



“The deeds you do
may be the only sermon
some people will hear today.”

- Francis of Assisi



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Service Summary

In 2013, North Coast Health

Served **2,425** low-income men,
women and children

Provided **14,362** services,
which included:

- 5,210 primary care visits onsite
- 409 primary care visits offsite
- 2,074 specialist referrals
- 4,908 medication pick-up appointments

Dispensed \$4.6 million in free
prescription medication

Board of Directors

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Staff

Lee E. Elmore, Executive Director
Jeanine Gergel, Assistant Executive Director
Philip E. Tomsik, MD, Medical Director
Milijana Sucevic, RN BSN, Clinical Director



letter from the executive director

Dear Friends,

It has been said that our organization is one of the best-kept secrets in Cleveland. It is one of our goals, however, to make sure as many people in need as possible know about our services. To help change our “best-kept secret status,” we recently pursued and were awarded a grant by the Saint Luke’s Foundation to improve our patient outreach communications.

We began by conducting research with low-income individuals to test both the awareness and reputation of our organization. Two key findings were:

- A significant percentage of those most in need were not aware of our services; and
- Our name, especially the word “ministry,” made them think we were a church.

To reduce consumer confusion and increase awareness by those who could most benefit from our care, our board of directors voted to change the name of our organization from North Coast Health Ministry to **North Coast Health**.

Since our founding 28 years ago by four Bay Village churches, we have been an organization rooted in faith. Our commitment to the Gospel imperative to serve the poor remains undiminished with our new name. As our tagline conveys, we are a faith-based charitable clinic dedicated to delivering high-quality compassionate care.

We are still every bit as much a healing ministry as we have always been.

What makes us a ministry is not our name but our core values of faith, excellence, stewardship, compassion and teamwork. It is our firm belief that all lives are valuable and that every person is inherently worthy of being treated with dignity and respect.

With warmest regards,

Lee E. Elmore
Executive Director

Patient Profile: Ron Wamsley



Ron Wamsley worked from the time he was 15 years old. He worked his way through school and into a career in accounting, eventually becoming a systems analysis and controller for a local firm. A massive heart attack stopped his career in its tracks.

"Things went downhill after that," says Ron. "My health interfered with my ability to do my job, and I had more health problems than I realized."

He tried working in real estate after his heart attack, but as an independent agent, he was responsible for his own health insurance. With multiple chronic illnesses in addition to his heart condition, he found that he could not afford an insurance plan or the medications he needed.

"I have eight different medications I need to be on for various conditions," says Ron. "One of my medications costs \$300 a month. I just couldn't afford that. I need to put food on the table and pay my electric bills too."

For a time he was eligible for Medicaid, but a recent increase in his Social Security disability income put him just over the eligibility threshold. He will not be eligible for Medicare until October. A friend told him that North Coast Health could help him through the transition period.

"Since I've been a patient at North Coast Health, I've been treated better than I ever was by any doctor when I was on Medicaid," says Ron. "Before, I was made to feel like I was worthless. At North Coast, everyone is terrific. They've helped me get the medications I need to stay alive."

Ron recently suffered an optic nerve stroke which caused partial loss of vision in one eye and has obliterated any hope of returning to work. North Coast Health referred him to a retinal specialist, where he learned that his chronic illnesses put him at risk for further vision loss.

"I'm really worried that something is going to go wrong with the other eye, and I'm going to be sunk," says Ron. "They say that God doesn't throw more at you than you can deal with. I guess I have big shoulders."

“

“At North Coast, everyone is terrific. They've helped me get the medications I need to stay alive.”

Donor Spotlight: Rick and Lyn Koehler

Sometimes an up-close view of an organization leads to a deeper connection, and that is precisely the case with long-time donors Rick and Lyn Koehler.

Rick and Lyn began their support of North Coast Health in the late 1980s when Rick, through the company he worked for, chose North Coast Health as the designated recipient of his United Way donation. His wife Lyn was a staff member at North Coast Health at the time, and the couple knew their donation would be used wisely.

"As someone who worked there, I had a first-hand experience of the services they provide," says Lyn. "I handled patient referrals, and it was wonderful to be able to help so many people."

Although they are both retired now, the Koehlers have continued their financial support of North Coast Health over the years.

"We know it's an organization that a lot of people donate their time to and that churches are involved," says Rick. "It's a cause we believe in."

This year, Rick and Lyn chose to do something different and became sustaining donors of North Coast Health for the first time. As sustaining donors, they contribute a set amount to the ministry on a monthly basis.

"We chose to do that for a number of reasons," says Rick. "Number one, it's a budgeted expense so we know what it's going to be each month. We used to wait until the end of the year to figure out some of our annual contributions based on how the year's expenses ended up. Now it's a done deal because we've already made those decisions and spread the contributions out through the year. It's simple to set up, and it helps North Coast Health because it's income they can count on."



