING® GROUPS

## CENTERINGPREGNANCY®

Group prenatal care to improve health outcomes for child-bearing women and newborns, including regular health assessments, dental care, bilingual educational sessions to improve knowledge of pregnancy and childbirth, and valuable support in the areas of nutrition and behavioral health.



15

CenteringPregnancy® groups



143

Participants in CenteringPregnancy®

## CENTERINGPARENTING®

Group well-child care to improve maternal and child health outcomes, including preventative care screenings, dental care, well-child visits, and parent-centered support to promote healthy parent-child interactions.



24

CenteringParenting® groups



184

Participants in CenteringParenting®



# GROWING ROOTS EAST END NETWORK (GREEN)

The GREEN Collaborative connects East End HISD schools with area community gardens to increase access to fresh, nutritious foods, provide support, education, and resources.



**17**  
Gardens

## 4 Community Gardens



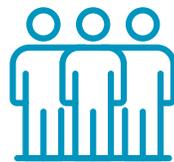
## 13 School Gardens



**303**  
Volunteer hours

### Elementary Schools

- Briscoe
- Burnet
- De Zavala
- Franklin
- Gallegos
- J.R. Harris
- Lantrip
- Tijerina



**186**  
Volunteers

### Middle Schools

- Edison
- Rusk Academy
- Yolanda Black Navarro



**249**  
Lbs. of produce  
harvested

### High Schools

- Austin
- Milby

\*Volunteer hours, volunteers, and pounds of produce harvested are reflective of El Centro's Magnolia Garden.

# OUR PARTNERS

## El Centro builds partnerships to achieve a healthier community, including:

- American Cancer Society
- City of Houston's Get Moving Houston Farmer's Market
- East End Community Collaborative
- Episcopal Health Foundation
- Greater Houston Coalition on Social Determinants of Health
- Healthy Living Matters - Healthcare Sector Action Team
- Houston Food Bank
- Houston Independent School District (HISD)
- Houston Methodist
- Magnolia Park/Manchester Complete Communities
- MD Anderson Cancer Center
- Second Ward Complete Communities
- The Rose
- University of Houston Bounce Program
- University Eye Institute at the University of Houston



# OUR OUTREACH

In 2019, El Centro was grateful to have **464** community volunteers donate over **1,301** hours of time, energy and effort to supports its breast health education, health fairs, back-to-school events, and East End Holiday event.



El Centro's patients at the East End Holiday Event



Gonzalez Law Group (East End Holiday Event sponsor)



Houston Methodist's Adopt-a-Family



Council Member Karla Cisneros' 2019 Health and Resource Fair



2019 American Cancer Society Making Strides Against Breast Cancer



El Centro's patients at the Be Healthy Family Expo



El Centro's patients at the Be Healthy Family Expo



# 12<sup>TH</sup> ANNUAL *MAKING A DIFFERENCE* LUNCHEON

Celebrating 25 years of serving Houston's East End



(L to R) Susan Sarofim (Community Leader Honoree) , Christina Morales(Chairperson), Marcie Mir (El Centro's CEO), and Roxann Neumann (Corporate Leader Honoree)



(L to R) George Connelly, Catherine Mitchell, Daisy Morales, and Ken Janda



(L to R) Emily Mir-Oliver & Gasper Mir



(L to R) Leila Perrin and Leisa Holland-Nelson (Honorary Chairpersons)



(L to R) Christina Morales (Chairperson), Steve Pemberton (Special Guest Speaker), and Marcie Mir (El Centro's CEO)



