



Annual Report 2020

From Pandemic to Blessing



Gabby D'Amato, CCC Patient & Dr. Mitch Siegel



Dr. Andrew Barbash

As the United States shut down on Friday, March 13, 2020, the clinic had to work swiftly and efficiently in planning how to continue to meet the needs of more than 1,300 patients. "Saying that no one was prepared is an understatement," says Krista

Woolly, Executive Director. Thankfully, clinic staff and the Board of Directors moved straight into action. Because the clinic's medical director had been utilizing tele-neurology for patients prior to the pandemic, Baltimore neurologist Dr. Andrew Barbash was able to develop an efficient telemedicine onboarding platform for primary care physicians in the North Carolina Association of Free and Charitable Clinics (NCAFCC) to utilize. "Dr. Barbash's protocol and his tireless efforts day and night resulted in 36 free clinics using telemedicine within two weeks of the shutdown.....since that time, 60 of the 67 member clinics in the NCAFCC are open and operating utilizing a combination of virtual and in person visits," says Randy Jordan, NCAFCC CEO.

The clinic was able to see medical patients within 3 days

of the shutdown via telehealth. Dr. Amy Wilson, Medical Director; DeAnna Turner, Medical Assistant; and Deborah Bailey, Office Manager strategized and problem solved how to reach each patient regardless of their ability to use technology. Some virtual visits were on a smart phone or tablet while others were simply a phone call. Either way, patients were able to keep their scheduled doctor's appointments. "Virtual visits have been a blessing to our patients who can chat with me on their lunch breaks or while babysitting grandchildren - keeping transportation difficulties and work schedules out of the equation. Virtual appointments are here to stay and will be a welcomed addition to staff and patients for sick visits," says Wilson.

More than 21,000 prescriptions are dispensed every year at the clinic's pharmacy. Many patients rely on these lifesaving medications for chronic conditions such as high blood pressure, diabetes, asthma and cannot go without them. Again, the clinic was able to pivot and quickly began delivering medications to patients in the parking lot. A permanent awning addition in May made these transactions much easier in the heat of the day or during bad weather. Another blessing.

Finally, the dental department was forced to close for eight weeks under the governor's orders, but staff took this time to make plans for a safe re-opening. On May 18, 2020,

Continued on page 9.



Dr. Amy Wilson

For every dollar donated, the clinic provides \$9 worth of medical/dental care.

2020

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Debbie Hill,
Dental Coordinator

Caroline Parrott,
Medical Assistant

Cathy Teat, PharmD,
Pharmacist

DeAnna Turner,
Medical Assistant

Dr. Amy Wilson,
Medical Director

Krista Woolly,
Executive Director

From the Executive Director:

Are We Meeting the Needs of the Community?

Was the title of my column last year and I could not quit thinking about it and its meaning pre-COVID-19. In fact, if I'm honest, I don't even remember prior to COVID-19 and what we thought was of upmost importance here at the clinic. When I read over my letter from last year, two things

most definitely ring true during a pandemic. "Be nimble, reach out and ask about being connected" – wow.

I am proud of this organization for NOT MISSING A SINGLE DAY OF WORK. I am proud of this organization for checking in with our patients individually during COVID to make sure they have what they need – medicines, heat, food, transportation. I'm proud that during a recent staff meeting, one employee, through tears stated how well we work together, supporting each other, switching roles when needed, going the extra mile to communicate and to check in with each other. I'm proud of the way the clinic collaborated with so many other agencies to meet the needs of our community.

Rowan County's Neighbor to Neighbor group – made up of agency leaders that provide safety net services for all of Rowan County residents, took the lead and produced a document that was updated weekly at the beginning of the pandemic and then monthly thereafter, indicating how each was operating and



Krista Woolly

reorganizing to meet the needs of their constituents. I was so proud when a Rowan-Salisbury school counselor reached out to let me know how valuable this document had been for her and other social workers as they tried to help their families virtually. As you read through this report, my hope

is that you are proud, too, because our donors and volunteers are the reason the clinic was able to take a crisis and turn it into a blessing for so many.