Join Rick and Lyn as Sustaining Donors of North Coast Health

To join our Sustaining Donor Club, simply designate the amount you would like to contribute per month on the attached remittance envelope and return it to us. Or give us a call and let us know you'd like us to sign you up for the program. Even a small monthly donation, such as \$10 per month, will make a big difference in support of our day-to-day operations. Donations can be made by credit card or debit card, and you can cancel at any time. To set up your monthly donation, contact Development Associate Elizabeth O'Brien at 216-228-7878 ext. 114 or eobrien@northcoasthealth.org.

Your investment is a wise one: 95 percent of all our revenue provides direct service to our patients, with just five percent for overhead and administration. That's a ratio few charities can match.

SAVE THE DATE



CELEBRATION OF CARING *gala*

Thursday, August 28, 2014
6:30 – 9:30 p.m.

La Centre, 25777 Detroit Road, Westlake, Ohio

A gala event featuring dinner, drinks, a live auction and raffles —
our most important fundraiser of the year!

Please mark your calendar. We hope to see you there!

Celebration Call for Donations

Needed: Live auction and raffle items for Celebration of Caring

Donation wish list:

- Browns, Cavs, Indians or Monsters tickets
- Tickets to cultural events
- Vacation get-aways
- Airline miles
- Gift certificates to area restaurants, salons, spas, or retail stores
- Tickets to college sporting events – OSU, Notre Dame, Michigan, etc.
- Jewelry
- Handmade items or artwork
- Themed gift baskets (e.g., cook's basket, gardeners' basket, spa basket, etc.)
- Items to fill gift baskets and raffle bags: Candles, wine, candy, gourmet food items, spa and beauty products, golf balls, etc.

We also need event sponsors!

Sponsorship levels range from \$500 to \$10,000. Sponsors receive tickets to the event and recognition in the event program, on event signage, in event communications, and on our Web site. This is a great opportunity to show the community that you, your family or your organization support the life-saving work of North Coast Health.

Want to get involved?

Join the Celebration committee to help us plan this important event. Volunteer jobs include gift and sponsorship solicitation, donation pick-up, favor and centerpiece assembly, gift basket preparation, and event set-up. This year's event co-chairs are Wendy Kieding, Kathe Serbin and Carol Sterba. To get involved on the committee, contact Development Associate Elizabeth O'Brien at 216-228-7878 ext. 114 or eobrien@northcoasthealth.org.

Clinic Refurbishment Complete!

At last year's Celebration of Caring event, donors provided funding to refurbish and reconfigure our clinic to accommodate a growing volume of patients. The work is complete thanks to the contributions of our many generous supporters.



Volunteer Spotlight: Norma Collin and Peggy Drew

Last year, North Coast Health dispensed \$4.6 million in free prescription medications to our low-income patients. That's simply not a feat that can be accomplished by any one staff person without help. We have a team of volunteers that contribute to our prescription assistance program, and two key members of that team are Norma Collin and Peggy Drew.

Norma and Peggy, both nurses by training, began their volunteer service at North Coast Health in 2012. They work as a team to process patient applications to prescription drug manufacturers for donated medication.

"Norma and Peggy are so dedicated to helping people in need," says Clinical Director Milijana Sucevic, RN BSN. "They both volunteer several days a week and regularly stay late to make sure all applications are processed right away. Norma and Peggy are a true treasure – to both our staff and our patients."

Since Norma and Peggy began volunteering with North Coast Health, the volume of prescription medications we are able to

dispense has grown by more than 400 percent on a monthly basis. Over 80 percent of North Coast Health patients have chronic illnesses, and access to needed medications is critical to managing their health. The efforts of these two valuable volunteers, combined with the accumulated talents of our entire volunteer corps, are making a material difference in the lives of our patients with chronic illness.



Gospel Brunch 2014

Thanks to all who came out to Vosh Lakewood in March for North Coast Health's Gospel Brunch fundraiser. Thank you especially to The Tra-la-las for donating their musical talents.



Volunteers Needed

Referral Program Volunteers – To help patients needing specialty care enroll in the Cuyahoga Health Access Partnership (CHAP); needed on Wednesdays and Thursdays, morning and afternoon – Microsoft Office skills and typing accuracy required

Charitable Care Program Counselors – To help patients apply for charity care at North Coast Health; needed Monday through Friday during business hours

Licensed Pharmacists – Needed for day, evening and weekend hours

Physicians and Nurse Practitioners – Needed for day, evening and weekend hours

Make Your Reservation for The Meal that Heals

Join us on Monday, July 7 at Players on Madison for our next local fundraising event, The Meal that Heals. Cost is \$35 per person for a three-course prix-fixe meal, excluding alcoholic beverages and gratuity. Coffee, tea and soft drinks are included. Players will donate 25 percent of food sales that evening to North Coast Health.

