



El Centro de Corazón
Quality Health Care

2020 IMPACT REPORT

The Faces of Quality Health Care



ON THE COVER

El Centro de Corazón's COVID-19 related operations began in March 2020. Our cover salutes our staff, who were on the frontlines of the pandemic and provided the highest quality of care to our patients during these uncertain times.

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QUALITY HEALTHCARE, FROM THE HEART.

Founded in 1994, El Centro de Corazón (El Centro) is an accomplished Federally Qualified Health Center (FQHC) with four health center locations in Houston's East End and offers a comprehensive range of adult and pediatric health care services for the underserved, uninsured, and underinsured, which includes primary care and family medicine, women's health, dental, and behavioral health services. El Centro also provides ancillary services to assist patients to overcome barriers to accessing health care. In 2020, El Centro provided direct patient care to 12,012 low-income children and adults for a total of 44,200 patient visits.



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.



OUR VALUES

Community Centered

Innovative

Quality Driven

Honest

Respectful



BOARD OF DIRECTORS

Melissa Fisher, CPA-Retired, *Chair*

Michael Hinojosa, Community Leader, *Vice Chair*

Nike Otuyelu, Community Leader, *Secretary*

Mark Van Elden, Community Health Choice, *Treasurer*

Mark Armstrong, Polsinelli

Poonam Chadha, Evolent Health

German Ibañez, Ibañez Consulting

Bob Longoria, Circulation Concepts

Lupe Olivarez, Jr., Community Leader

Carol Paret, Memorial Hermann Health System

Tom Perich, Hunton Andrews Kurth LLP

LETTER FROM **MARCIE MIR, LCSW**

This past year was a year of change and a year of adjustment. The world stood still as people across the globe came together to halt the spread of COVID-19 amongst our families and friends, and within our communities.

El Centro was on the frontlines of the COVID-19 pandemic in Houston's East End, which was already designated as a medically underserved area prior to the pandemic. As pre-existing systemic challenges were amplified by the coronavirus, El Centro was committed more than ever to meet the healthcare needs of our community—as well as to provide reimagined health services to keep our staff and our patients safe.

While our dental services were suspended for several months, with the exception of emergent care, our dental team shifted from their regular duties to join in our front-line response against COVID-19 by ensuring sanitation and infection control protocols and conducting COVID-19 testing. Additionally, we quickly pivoted from providing traditional medical and behavioral health care to utilizing telehealth to continue to see and treat our patients.

Even in the face of these unprecedented challenges, our excellent and compassionate staff continued to provide the highest quality of care to those in our community who needed it most. Throughout 2020—our 26th year of service—El Centro served 12,021 adult and pediatric patients over 44,200 patient visits, and administered over 3,300 COVID-19 tests to patients from over 100 Houston-area zip codes.

I look forward to leading and championing El Centro's team of healthcare heroes as we continue COVID-19 vaccination and testing operations, and break down barriers to provide healthcare for all.

My very best,
Marcie Mir, LCSW
Chief Executive Officer



Marcie Mir, LCSW
CHIEF EXECUTIVE OFFICER

Kavon Young, MD
MEDICAL DIRECTOR

Shannon Hart, RN
DIRECTOR OF OPERATIONS

EXECUTIVE LEADERSHIP

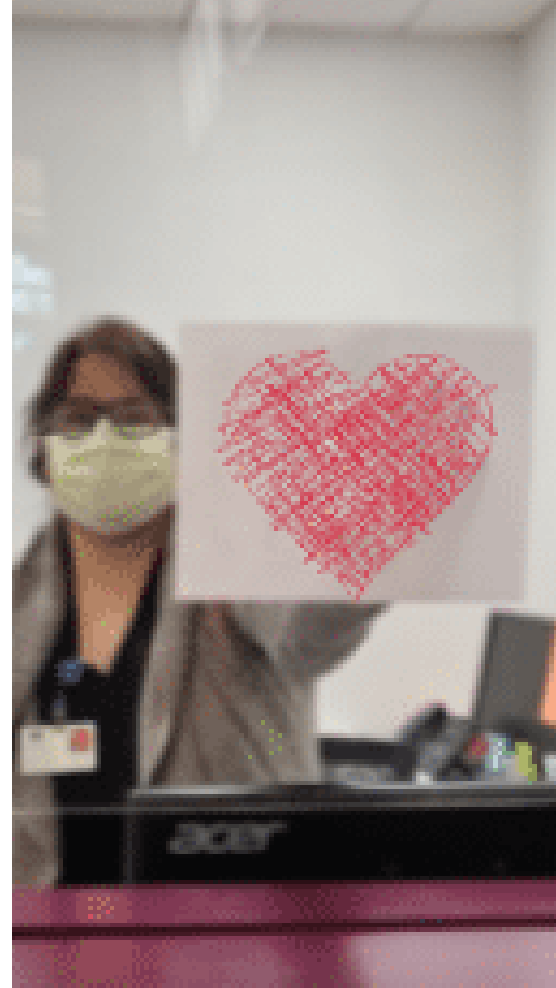


A CENTURY OF RESILIENCE

Adam H., 100 years old, received his Moderna COVID-19 vaccine at El Centro de Corazon.

