



El Centro de Corazón
Quality Health Care



MAKING A DIFFERENCE

2024 Year in Review

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ABOUT EL CENTRO DE CORAZÓN

El Centro de Corazón (El Centro) is a Federally Qualified Health Center (FQHC) with three health center locations. El Centro's comprehensive healthcare approach integrates medical, dental, behavioral health, and essential support services for patients in Houston's underserved East End neighborhoods. These integrated services also reduce social and economic barriers that impede immediate access to necessary, routine, affordable health treatment and care. In 2024, El Centro provided direct patient care to 12,820 low-income children and adults for a total of 47,854 patient visits.



OUR MISSION

The mission of El Centro is to improve the well-being of the communities we serve through quality healthcare services and preventative care.



OUR VALUES

Community Centered

Innovative

Quality Driven

Honest

Respectful

LETTER FROM THE CHIEF EXECUTIVE OFFICER

MARCIE MIR, LCSW

2024 marked the **30th** anniversary of the founding of El Centro de Corazón (El Centro), and I am profoundly honored and proud to present this 2024 Impact Report. It is incredible to think that our agency started with a determined former nun and educator who found support from friends/colleagues to begin El Centro in the modest house on Navigation Blvd. Although El Centro wasn't a community health center when it was founded, in 2003 it was the direction we needed to go in to ensure access to comprehensive healthcare for the residents of Houston's East End. I am so grateful to our board members, current and former, for their constant support and guidance, and to our amazing staff who take care of our patients day-in and day-out. It is incredibly gratifying to report that in 2024 El Centro served 12,820 underserved/uninsured children and adults over 47,854 patient visits.

When a mother recently came to our John S. Dunn Health Center so her kids to see the dentist, she told our staff she found El Centro through word-of-mouth. She was so grateful when she learned that her kids not only could be seen by a dentist, but also a pediatrician, and when she realized that El Centro provided affordable care for her, as an adult, as well, she became a patient too. Being able to help families like this makes me proud to work at El Centro knowing that we are not only treating children and adults when they are sick but also providing preventative and supporting services.

Providing affordable, quality healthcare is what El Centro does. We envision a healthier community, and we are committed to providing healthcare to any and all who walk through our doors, regardless of their ability to pay. But we also partner with community organizations to bring more resources to our patients, such as: Wellness on Wheels (WOW) which helps the behavioral health of youth through adventure and nature therapy; The Council on Recovery, which provides substance use screenings and treatment; and Small Places/ Finca Tres Robles, an urban farm in the East End that address food insecurity by providing patients access to fresh produce.

We all have the common goal of building a community of healthy, productive children and adults. *To be the cornerstone of a healthier community* is El Centro's driving vision, and we work every day to achieve it in everything we do. I hope you continue with us on our journey in building healthier communities!

My very best,



Marcie Mir, LCSW
Chief Executive Officer



Marcie Mir, LCSW
Chief Executive Officer

SENIOR LEADERSHIP

Kavon Young, MD
CHIEF CLINICAL OFFICER

Shannon Hart, BSN, RN
CHIEF OPERATIONS OFFICER

Shawn Yun, CPA
CHIEF FINANCIAL OFFICER

Javier Rosa-Martinez
CHIEF TECHNOLOGY OFFICER

Joe C. Fuentes, Jr., MBA
CHIEF INTEGRATION OFFICER

El Centro is at the heart of making the East End a healthy community, through affordable quality care that reaches the entire family, treating the whole person through prenatal, pediatric, and adult primary care, dental, and behavioral health services.



BOARD OF DIRECTORS

Chair

Melissa A. Fisher

Board Members

Michael Hinojosa, Vice Chair

Poonam Chadha, Secretary

Germán Ibañez, Treasurer

Diane Arms

Consuelo Meza

Lupe Olivarez, Jr.

Tom Perich

Melanie Rodriguez

Joseph Rovira

Mark Van Elden

Gail Vozzella

"I want to help provide quality health services for the ones who have limited or no access to these services."

