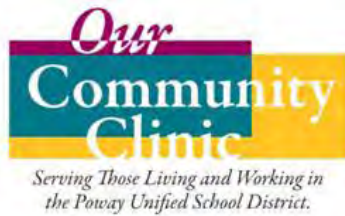




NEIGHBORHOOD HEALTHCARE



## Frequently Asked Questions

1. **What was the motivation to open a new health center in Poway that will serve those living and working in the Poway Unified School District?**

The past 15 years, community and healthcare leaders have been aware of a growing need for a nonprofit community health center to serve those working and living in the Poway Unified School District. They have approached Neighborhood Healthcare about the possibility of opening a health center.

The Need:

More than 10% of the students in the district (33,800) participate in the K-12 Free and Reduced Lunch Program. 3,380 children and teens in the PUSD need a place to call their medical home. Students at all schools will be helped, but especially these two schools may have a majority of their students benefiting from the new clinic:

- Los Penasquitos Elementary Preschoolers – 87 % of preschoolers receive the free or reduced-cost lunch program
- Valley Elementary – 51.38% of students receive free or reduced cost lunch program

“The basic health needs that many of us take for granted become severe obstacles to the learning of these affected children. I am glad and excited that Neighborhood Healthcare will be an organization that I can refer our students and families to when faced with a lack for these basic needs. Hooray!” says Roger Coloma, a counselor at Bernardo Heights Middle School.

Also, the area has been hard hit by unemployment in recent years. Once again school staff note: “We have families who are in between: they don’t qualify for low-income assistance, but they can’t afford health insurance. So, if a serious health care need arises, they go to the emergency room.” “Wage earners now are being laid off. Some of these families now are moving in with other families to save money.” “Some of our families have purchased homes and now are having trouble covering the mortgage. Something has got to give, and health care is one of the first things to go. They decide to wait a year before visiting the dentist. Or, they decide they can postpone an eye exam although they’re having trouble seeing.”

Approximately 150 surveys were distributed to a senior center in the area, and 97 surveys were collected. About 66 percent of respondents expressed the need for specific services and/or treatment for specific conditions.

The Poway Unified School District is one of the only areas in San Diego County without a community health center. San Diego County does not operate a county hospital, and relies on private nonprofit health centers to provide primary health care.

2. **Where will the clinic be located and what are the specifics of the building?**

The new health center will be located at 13010 Poway Road, next to the Salvation Army. It will be a one-story, 8,500 square foot building with 15 exam rooms. It will care for 7,500 adults and children who live and work in the Poway Unified School District in its first year of operation.

3. **What type of healthcare do you offer?**

Services will include: Primary Health Care for all ages, Prenatal & Childbirth Preparation, Behavioral Health/Counseling, Chronic Disease Care & Programs for Diabetes, Obesity, Asthma, Hypertension, etc., Specialized Older Adult Services, Community Health Education & Outreach, and Public Health Insurance Application Assistance. Services at our existing 10 sites are listed on our website at nhcare.org

4. **Why would someone visit the clinic?**

Someone would visit the clinic because they need healthcare services and medication and don't have health insurance. About 41 million Americans don't have health insurance. The list is long—most part-time employees don't have health insurance, a new college graduate looking for work may not be insured, someone who is self-employed and can't afford to purchase health insurance would rely on us for care, your neighbor or friend who was just laid off and lost their benefits would be glad to know we are there for their family. Also, a divorce can mean a loss of health insurance benefits for someone who relied on their spouse's employment to provide that. Many small business owners can't afford to offer their employees health insurance and many of those employees can't afford the expensive premiums to purchase health insurance.

Others who rely on us, for example, are children who are enrolled in Healthy Families. Parents bring their infants and children to community health centers for care. Others who rely on us may be disabled or a child or teen in foster care.

Many adults who live in group homes and have developmental disabilities go to community health centers for care. Many people don't realize that when they transfer to Medicare at age 65, their current physician might not be accepting new Medicare patients. A community health center would be there to provide care for those 65 and older.