2020 HIGHLIGHTS

- Administered over 3,087 COVID-19 vaccines free of charge to 1,833 unique patients as of March 2021. In 2020, over 2,384 unique patients received COVID-19 testing.
- Engaged patients in over 11,000 telehealth visits across most El Centro services to accommodate COVID-19 safety protocols.
- Increased access to fresh fruits and vegetables for patients and residents in our service area through a collaboration with Urban Harvest via their Mobile Market program, which visits El Centro's John S. Dunn Health Center every month.
- Hosted its annual Back to School Family Expo via a drive-thru format to accommodate COVID-19 safety precautions. Volunteers distributed over 970 backpacks filled with school supplies for elementary-aged children in Houston's East End.
- Celebrated its annual East End Posada via a drive-thru format to accommodate COVID-19 safety precautions, reaching 130 families in need in East End area schools.



LOCATIONS

Eastwood Health Center

413 Telephone
Rd., Houston,
Texas 77023

Magnolia Health Center

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

John S. Dunn Health Center

7635 Canal St.
Houston, Texas
77012

Southeast Health Center

5901 Long Drive,
Ste. 500
Houston, Texas
77087

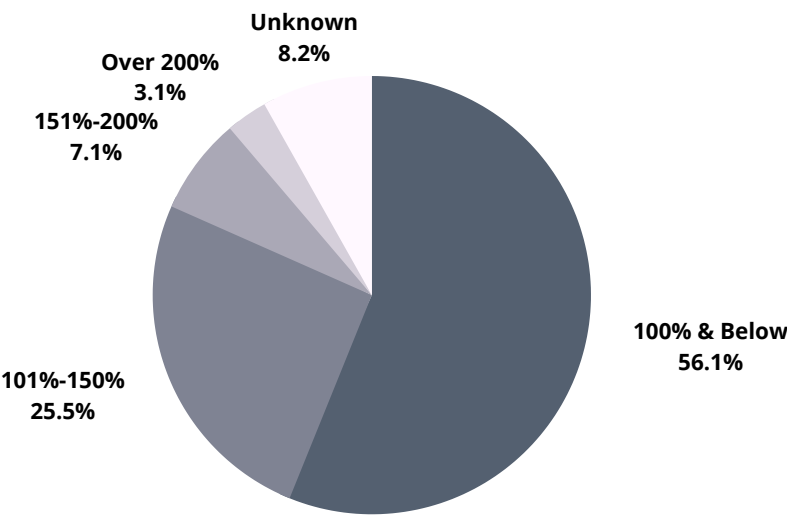
OUR PATIENTS

In 2020, around **69% of our patients identified as female**, and 31% identified as male.

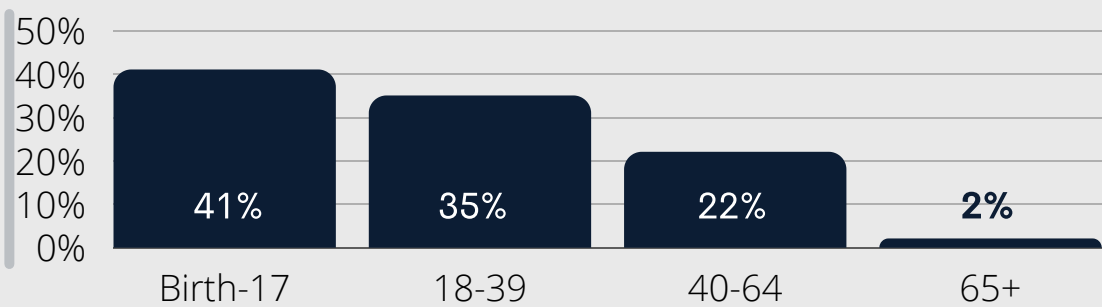
Regardless of gender, **74% of patients prefer to speak Spanish** when they visit their El Centro provider. 89% of all El Centro patients live at or below 200% of the Federal Poverty Line.