Mohammad Sarfraz, MD
El Centro de Corazón



Photo Credit: Guillermo Leniek

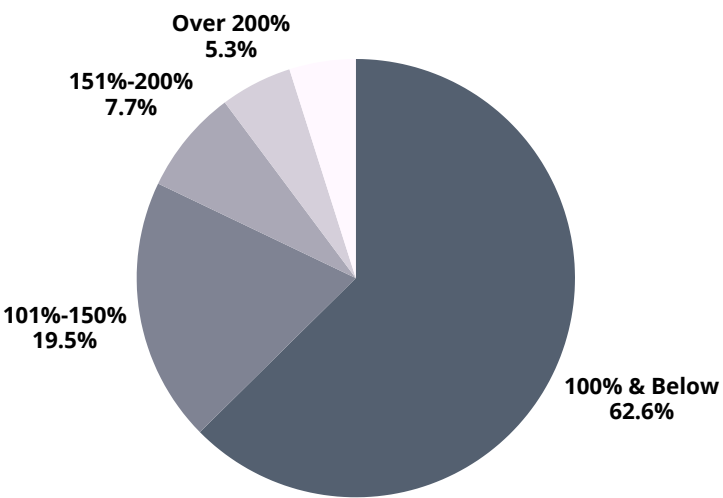
OUR PATIENTS

In 2024, around **69.3% of our patients identified as female**, and 30.7% identified as male.

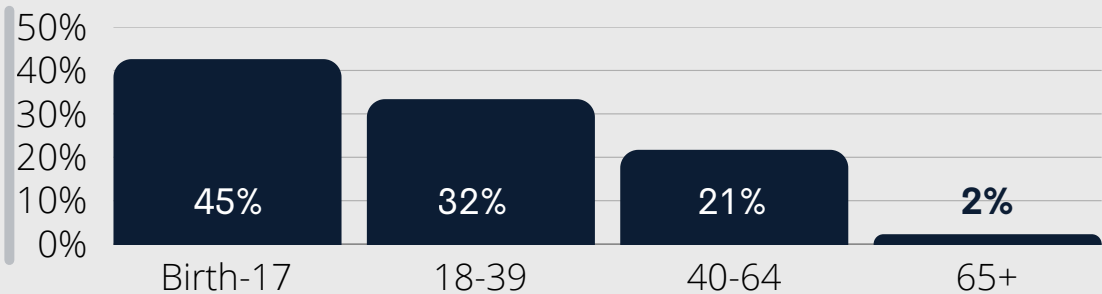
Regardless of gender, **79.9% of patients prefer to speak Spanish** when they visit their El Centro provider. 90% of all El Centro patients live at or below 200% of the Federal Poverty Line.