Reservations can be made by calling Players on Madison at 216-226-5200. Players is located at 14523 Madison Ave., Lakewood, Ohio 44107.

Thank you to...

First Federal Lakewood for partnering with North Coast Health on our Holiday Toiletry Drive

The following organizations that also donated toiletries this past fall:

- Alta Partners
- Daisy Troop 672
- Deloitte
- Lakewood Kiwanis Club
- McManamon & Co., LLC
- Westlake Community Services

The students of Lakewood High School for choosing North Coast Health as a recipient of proceeds from their Winter Concert

The Cuyahoga County Board of Health for the donation of a lab chair

Dr. Renuka Diwan for the donation of an exam table

The friends of Sandy Haas for collecting toy donations for our patients' families at Christmas

The following foundations that have made recent grants:

- The Abington Foundation
- The Cleveland Foundation
- Cotabish Charitable Trust
- CVS Caremark Charitable Trust
- The Dominion Foundation
- Lakewood/Rocky River Rotary Foundation
- Murphy Family Foundation
- Parker Hannifin Foundation
- The Elisabeth Severance Prentiss Foundation
- Richman Brothers Foundation
- Sisters of Charity Foundation of Cleveland

The following churches that have made recent gifts:

- Bay United Methodist Church
- Church of the Redeemer
- John Knox Presbyterian Church
- Lakewood Baptist Church
- Lakewood Christian Church
- Lakewood Presbyterian Church
- Lakewood United Methodist Church
- Old Stone Church
- The Presbytery of the Western Reserve
- Rocky River Presbyterian Church
- West Park United Church of Christ

The following organizations, businesses, and groups that have made recent contributions:

- City of Lakewood
- Fairview Hospital Family Medicine Residency Faculty
- Gianfagna Marketing
- JP Morgan Chase
- Lion and Blue
- North Coast Jaw & Implant Center
- Ohio Association of Free Clinics
- Rae-Ann Skilled Nursing and Rehabilitation Centers
- St. Ignatius High School
- UPS employees
- West Shore Democratic Clubs



Myths and Realities

about the Affordable Care Act and North Coast Health

Myth: The Affordable Care Act (ACA) means that there will no longer be people without insurance.

Reality: Even with full implementation of the ACA, there will still be 30 million people in the U.S. without insurance. It is estimated that there will be 70,000 uninsured people in Cuyahoga County alone in 2014. This number includes people with hardship waivers, people with unaffordable coverage waivers, people whose income falls below the tax filing threshold, and legal immigrants who have been in the U.S. less than five years.

Myth: If you have Medicaid, you have access to health care.

Reality: Although the Medicaid program is being expanded to all Ohioans below 138% of the federal poverty level, many doctors in our area will not accept Medicaid patients or have capped the number of Medicaid patients they will see. Many low-income people will find themselves with an insurance card in their pocket without a provider of care. North Coast Health will begin to include individuals covered by Medicaid in our patient mix, as we are concerned about the ability of these low-income people to find a doctor who will accept them.

Myth: If you have insurance, you have access to health care.

Reality: Although the ACA now requires everyone to have insurance, the only plans many low-income people will be able to afford have extremely high deductibles. We question the notion that someone who earns less than \$20,000 a year who has an insurance plan with a \$5,000 deductible will really be able to afford to see a doctor. Our average patient has a household income of less than \$12,000 a year. North Coast Health is expanding services to include the under-insured in our patient mix, as we know unaffordable out-of-pocket costs are a barrier to care for low-income people.

Myth: North Coast Health no longer needs my philanthropic support.

Reality: Accepting patients with Medicaid and other programs will mean a new stream of funding support, but one that will cover only a small fraction of our operating costs. We will continue to be reliant on the generosity of our donors, volunteers and partners to fulfill our mission of providing high-quality care to the many low-income uninsured and underinsured people that will remain in our community.



4-Star Rating

Charity Navigator, America's largest and most-utilized independent evaluator of charities, has awarded North Coast Health its prestigious 4-star rating for good governance, sound fiscal management and

commitment to accountability and transparency. **North Coast Health is currently the only free clinic in Ohio with such a high rating and is one of only 12 out of 1,200 free and charitable clinics across the country to earn four stars.**



North Coast Health

A faith-based charitable clinic

16110 Detroit Ave.
Lakewood, OH 44107

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Partnership for Urban Health

North Coast Health is proud to team with Northeast Ohio Medical University (NEOMED) and Cleveland State University on the Partnership for Urban Health as a clinical training site for the Primary Ambulatory Care Experience (PACE) program. This is one of the many ways North Coast Health contributes to the development of the community health work force in our region.