Source: 2020 UDS Report

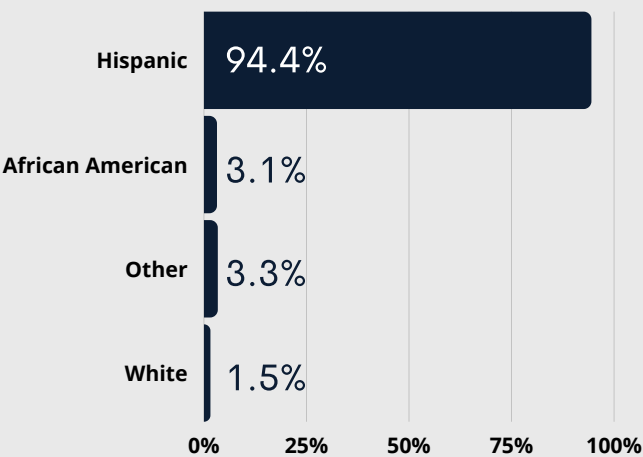
Patient Income as % of Poverty Level



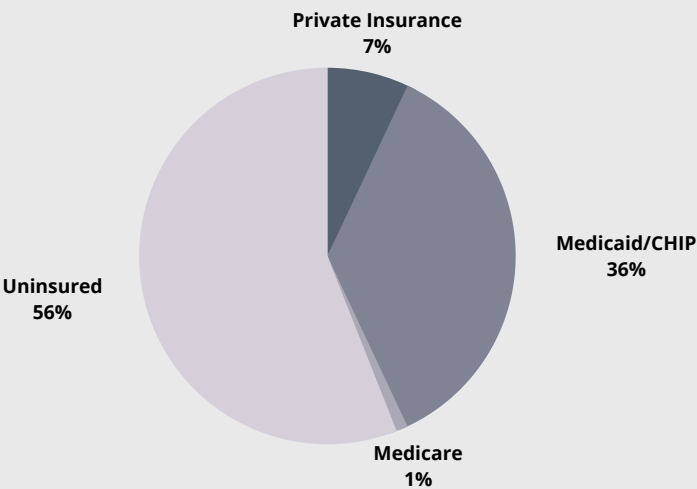
Patients By Age



Patients By Ethnicity



Patients By Healthcare Coverage



OUR IMPACT IN 2020

12,021

Adult & Pediatric
Patients Served

44,200

Total Patient Visits

3,346

Total COVID-19
Tests Administered



100+ Houston-area zip codes
served amongst our patients

931 Backpacks distributed at the
2020 Back to School Expo

130 Families supported at our
2020 East End Posada

11,063 Telehealth patient visits
administered in 2020

232 Mammograms provided via
community health partners

COVID-19 IMPACT

3,087

Free COVID-19 Vaccines
Administered as of March 2021

2,384

Unique Patients Had COVID-
19 Tests Administered in 2020

456

Boxes of Face Masks Provided
to El Centro Staff in 2020





FOOD FOR THOUGHT

COVID-19 exponentially increased levels of food insecurity in our patient population. Many of our community outreach efforts directly responded to this growing need.

DO YOU HAVE SNAP/P-EBT? TIENES SNAP/P-EBT? Get more
Recibe m

HOW TO USE
SOURCE OF RECORDING OF ADDRESS
COSTO USAR
FUENTE DE REGISTRO DE DIRECCION



GET STARTED
at the Info Booth

CONSEJO
En El Puesto De Informacion



Use Your Lone Star or EBT Card

Usa Tu Tarjeta Lone Star O EBT



BY MARCH
Open Up Food Banks

BY EXTRA
Open Up Food Banks

newly housed
STAR OF HOPE BOTTLEHOUSE

410

10

69

URBAN NUTRITION
PLANNING BOARD

PLANT IT FORWARD



EL CENTRO IN THE NEWS

Our frontline COVID-19 efforts in Houston's predominantly Latino East End area were featured in a several articles for national and local news outlets, focusing on the lack of equity with COVID-19 vaccine



Houstonia.

PATIENT FOCUS | TEACHING IN A PANDEMIC

After the school year ended remotely, many schools resumed some level of in-person education in August at the start of the school year. Erika D., a native of the East End and a teacher in the area, had to wrestle with the uncertainty of COVID-19 protocols upon returning to teach her students in the fall of 2020.

When El Centro began administering COVID-19 vaccines, she made an appointment in February 2021. Erika had known about El Centro for a while because the El Centro community engagement team had built a relationship with administrators at the school she teaches at.

"I can think back to this time last year, to when we cleaned out our classrooms and had to accept that we weren't going to see our kids again and didn't know when we were going to see them," she said as she explained how COVID-19 initially impacted her every day life. "We didn't get to see them grow and move on to the next grade."

After she received her first dose of the COVID-19 vaccine, she recommended that her colleagues visit El Centro for their vaccines, and noted that the process was very comforting and all the El Centro staff she encountered were kind and focused on making the process as easy as possible.

The one thing that she was most excited to do once she was fully vaccinated?

"Giving my grandparents hugs! I've been able to see my grandparents from a distance and with masks, but none of us have hugged, so definitely excited for that!"



A HISTORIC LATINO COMMUNITY IN NEED

Our 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 disproportionally 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.