Source: 2024 UDS Report

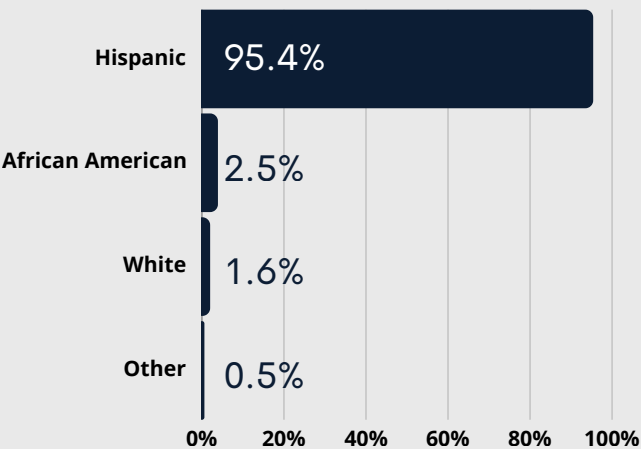
Patient Income as % of Poverty Level



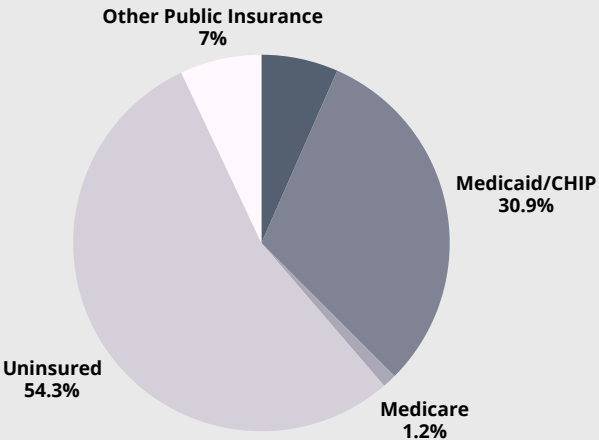
Patients By Age



Patients By Ethnicity



Patients By Healthcare Coverage



2024 AUDITED FINANCIALS

ASSETS

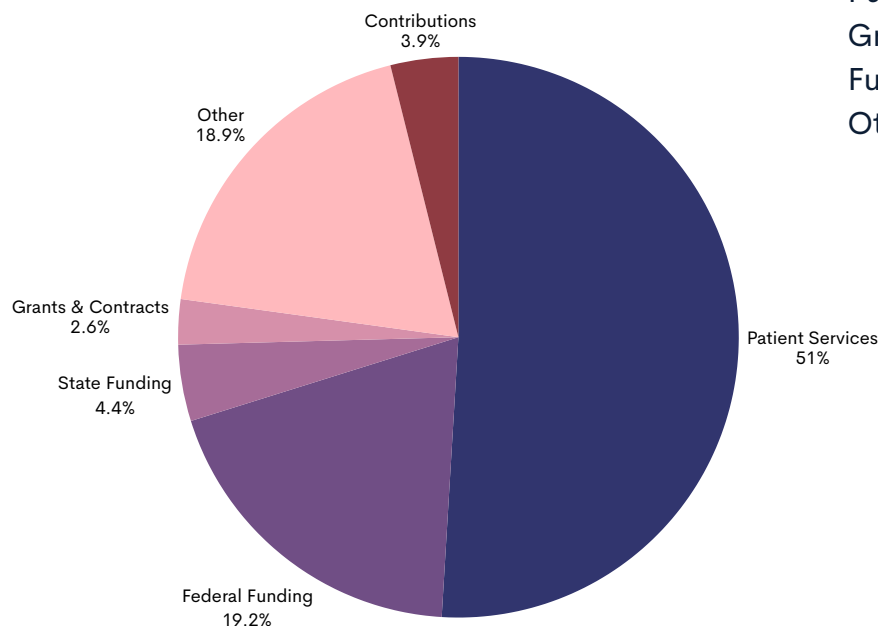
Current Assets:	\$2,287,094
Patient AR (net allowance of):	\$773,187
Grants & Other Receivables:	\$666,834
Fixed Assets:	\$3,862,113
Other Assets:	\$707,591

Total Assets:	\$8,401,728
Total Net Assets:	\$5,796,269
Total Liabilities & Net Assets:	\$8,401,728

EXPENSES

Program Services	
Expenses:	\$12,053,441
Management/General	
Expenses:	\$3,293,444
Fundraising Expenses:	\$274,434
Total Expenses:	\$15,621,319
Change in Net Assets:	\$(540,186)