Thank you from the bottom of my heart,

Krista Woolly



Zoom Staff Meeting



Staff Members

The Community Care Clinic of Rowan County provides medical, dental and pharmacy services to over 1,400 uninsured adults in Rowan County.

Our Community Cares

Throughout the pandemic, the clinic has worked to gift much needed items to patients. Early in the pandemic, items such as face masks and hand sanitizer were in high demand. Through partnerships with Americares and Direct Relief, the clinic was able to acquire cases of hand sanitizer and passed them along to patients.

Community Members, Brenda Goodman, Edwina Ritchie, Tamara Sheffield, Harold and Linda Jones, Sharon Miller, Jane Britt, Bonnie Hord and Nerissa Sanders, supplied the clinic with hand-made cotton masks to distribute to patients. Some returned multiple times with dozens of face masks each time. Longtime CCC volunteer, Nicholas Black, packaged the face masks and mask etiquette information in individual bags while at home during the pandemic. "I was touched by how many community members showed up with handmade face masks for patients when we asked. This takes the expense off our patients and lets

them know that the community cares about them. You made a real difference in the lives of our patients who, because of you are now better protected against COVID-19," said Teen Aron, Communications and Development Director.

As the pandemic continued and many in our area lost jobs, the clinic worked to secure food pantry related items for patients including staples like pasta and canned goods.

Other community partners stepped in to help in different ways. Judy Boyd and Pastor Heidi Punt from Union Lutheran Church collected and stuffed purses with personal items, a bible verse and a prayer to give to our female patients.

The clinic also hosted its annual coat drive. "This year, the drive was particularly important due to many who are facing job loss and rising utility costs as a result of the pandemic. I worry about our patients being out in the cold and not having the warm clothing they need. I feel good knowing that the coats are going to patients who genuinely need and appreciate them," said Debbie Hill, Dental Coordinator.

In December, the clinic distributed "winter bundles" to patients in an effort to keep them warm during the cold winter months. Included in the bundle were brand new winter hats, mittens, gaiters and fleece blankets. The bundles were the clinic's way of showing love to our patients during the holiday season.



Nicholas Black



Judy Boyd & Pastor Heidi Punt



Coat Drive & Winter Bundles

The clinic is available to Rowan County residents, age 19 or over, who have no access to insurance, Medicare, Medicaid or VA benefits and earn less than 200% of the federal poverty level.

Clinic extends reach with community partners



*Walgreens Pharmacist,
CCC Patient & Cathy Teat*



*CCC Patient &
Walgreens Pharmacist*

Americares & Walgreens

In advance of flu season, the Community Care Clinic teamed up with Americares and Walgreens to host two on-site flu shot clinics. Americares connected the clinic with a local participating Walgreens pharmacy to execute the event. Walgreens provided the vaccines and pharmacists to administer the shots. "This year's flu shot clinics were particularly important, given that the majority of our patients have chronic conditions and are more susceptible to COVID-19. We are extremely grateful to Americares and Walgreens for helping us protect our patients from the flu," said Dr. Amy Wilson, Medical Director.

Faith Temple Triumphant Ministries

Board Member Rev. Dr. Henry Diggs of Faith Temple Triumphant Ministries hosted a supply drive with other local churches to benefit the Community Care Clinic. Church members collected Kleenex, paper towels, tall kitchen trash bags, toilet paper and toothbrushes for the clinic. "I wanted to do something to give back and I wanted to get my congregation involved. While the supply drive was important, I also wanted to share the clinic's mission with other church leaders so that they could send people in need of our services to the clinic. A lot of people in our area are hurting and we want to make sure that they're able to get the help they need," said Diggs.

Local Produce Deliveries

Community leader Carol Corken works with local farmers to get local produce to agencies with food insecure patrons. During the summer months, Corken dropped off fresh tomatoes, corn, bell peppers, cantaloupes and other produce on a weekly basis. "We are grateful to Carol for recognizing this need in our community and for providing fresh, Rowan County grown vegetables to Rowan County citizens in food insecure areas," said Krista Woolly, Executive Director.