LEGACY OF QUALITY HEALTH CARE

El Centro offers a sliding fee scale program based on family income and household size for uninsured patients and accepts Medicare, Medicaid, Children's Medicaid, CHIP and CHIP Perinatal.

In 2020, El Centro was recognized by the National Committee for Quality Assurance (NCQA) with a 2020 Patient-Centered Medical Home Recognition for all 4 health centers, by the Better Business Bureau Education Foundation with a 2020 Winner of Distinction Award for Excellence for its commitment to excellence in providing quality health care services, and Houston Health Department's Immunization Champion Award.



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 & PEDIATRIC DENTAL SERVICES • Preventative Dental Care • Exams/X-rays • Cleanings • Fillings • Sealants • Silver Diamine Fluoride (SDF) • Simple Extractions • Anterior Root Canals (Adults Only) • Scaling and Root Planing • Nitrous Oxide Sedation (Pediatric Only) • Stainless Steel Crowns (Pediatric Only)

ELIGIBILITY SERVICES • Prior to a patient's first appointment at El Centro, our friendly and bilingual eligibility staff work with each patient to assess their unique needs and explore which programs would best support those needs.

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

In addition to our comprehensive health care services, we also have a wide range of programs that our patients can enroll in or can be enrolled in with the recommendation of their physician.

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.



CHILDREN'S WELLNESS PROGRAM: NUTRICIÓN CON CORAZÓN

This innovative program was designed to address the prevalence of childhood obesity in our service area using a comprehensive approach to children's wellness. The program includes medical assessments, individualized treatment plans, one-on-one and group education classes, weight management structure, and referrals for behavioral health services with El Centro's behavioral health staff.



Photo Credit: Ceci Norman

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.



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.



GROWING ROOTS EAST END NETWORK (GREEN)

The Growing Roots East End Network (GREEN) brings together local schools and organizations for **the purpose of helping sustain, promote, and connect gardens across the East End's school feeder patterns to sustain students' love of gardening.**

As a result of these efforts, we hope to see an increase in access to healthy foods, improve nutrition education, greater social cohesion, and economic opportunities for low-income families. The efforts of this collaborative include:

- Monthly meetings at different member gardens
- Resource sharing for maintaining gardens on a budget
- Garden work day events to get member gardens ready for the season
- Volunteer pool



MEMBER GARDENS

COMMUNITY

SCHOOL

1. Magnolia Multiservice Center Garden
2. John S. Dunn Community Garden
3. Mission Milby
4. Finca Tres Robles
5. Austin High School
6. Briscoe Elementary
7. Burnet Elementary
8. De Zavala Elementary
9. Edison Middle School
10. Franklin Elementary
11. Gallegos Elementary
12. J.R. Harris Elementary
13. Lantrip Elementary
14. Milby High School
15. Rusk Academy
16. Tijerina Elementary
17. Yolanda Black Navarro Middle School

"The GREEN Collaborative has supported school campuses in the East End of Houston by creating a unified voice to speak about gardening and agriculture and how it impacts the education of our students and community....It has created a communication platform for us to unite and better perform our duties as community members."