STATEMENT OF OPERATING SUPPORT & REVENUE



LIABILITIES

Current:	\$1,360,989
Long-term:	\$1,244,470

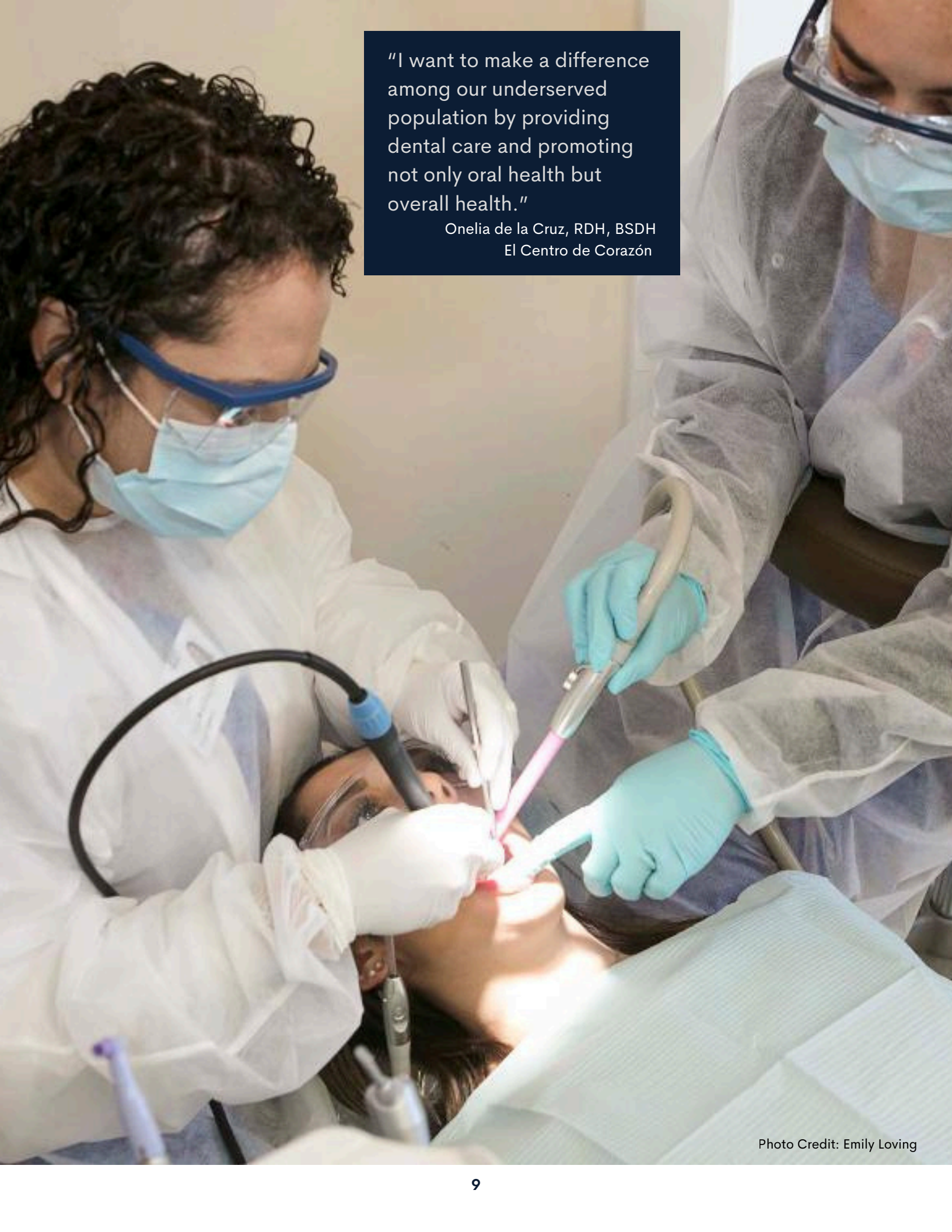
NET ASSETS

Current:	\$5,443,350
Long-term:	\$352,919

2024 COST ANALYSIS

Average Cost Per Patient	\$1,077.65
Medical Cost Per Encounter	\$282.77

Patient Service Revenue:	\$7,583,086
Grants & Contracts:	\$3,907,492
Fundraising Contributions:	\$584,590
Other:	\$2,815,782



"I want to make a difference among our underserved population by providing dental care and promoting not only oral health but overall health."

Onelia de la Cruz, RDH, BSDH
El Centro de Corazón

Photo Credit: Emily Loving

OUR SERVICES

El Centro offers affordable healthcare services in Houston, TX. Our low-cost healthcare services include primary care services, dental services, behavioral health services, women's health services, and more. We believe that affordable healthcare should be accessible to everyone in our community, regardless of their income level or insurance status.

ADULT PRIMARY CARE

- Annual Physical Exams
- Same Day Sick Visits
- Chronic Disease Management including diabetes, hypertension and high cholesterol
- Immunizations
- Medicare Annual Wellness Visit
- Sexual Health Visits including health education, screening, testing and treatment for sexually transmitted infections, and Pre-exposure prophylaxis (PrEP) and Antiretroviral (ART) treatment for HIV
- Virtual Visits

PEDIATRIC PRIMARY CARE

- Well Child/Preventive Care Visits
- School/sports physicals
- Same Day Sick visits
- Immunizations
- Newborn Check Ups and Screenings
- Hearing and vision screenings:
- Chronic disease management including asthma, diabetes, and obesity

ADULT & PEDIATRIC DENTAL SERVICES

- Comprehensive dental examinations and x-rays
- Routine dental cleanings
- Personalized dental treatment plans
- Fluoride treatments
- Sealants application
- Tooth fillings
- Anterior root canal procedures
- Periodontal cleanings (scaling and root planing)
- Simple extractions
- Application of Silver Diamine Fluoride
- Stainless steel crowns for primary teeth
- Patient education sessions
- Nitrous Oxide Sedation

WOMEN'S HEALTH SERVICES

- Prenatal and postpartum care
- Breast and Cervical Cancer Screenings
- Well Women's Exam
- Pelvic ultrasounds and anatomy scans
- Colposcopies and Cryotherapy
- LEEP procedures and endometrial biopsies
- STI and pregnancy testing
- Family planning and contraception
- Premenstrual syndrome and menopause screenings
- Referrals for mammograms and genetic counseling
- Infertility evaluation
- Treatment of gynecological issues
- Incontinence and pelvic floor disorder treatment

BEHAVIORAL HEALTH SERVICES

- Psychiatric Assessments and Medication Management
- Screenings for depression and other common behavioral health disorders
- Grief Counseling
- Individual Psychotherapy
- Family Psychotherapy
- Parenting Support and Education
- Substance Use Disorders (SUDs) Screenings and Linkage to Care
- School-Based Behavioral Health Services
- Mental Health Crisis Intervention
- Virtual Visits
- Play Therapy

ELIGIBILITY SERVICES: Before 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.