Carol Corken

The clinic specializes in chronic disease management such as diabetes, high blood pressure, COPD and asthma.

NCCARE360

The Community Care Clinic was one of the first in our area to use NCCARE360, a statewide network that unites health care and human services organizations with a shared technology. The clinic was also instrumental in bringing other community partners on board. Through NCCARE360, the clinic connects patients with resources in our area to offer vital relief such as transportation assistance, rental assistance, food assistance, electrical bill assistance and free mental health services. "NCCARE360 has made a huge impact on outreach as we work to treat our patients' health as well as meet their outside needs. Research shows how patient's social determinants can affect their overall health and with NCCARE360, we are expanding our care to every aspect of our patients' lives," said DeAnna Turner, Medical Assistant.



CCC Patient & Jaques Sloan

Voter Registration Drive

Voter registration drives were held at the Community Care Clinic in September. With the help of several high school volunteers, Isaiah Brown, Jaques Sloan and Ethan Ott, the clinic was able to directly register more than 10 patients for the 2020 election. "We informed patients of their voter registration status and provided them with the dates and times of their voting locations as well as early voting sites," said Isaiah Brown, freshman at Salisbury High School.

Blood Drive

In December, the Community Care Clinic hosted an American Red Cross mobile blood drive. This drive proved to be a success with more than 20 units collected from patients, staff, board and community members. The collected units were sent to UNC Hospitals, Duke University Medical Center, New Hanover Regional Hospital, and NH Presbyterian Hospital: all hospitals that are overwhelmed by large surges of COVID-19

Continued to page 6



Dr. Brett Henson



Caroline Parrott

The clinic offers diabetes and oral health education, smoking cessation classes, retinal screenings, mammograms and lifestyle medicine including prescribing exercise to patients and hosting cooking demonstrations.

cases. All donations were tested for COVID-19 antibodies and many patients hospitalized with COVID-19 are receiving antibody treatments from donations like those from our local blood drive. “Donating blood during the pandemic is a meaningful way to serve your local community and give back in a socially-distant and safe way,” said Caroline Parrott, Medical Assistant.



American Red Cross Mobile Unit

Charlotte MEDI

Early in the pandemic when PPE supplies were scarce, the Community Care Clinic received face shields from Charlotte MEDI (Medical Emergency Device Innovation), a group of students and teachers from Charlotte Latin School and UNC-Charlotte. This coalition formed with hopes of producing face shields for healthcare workers in the Charlotte area. A Charlotte Latin School student saw the shortage of medical supplies nationwide and wanted to do something about it. Within 10 days of forming, the group set out to deliver 15,000 face shields per week to local hospitals using their community network of 3D printers and local businesses. To date, the group has donated over 106,299 face shields. The grassroots group has also started making face masks in an effort to help protect the public. “We are extremely grateful to Charlotte MEDI for supplying the clinic with face shields when we desperately needed them. The face shields helped us safely reopen our dental department. The added PPE protection gave staff and patients an additional layer of protection and provided peace of mind,” said Debbie Hill, Dental Coordinator.

A Real Blessing – April Humphries

After losing her full time job and benefits, April Humphries found herself without medical insurance and applied for services at the Community Care Clinic. April has been a patient now for three years, receiving medical, dental and pharmacy services. “It’s been a real blessing. The staff is wonderful. Dr. Siegel is a life saver. He fixed my teeth. I used to catch myself making sure my mouth was closed when I smiled and it became a habit. It’s different now. I can’t stop smiling,” said April.

“I see a big difference in April’s confidence. She makes eye contact now when she speaks to me. I feel good knowing that we were able to help increase her self-esteem,” says Debbie Hill, Dental Coordinator.

Today, April works part-time as a cashier at a local gas station. Her renewed self-confidence is evident in her customer service role.