KARIM ALSTON
GREEN MEMBER & FOUNDER OF GROW LOCAL HOUSTON

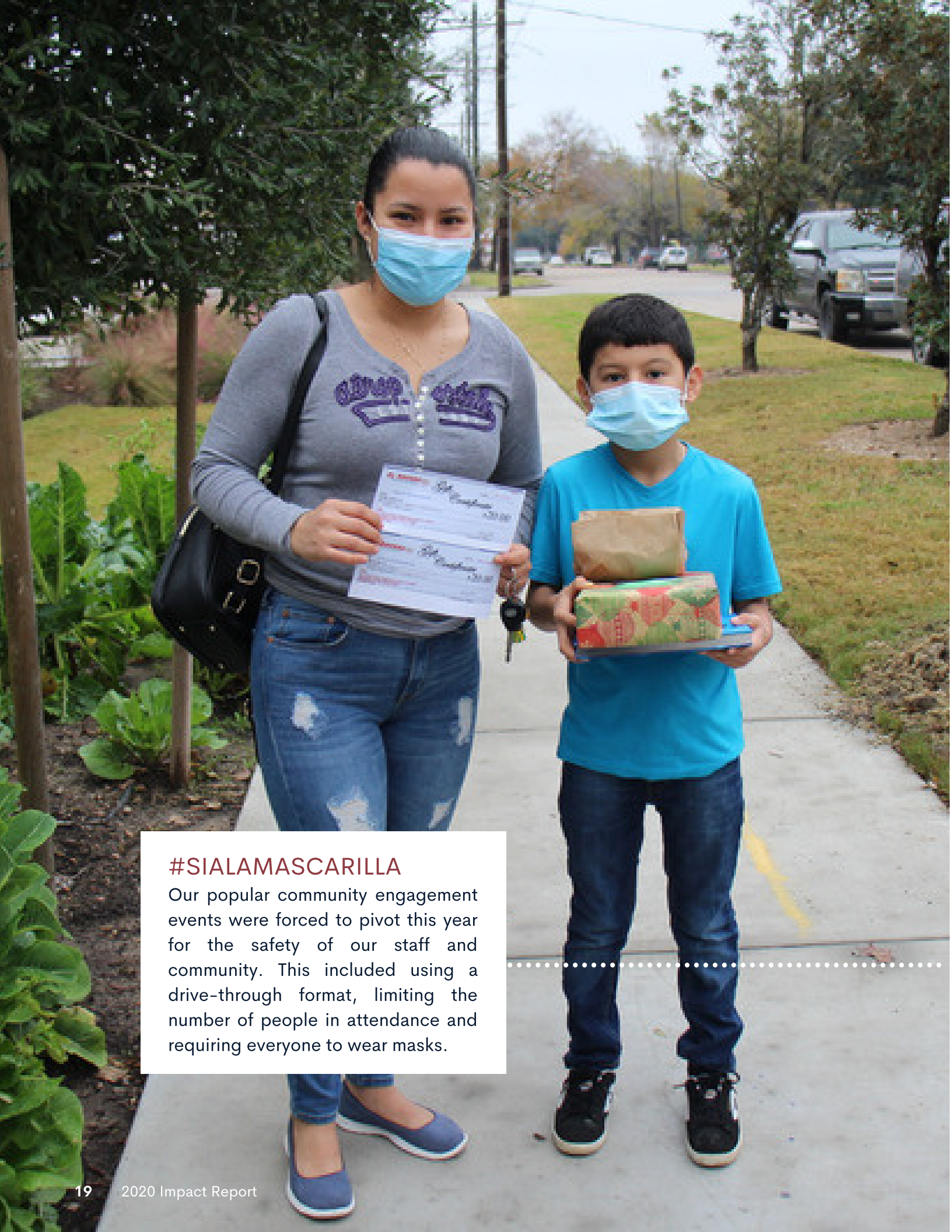
>> Want to learn more? Visit elcentrodecorazon.org/G-R-E-E-N



OUR PARTNERS | STRONGER TOGETHER

Growing healthier communities cannot be done alone. We build strong, lasting relationships with our partners to leverage tools and resources that help patients and residents in our service areas live healthy, dignified lives with access to quality health care.

- American Cancer Society
- City of Houston's Get Moving
- City Council Member Robert Gallegos, District I
- Houston Farmer's Market
- East End Community Collaborative
- Episcopal Health Foundation
- Finca Tres Robles
- Greater Houston Coalition on Social Determinants of Health
- Harris County Public Health
- Healthy Living Matters - Healthcare Team
- Houston Food Bank
- Houston Immigration Legal Services Collaborative - Planning Cohort
- Houston In Action
- Houston Independent School District (HISD)
- Houston Methodist
- Magnolia Park/Manchester Complete Communities
- MD Anderson Cancer Center
- Sanmore Investments
- Second Ward Complete Communities
- Sojourn Church
- The Rose
- University of Houston Bounce Program
- University Eye Institute at the University of Houston
- Urban Harvest Houston



#SIALAMASCARILLA

Our popular community engagement events were forced to pivot this year for the safety of our staff and community. This included using a drive-through format, limiting the number of people in attendance and requiring everyone to wear masks.