5. **Who are targeted demographics for the new clinic?**

We don't target demographics—we serve anyone who seeks care. That said, our patients have many faces—they are of all ages and they may be low-income, uninsured or underinsured. They may be homeless, widowed, a recent immigrant, a single mom, your child's classmate, a part-time worker, someone suffering from mental illness—the list goes on. An emerging patient population consists of those who have lost their jobs due to the economic crisis and are looking for the first time to a community health center for their health care.

6. **How has the clinic been funded thus far and what are your plans in ensuring the \$3 million dollar capital campaign is a success?**

A generous donation from Alan and Debbie Gold enabled Neighborhood Healthcare to purchase the land for the new clinic. A group of volunteer community leaders make up our committee who will see to it that the capital campaign is a success. Plans for fundraisers, naming opportunities, and matching gift campaigns are underway. The Barney and Barney Foundations has already pledged \$12,500.00 in matching gifts.

7. **Can you tell me more about the donors who provided funding to purchase the land?**

Lifelong residents of Poway, Alan and Debbie Gold, have partnered with Neighborhood Healthcare to build a new community health center in Poway and made a generous donation to Neighborhood Healthcare to help purchase the land. Their gift was made in honor of Alan's late parents, Martin and

Delia Gold, who lived in Poway for 50 years. Alan Gold is Chairman and CEO of BioMed Realty Trust, Inc., a national company with corporate headquarters located in Rancho Bernardo. Alan encourages other businesses located in the Poway Unified School District to create matching funds that will help us raise the \$3 million dollars needed to build the health center. Alan adds, “My parent’s legacy will live on in a community they called home for nearly 50 years. Bringing a nonprofit community clinic for those who live and work in the PUSD is a great opportunity to reshape healthcare for generations to come. We hope to see local businesses and families join with Debbie and me to make this dream a reality.”

**8. If someone is interested in donating to the campaign, how do they go about doing so?**

Those interested in donating can visit our website at [nhcare.org](http://nhcare.org) to make an online donation or contact Connie Burke, Director of Philanthropy at (760) 520-8365. Companies located in the PUSD are also needed to offer contributions, matching gifts and to name Neighborhood Healthcare to their list of worthy causes to support.

**9. Describe the caliber of Neighborhood Healthcare staff members and their professional background.**

For almost 25 years, Chief Executive Officer, Tracy Ream, has provided inspired leadership, spearheading the expansion of the organization from a one-site health center with seven staff members, to a ten site, multi-county health system with more than 450 employees.

The doctors at Neighborhood Healthcare are board-certified and consistently receive awards from the communities that they serve including Neighborhood’s Chief Medical Officer, Dr. James Schultz, who has provided clinical leadership for the past 10 years.

Recently, four of our physicians were named “Physicians of Exceptional Excellence” by the San Diego County Medical Society. The honor of Top Doctor is given out based on nominations and votes from San Diego physicians. Chief Medical Officer Dr. Schultz has received this honor for the third time in the past nine years, a mark of distinction that only 76 San Diego physicians have achieved. Over the years, many Neighborhood Healthcare doctors have received this prestigious award and patients at Neighborhood Healthcare can expect first-class care from providers who are recognized year after year as some of the best.

We compare our patients’ clinical outcomes against national standards and consistently rank high in managing our patients’ health.

**10. What is the cost of visitation and how is cost determined?**

We accept Medicare, Medi-Cal, and many other insurances. Patients may also be eligible for one of several state or locally-funded health programs that cover the cost of the visit. We offer services on a sliding fee scale for patients without health insurance. Cost is determined according to income and a sliding fee schedule is offered to patients.

**11. How can I help make this clinic a reality?**

We are looking for people to help us get the word out and we would like to encourage people to “Like” our Facebook page to receive updates about the clinic and to learn how a community health center benefits your community. We are also counting on those living in the PUSD to attend our low-cost fundraisers in 2012.

Join us at [facebook.com/NeighborhoodHealthcare](http://facebook.com/NeighborhoodHealthcare)