April Humphries

In addition to dental, April also sees Dr. Wilson for her thyroid and to help treat her high blood pressure. “Seeing the doctor and getting my medications helps me stay healthy. I don’t know what I’d do without the clinic. It’s benefited my life so much,” said April.

Many thanks to our supporters!

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Wish list items:

Alcohol swabs
 Clorox wipes
 Cotton balls
 Copy paper
 Dental floss
 Kleenex
 Lysol
 Paper towels
 Stamps
 Tall kitchen trash bags
 Lawn and leaf bags
 Toilet paper
 Tooth brushes
 Travel sized tooth paste

Pandemic to Blessing, Continued from page 1.

the dental department welcomed back patients with additional personal protective equipment (PPE), an air purification system and a robust cleaning protocol between patients.

At press time, the clinic has safely re-opened the lobby to allow for return to healthy cooking demonstrations, yoga in the lobby and other fun and educational activities meant to promote healthy lifestyles for all.



Deborah Bailey

2020: Businesses and Organizations

Accelerate Therapy & Performance	Golden Rule SS Class Milford Hills United Methodist Church	Providence United Methodist Women
A Bolder Image/Diversified Graphics	Grace United Methodist Church	Rowan County Dental Society
Allergy Partners - Salisbury-Rowan County	Granite Quarry Civitan Club	Rowan County Health Dept.
American Red Cross	Haven Lutheran Church Endowment Fund	Rowan County United Way
Americares	Healthy Rowan	Rowan Diagnostic Clinic, PA
Atlanta Dental Company	Hearing Solutions of N.C.	Rowan Diagnostic Clinic, Digestive Health Associates
Biogen Foundation	Howard Brown Agency, Inc.	Rowan Medical Society Alliance
Bread Riot	LabCorp	Rowan Regional Pathology Associates, P.A.
Charlotte Eye Ear Nose & Throat Associates, P.A.	Landmark Church	Rufty-Holmes Senior Center
Charity League of Salisbury	Lexington Dental Lab	Salisbury Endodontics
Charlotte MEDI	Life Church	Salisbury Lions Club
Christiana Lutheran Men's Bible Class	Lutheran Services Carolinas	Sims Family Foundation INC.
Cross Talk SS Class, Milford Hills UMC	Dr. James Mazur, DPM - Podiatry	Southern Piedmont Community Care Plan, Inc.
Dermatology Group of Carolinas - Salisbury	Mecklenberg Radiology Associates	Spencer Chapter 1197, Women of the Moose
Direct Relief	MedServe	St. James Lutheran Church
Downtown Graphics Network	Metrolina Nephrology Associates - Salisbury	Union Lutheran Church
Everyman's Bible Class First Presbyterian Church	Milford Hills United Methodist Church	Ursinus United Church of Christ
Faith Temple Triumphant Ministries	NCCARE360	Walgreens
Franklin Baptist Church	North Carolina Synod, ELCA	Wittenberg Lutheran Church
Fulton Lodge No. 99	Novant Health Cancer Institute	XI ALPHA DELTA Chapter of BETA SIGMA PHI
FUMC Women	Novant Health Salisbury Surgical Associates	
GMC Glass	PEO Sisterhood Chapter AX	
Godley's Garden Center and Nursery	Prevent Blindness North Carolina	

Christmas Window Display

This year's 'Tis the Season Spectacular showcased Salisbury's Main Street with a light show, decorated store fronts, lights, holiday decorations, entertainment and stationary floats. The community participated by driving through in their individual cars. The Community Care Clinic was featured in a decorative storefront window. The staff highlighted the clinic's mission of providing medical, dental and pharmacy services to uninsured adults in Rowan County. A Christmas tree was decorated to look like Medical Director Dr. Amy Wilson featuring a white doctor's coat, stethoscope, medical gloves, N95 mask, eye protection and in the festive spirit, a Santa hat! A second tree was decked with pharmacy and dental related items such as pill bottles, syringes, advil, toothbrushes and toothpaste along with adornments of silver and red decorative Christmas balls and topped with a large red bow. The Community Care Clinic banner was surrounded by Christmas packages and windows were garlanded with iridescent snowflakes. "We wanted to display the clinic in a light and fun hearted way. Themes of medical, dental and



pharmacy were highlighted to articulate the clinic's mission. It was a great way for the staff to work together and it really got us into the Christmas spirit," said Cathy Teat, pharmacist and window visionary. The storefront window stayed up for the community to enjoy during the holidays.