PROGRAM INITIATIVES

In addition to our comprehensive healthcare 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.

CARE MANAGEMENT PROGRAM

El Centro's care management program includes clinical and non-clinical coordination by certified Community Health Workers (CHW), Licensed Clinical Social Workers (LCSW), and Registered Nurses (RN) to expand El Centro's care teams beyond traditional medical staff. Services include:

- Improving the community's health literacy by conducting community, venue, and social media-based outreach
- Creating connections between vulnerable populations and healthcare systems
- Supporting cultural competence among healthcare professionals serving vulnerable populations
- Advocating for underserved individuals and communities to receive appropriate mainstream and community resources
- Providing culturally appropriate health education on topics related to chronic disease prevention and healthy living
- Supporting individualized goal setting, implementation of self-management plans, and long-term self-management support
- Providing navigation, health screenings, and referrals
- Presenting at health fairs in the community
- Helping with enrollment, appointments, referrals, transportation to and from appointments, and interpreter services at appointments
- Educating health system providers and stakeholders about community health needs
- Collecting data and relaying information to policymakers to inform policy change and development
- Building capacity to address health issues



CONSERVANDO CORAZONES PROGRAM

El Centro recognizes and has responded to the national data showing the impact of cardiovascular heart disease on patients, community and cost of health care with its *Conservando Corazones* Program. The program aids patients and providers in the management of hypertension through the following interventions:

1. Providing self-monitoring blood pressure (SMBP) units to patients
2. CHW support to provide resources to patients based on screening for nonmedical drivers of health such as food insecurity
3. Strengthening agency knowledge on cardiovascular disease through partnership with the American Heart Association, developing protocols, and other related quality improvement initiatives
4. Monitoring patient blood pressure readings and providing intervention through the use of CareSignal remote patient monitoring (RPM) platform

El Centro plans to expand this program to the Women's Health department by participating in American Heart Association's MomRx program, focusing on decreasing morbidity and mortality in patients with hypertension during pregnancy.



LATINOUS UNIDOS PROGRAM

In partnership with FLAS (Fundación Latinoamericana de Acción Social), El Centro expanded its sexual health program with Latinos Unidos, a program designed with the overall goal of ending the HIV epidemic, especially among most vulnerable, low-income Hispanic/Latino persons living in high prevalence areas of the City of Houston/Harris County. This program employs a team of health promotions specialists who work alongside a physician to perform the following:

1. Community-based screening and testing for STIs such as HIV, syphilis and hepatitis C
2. STI risk assessments and interventions aimed risk reductions
3. STI education
4. Initiation of Pre-Exposure Prophylaxis (PrEP)
5. Initial HIV-related treatment for individuals who receive a positive HIV test result
6. Expected outcomes of the program include reduction in HIV acquisition, increased community-based testing, reduction in HIV stigma, and increase access to HIV-related primary care, behavioral health and other support programs.



OUR IMPACT IN 2024

12,820 | 47,854 | 3,168

Patients Served

Total Patient Visits

Telehealth Visits



100+ Houston-area zip codes served amongst our patients



222 Dental sealants provided

646 Patients with hypertension controlled

3662 Cervical cancer screenings given





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 healthcare.

- American Heart Association
- American Cancer Society
- American Health Imaging
- Breast Health Collaborative of Texas
- Communities of Care Initiative
- East End Communities
- Fundación Latinoamericana Acción de Social (FLAS)
- Episcopal Health Foundation
- Growing Roots
- Finca Tres Robles
- Harris County Public Health
- Houston Health Department
- Houston Medical Imaging
- Houston Immigration Legal Services Collaborative - Planning Cohort
- Houston In Action
- Houston Independent School District (HISD)
- Houston Methodist
- L.I.F.E. Houston
- Magnolia Park/Manchester Complete Communities
- Memorial Hermann
- Mental Health America of Greater Houston
- M.D. Anderson Cancer Center
- San Jose Clinic
- Sanmore Investments
- Solis Mammography
- The Council on Recovery
- The Rose
- Texas Children's Hospital
- University of Houston – Tilman J. Fertitta Family College of Medicine
- University Eye Institute at the University of Houston
- University of Texas Health Science Center – School of Dentistry