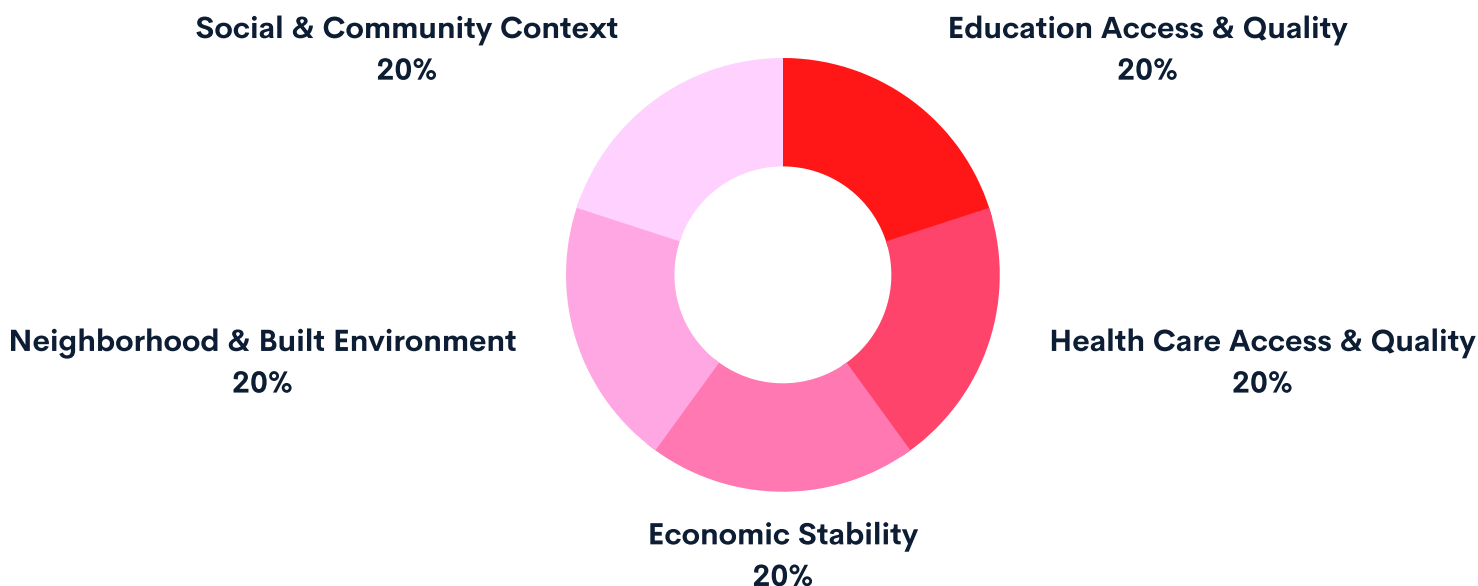
COMMUNITY ENGAGEMENT & OUTREACH

At El Centro de Corazón, Community Engagement is a pillar of our vision to be the cornerstone of a healthier community. Our Community Engagement team's efforts are centered on addressing the social determinants of health in Houston's East End. The social determinants of health framework is used by public health professionals, community organizations, research organizations, and health care systems to improve community well-being.

After extensive research and communication with patients, residents, businesses and organizations within our service area, **nutrition, food insecurity and food access** were determined to be one of the community's most pressing concerns which fall under multiple SDOH. In response, our initial efforts are focused on mitigating those concerns with programs, participation in inter-organizational collaborations and higher-level grassroots advocacy.

The 5 primary social determinants of health encompass the conditions outside of our health centers that still effect our patients' overall health and well-being. (Source: Centers for Disease Control and Prevention)

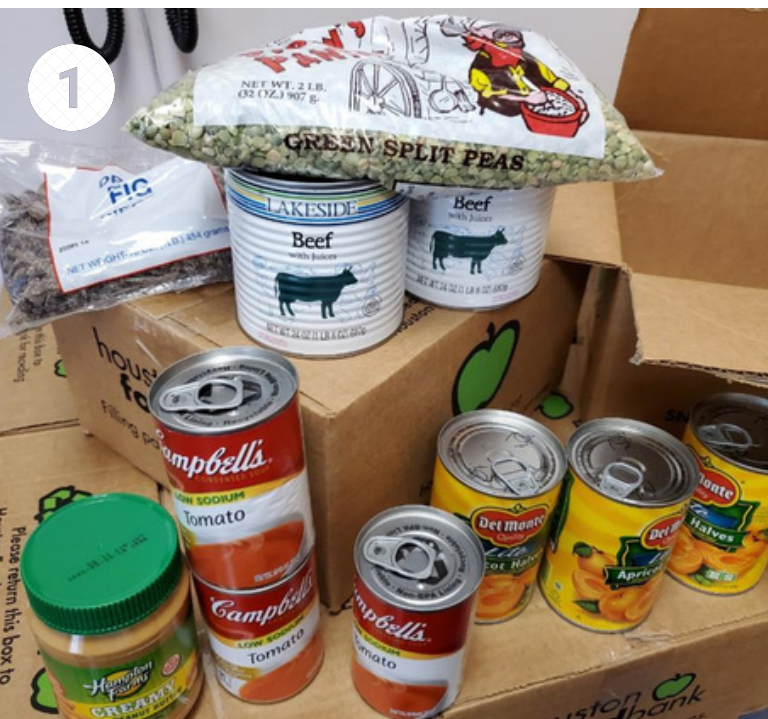
SOCIAL DETERMINANTS OF HEALTH



COMMUNITY OUTREACH EVENTS

Our annual community outreach events looked different in 2020. The events we hosted and many we supported were held in a drive-thru format to keep our volunteers and those receiving support safe.

In order to comply with recommended COVID-19 safety protocols, many of our volunteer events were postponed in 2020 except for annual events such as the Back to School Family Expo and East End Posada. However, El Centro and its staff were able to still impact our service area and the greater Houston community through service and key outreach events.