Thank you, volunteers!

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Mr. Wade Furches	Dr. David Mayberry	Dr. Kobi Wilmot

What a Gift to Serve – Carol Herndon

I wanted to serve at the Community Care Clinic because I have always believed that “to whom much is given, much is expected”. As a Board Member, my intention was to give back to my community, and particularly to marginalized populations that deserve hope and health. However, I **stayed** on the Board for almost 8 years because of the staff and fellow Board members.

The Staff at CCC is simply remarkable. Their work is truly a labor of love. The staff works tirelessly to serve our patients and they offer much more than valuable health care – they give their heart and spirit to everyone who walks through the front door. That has never been more visible than over the past year while during the pandemic our clinic did not skip a single beat. Each staff member put themselves on the frontline in the middle of the risk and challenge of COVID-19 to ensure patient services were not interrupted. Yep, putting others before themselves, that is just what our staff does every day.

The CCC Board is loyal and committed. A group of devoted community leaders, passionate community members and insightful clinic patients – all with the common goal of providing medical, dental and pharmaceutical services to our un- or



Krista Woolly & Carol Herndon

under-insured neighbors. What a joy it has been to serve alongside a team of dedicated volunteers determined to make a difference. I always looked forward to our monthly meetings and the chance to connect with like-minded folks who did not mind pushing each other for the benefit of our patients to make decisions that positively affected others.

Although my time as a Board member has ended, I will always consider myself a part of the Community Care Clinic family. I am most proud that the clinic gives our patients opportunity and possibility that perhaps they cannot find otherwise. A chance to be healthy, happy, productive and contributing members of our community. Whatever I was able to give to CCC during my time as a Board member, I received back at least tenfold. What a gift it has been to be part of an amazing team.

Our Mission

The Mission of the Community Care Clinic is to provide primary medical and dental care and prescription medications to qualified and underserved adults in Rowan County.

Our Vision

To ensure access to primary healthcare is available to all Rowan County residents through service provision and/or collaboration with other resources.

2020 grants

Blue Cross Blue Shield of NC Foundation
Cardinal Innovations COVID-19 grant
City of Salisbury/CDBG grant
Delta Dental Foundation
Direct Relief COVID-19 Relief Fund
F&M Bank
First Presbyterian Church Witness Season
First United Church of Christ Foundation
The Leon Levine Foundation
Margaret C. Woodson Foundation
NC Association of Free and Charitable Clinics
NC PRO grant
NC Dental Society Foundation Endowment
NC Office of Rural Health
Blanche and Julian Robertson Family Foundation
Rowan Medical Society Alliance Foundation
Rowan County United Way COVID-19 Relief
Salisbury Rowan Community Foundation
Salisbury Rowan Heart Ball Fund
St. John's Lutheran Church Endowment Fund
The Duke Endowment
Walgreens



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2020 at a glance (*COVID-19)

1,142 unduplicated patients served
291 new patients
1,701 medical visits
761 dental visits
21,372 prescriptions dispensed

41% of patients are employed
96% of patients report an improvement
in their health
1,112 patients received medications

Demographics:

51% Caucasian
41% African American
8% Hispanic/Other

56% Female
44% Male

34 total volunteers

Statement of Activities

(January 1 - December 31, 2020)

Support and Revenue	2020
Foundations/Grants	430,041
Individual Contributions	249,076
Fundraising	189,832
Misc. Income	6,025
Patient Administrative Fee (new)	<u>10,981</u>
	885,955

Expenses	
Services to Patients	640,112
Management/Office	184,109
Fundraising/Volunteer	<u>5,851</u>
	830,072