(L to R) Mary Lynn Kallina, Gloria Luna, Diane Englet, and Sally Dwyer



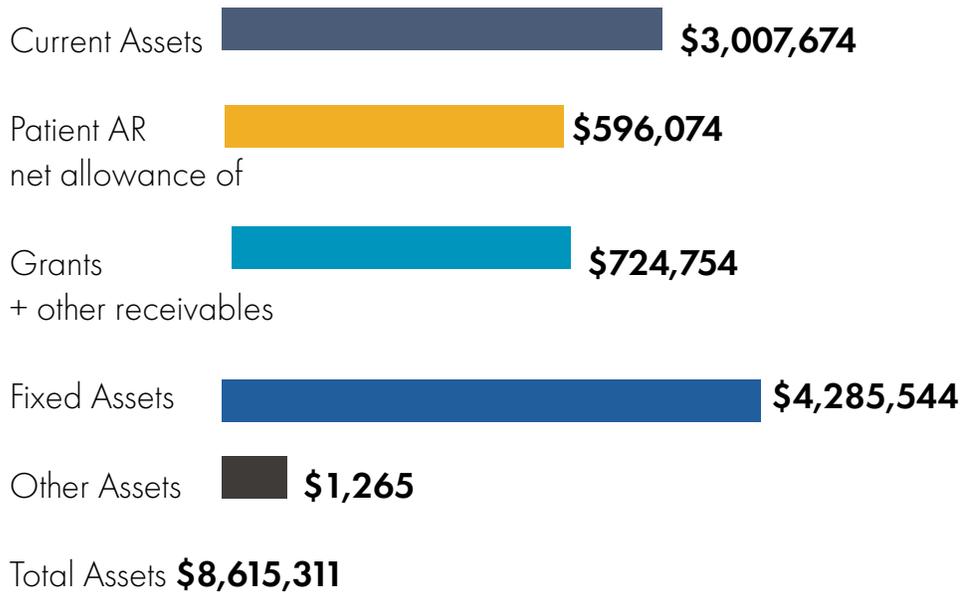
(L to R) Ryane Jackson and Cathy Easter (Houston Methodist)



(L to R) Council Member Robert Gallegos and John Steven Cisneros

# 2019 AUDITED FINANCIALS

## Assets



## Liabilities

Current = \$979,480  
 Long term = \$1,168,112

## Net Assets

Current = \$979,480  
 Long term = \$1,168,112

Total Net Assets **\$6,467,719** | Total Liabilities and Assets **\$8,615,311**

## Statement of Operating Support and Revenue

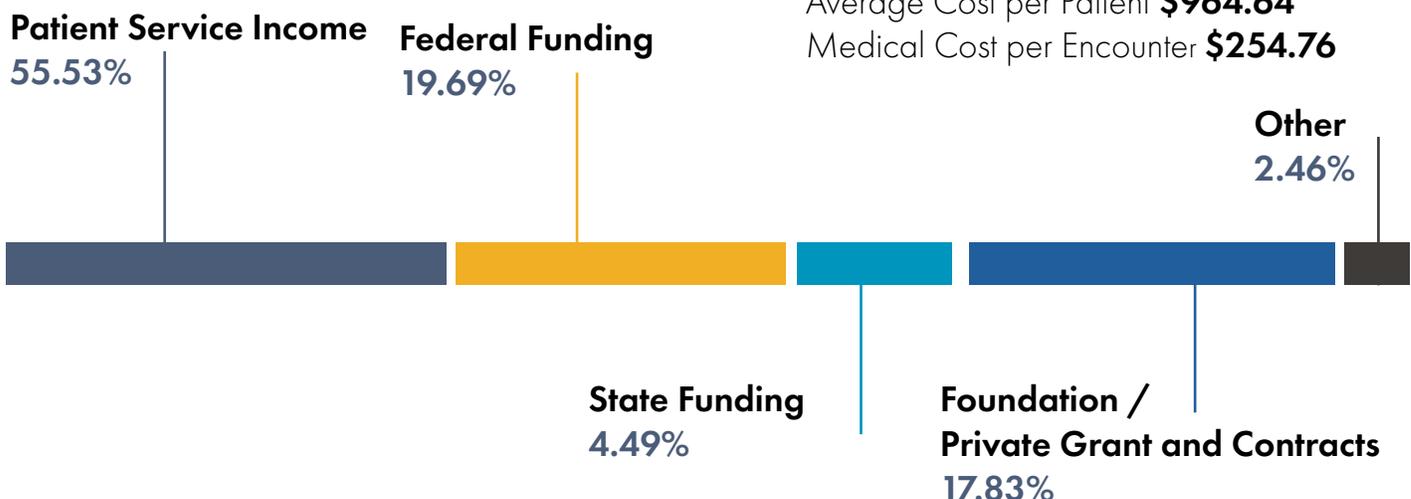
Patient Service Revenue **\$6,444,918**  
 Grants & Contracts **\$2,806,905**  
 Fundraising Contributions **\$2,070,505**  
 Other **\$284,225**

## Expenses

Program Services Expenses **\$8,480,626**  
 Management/General Expenses **\$3,758,583**  
 Fundraising Expenses **\$277,522**  
 Total Expenses **\$12,516,731**  
 Change in Net Assets **\$910,178**

## 2019 Cost Analysis

Average Cost per Patient **\$964.64**  
 Medical Cost per Encounter **\$254.76**



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