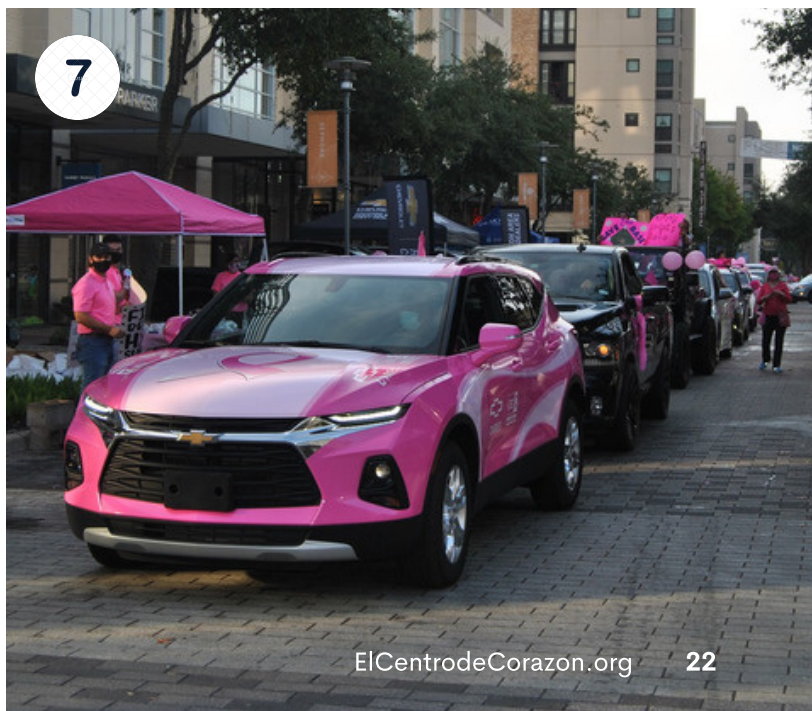


“We have heard countless stories of patients who have lost their jobs or savings as a result of COVID-19. Our goal [for 2020] was to help parents keep the holiday sparkle alive through the season and help our kids finish the year on a joyous note after such a stressful year.”

JORGE OLVERA, MSW
COMMUNITY ENGAGEMENT MANAGER

1. The emergency food pantry at our John S. Dunn Health Center, stocked with support from the Houston Food Bank
2. Back to School / Be Healthy Expo drive-thru in August 2020
3. Houston Methodist Adopt-a-Family in December 2020
4. East End Posada drive-thru in December 2020

5. Senior Turkey Giveaway co-hosted at the Magnolia Multi-Service Center in November 2020
6. GREEN volunteer day in February 2021
7. Staff volunteer at 2020 Making Strides Against Breast Cancer Survivor Drive-Thru Celebration in October 2020



PROVIDER FOCUS | DANIELA OVADIA, MD

Dr. Daniela Ovadia chose her career in medicine because she was driven to serve those most in need—especially families and their little ones. She lives out this dream every day as a Board-Certified Pediatrician at El Centro de Corazón.

One of the first patients Dr. Ovadia saw at El Centro was a young boy from Honduras. During the exam, he shared that he and his family had not eaten in two days. Reaching out to those close to her, Dr. Ovadia was able to collect food to give the family and immediately address their need.

This experience sparked her passion for assisting our patients who are suffering from food insecurity, which is a lack of available financial resources for food at the household level.

Today, El Centro stocks an emergency pantry at our John S. Dunn Health Center, that has food but also necessities like diapers and baby formula. We screen families for food insecurity and those identified as positive are given food to take home before they leave our clinic.



13TH ANNUAL **MAKING A DIFFERENCE** LUNCHEON

Thank you to all our guests and sponsors for attending El Centro's 13th Annual Making a Difference Luncheon in February 2020, prior to the start of the COVID-19 pandemic. We are grateful for your support which allows us to continue to grow in the community we serve with our programs and services.

Thank you to our co-chairs, **Cyndy Garza Roberts and Frances Castañeda Dyess** and supporters who helped raised over \$135,000 which will be utilized to provide high-quality healthcare to uninsured families in the East End and greater Houston area. El Centro is so appreciative of your generosity and looks forward to seeing you at the 2021 event on Friday, September 17, 2021.



2020 EVENT PHOTOS

Left, L - R: **Leila Perrin, Community Leader Honoree**, **Marcie Mir (CEO of El Centro de Corazón), Leisa Holland-Nelson, Community Leader Honoree**, and **Todd Stewart, CEO of Gulf Winds International, Corporate Leader Honoree**.



CARING FOR OUR COMMUNITY IN CRISIS

The COVID-19 pandemic has affected everyone's daily life around the world, but in Houston's East End—a primarily low-income, Latino neighborhood that has long been designated as a Medically Underserved Area—the pandemic's impact was and continues to be devastating.

El Centro staff were on the frontlines supporting and caring for some of Houston's most underserved population during the entirety of the pandemic. With 74% of patients preferring to be served in Spanish and all El Centro medical assistants fluent in the language, El Centro was able to continue to deliver high quality, accessible bilingual health care services. Many El Centro services, such as preventative primary care appointments, wellness appointments and behavioral health services, were able to quickly shift to telehealth appointments and in 2020, 11,063 telehealth appointments were conducted with patients.