COMMUNITY OUTREACH EVENTS

El Centro's 2024 East End Posada was well attended. El Centro collaborated with numerous local elementary schools to gather names of underserved families that did not have the resources to buy gifts for their children. Thanks to our generous sponsors, El Centro sponsored 60 children, and over 147 gifts were given to children (ages 3-17) who received at least two gifts each this year. In addition, each family received a Children's Museum family pass for up to six people. El Centro would also like to thank our volunteers from **GE Healthcare, Rotary Club of Harrisburg, Vico Mfg. Inc, and El Centro staff.**

Thanks to the generosity of our sponsors, El Centro's volunteers including **Milby High School students** distributed over 1,000 backpacks filled with school supplies for elementary-aged children from local schools in the East End for El Centro's 2024 Back to School Family Expo. Approximately 600 families participated.



17TH ANNUAL MAKING A DIFFERENCE LUNCHEON

We would like to thank all our sponsors and attendees for their support of our 17th Annual Making a Difference Luncheon celebrating 30 years of service to Houston's East End community and surrounding neighborhoods.

Congratulations to event chairperson, **Vicky Dominguez** and honorary chairpersons, **Leisa Holland-Nelson Bowman** and **Leila Perrin** whose tireless efforts raised over \$100,000 for El Centro de Corazon's health centers.

El Centro's CEO, **Marcie Mir** is delighted to have received a Certificate of Special Congressional Recognition for El Centro's 30 years of service to the East End community, presented by **Frank Gonzalez**, Director of Special Projects for U.S. House of Representatives in the office of **Congresswoman Sylvia Garcia**.

We would like to recognize Community Honoree, **Michele Leal Farah**, for all her support over the years, especially for health organizations and the many non-profits in our community; and Corporate Honoree, **Comerica Bank**, for their efforts to go beyond traditional banking services to be a force for good in the diverse communities they serve.

A special thanks to our guest speaker, ABC News Correspondent and US Army Reserve Major, **Stephanie Ramos**, for her remarks on continuing the legacy and the challenge of making an impact in the Latinx community; and to **Cyndy Garza Roberts** who once again served as Emcee for the event.

2024 EVENT PHOTOS



DONOR SPOTLIGHT

El Centro's ability to serve those facing barriers to quality health services relies on assistance from our donors. Their support allows us to attend school functions, health fairs, and community groups to connect with patients. In 2024, donations from individuals, corporations, and foundations made up a significant portion of our revenue. We want to highlight three key funders:

Gilead Zeroing In – Comprehensive HIV Prevention

This program has been instrumental in helping us expand our reach and implement targeted strategies to reduce HIV transmission. In addition to this vital support, we have partnered with other organizations to address critical gaps in healthcare access and improve long-term outcomes for underserved populations.

The Medallion Foundation – Granted funds for restricted dental care for adult diabetic patients.

Their generous contributions have empowered El Centro to not only sustain but also innovate within its health services. Through integrated healthcare like medical and dental services, we have been able to foster healthier communities and reduce the preventable diseases.

The Cullen Trust for Health Care– Clinical and Preventative Healthcare

The Cullen Trust for Health Care has been a cornerstone in advancing our mission, especially through its unwavering support to expand healthcare services. These efforts not only complement our physical health services but also contribute to creating a holistic model of care that empowers individuals and families to thrive.

Together, these contributions underscore the importance of community partnerships and philanthropic support in addressing the diverse healthcare needs of our population. As we look toward the future, we aim to build on these successes by exploring new avenues for collaboration and funding. By doing so, El Centro seeks to close persistent healthcare gaps and ensure that every individual, regardless of their circumstances, has access to compassionate, high-quality care.



3 CONVENIENT LOCATIONS IN HOUSTON!

Magnolia Health Center
7037 Capitol St., Ste. N100
Houston, Texas 77011

John S. Dunn Health Center
7635 Canal St.
Houston, Texas 77012

Eastwood Health Center -Admin Site
7635 Canal St.
Houston, Texas 77012

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X: @EL_CENTRO_FQHC
LinkedIn: EL CENTRO DE CORAZÓN