Early in the pandemic, there was a global shortage of personal protective equipment (PPE). El Centro received personal protective equipment donations from many local leaders, including Congresswoman Sylvia Garcia and City of Houston District I Council Member Robert Gallegos, as well as organizations such as Bank of America and M.T.O. Shamaghsoudi. In total, 456 boxes of face masks were distributed to El Centro staff for use in 2020, and many more were and continue to be donated to area schools, frontline workers, and patients in need.

In late Summer 2020, El Centro launched its COVID-19 testing operations. Initially hosted at our Eastwood Health Center, operations shifted to our John S. Dunn Health Center later in the year. Through December 2020, 2,346 COVID-19 tests were administered, serving 2,384 unique patients.



2020 AUDITED FINANCIALS

ASSETS

| | |
|--------------------------------|-------------|
| Current Assets: | \$3,975,145 |
| Patient AR (net allowance of): | \$600,576 |
| Grants & Other Receivables: | \$329,087 |
| Fixed Assets: | \$4,180,096 |
| Other Assets: | \$765 |

| | |
|---------------------------|-------------|
| Total Assets: | \$9,085,669 |
| Total Net Assets: | \$7,218,682 |
| Total Liabilities Assets: | \$9,085,669 |

EXPENSES

| | |
|-----------------------|--------------|
| Program Services | |
| Expenses: | \$8,497,544 |
| Management/General | |
| Expenses: | \$3,631,316 |
| Fundraising Expenses: | \$294,533 |
| Total Expenses: | \$12,423,393 |
| Change in Net Assets: | \$624,784 |

LIABILITIES

| | |
|------------|-------------|
| Current: | \$733,108 |
| Long-term: | \$1,133,879 |

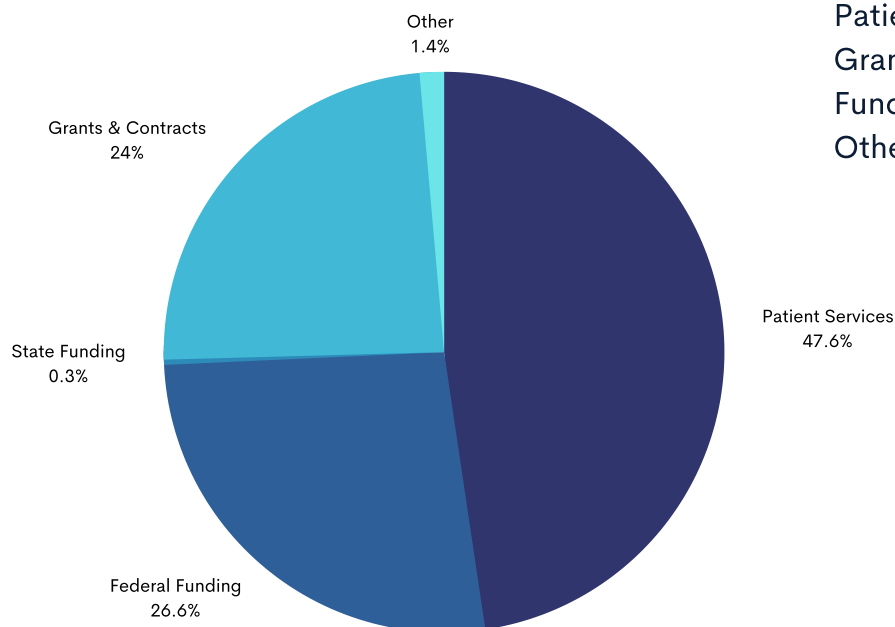
NET ASSETS

| | |
|------------|-------------|
| Current: | \$4,172,465 |
| Long-term: | \$4,180,096 |

2020 COST ANALYSIS

| | |
|----------------------------|-----------|
| Average Cost Per Patient | \$1034.25 |
| Medical Cost Per Encounter | \$280.32 |

STATEMENT OF OPERATING SUPPORT & REVENUE



| | |
|----------------------------|-------------|
| Patient Service Revenue: | \$6,216,180 |
| Grants & Contracts: | \$3,530,387 |
| Fundraising Contributions: | \$3,200,133 |
| Other: | \$101,477 |

4 CONVENIENT LOCATIONS IN HOUSTON!

Eastwood Health Center

413 Telephone Rd.
Houston, Texas 77023

Magnolia Health Center

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

John S. Dunn Health Center

7635 Canal St.
Houston, Texas 77012

Southeast Health Center

5901 Long Drive, Ste. 500
Houston, Texas 77087

CONNECT WITH US ON SOCIAL MEDIA



El Centro de Corazón



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El Centro de Corazón

