



Annual Report 2023

Clinic Saves Millions (and a little history to boot)



1996 Board of Directors

For years the Community Care Clinic knew that services provided at 315 Mocksville were saving the big building down the street lots of money by diverting non-emergent care away from the hospital. Over the years, clinic staff has worked diligently in educating patients on what is an emergency and what can be treated in a clinic. In fact, several years ago, the clinic and *Healthy Rowan* produced "Accessing Healthcare in Rowan County" – a brochure that shows, by expense, how much a visit costs at safety net clinics vs urgent care and the emergency department. This guide shows residents in the coverage gaps just how expensive care can be. Visiting an emergency department for routine care hurts everyone. Overall costs within a hospital are greatly reduced if money, time, and provider hours are not charged against patients that cannot pay. Ultimately, those that can pay are charged more to recover this loss.

In 2022, the North Carolina Association of Free and Charitable Clinics (NCAFCC) teamed up with the Cecil G. Sheps Center for Health Services Research at UNC and together utilized data from the North Carolina Hospital Association's payor mix to determine a North Carolina average charge for treat and release emergency department visits (\$4,476). Multiplying that by the number of unique patients (1,214) resulted in cost savings for Novant Health

Rowan Medical Center of **\$5,433,864 just for 2022.** Among the NC member clinics, the savings was \$358,482,840.

Free clinics benefit everyone, even those with health insurance. Patients with a primary medical and dental home are being treated for diabetes, high blood pressure and other chronic diseases and acute illnesses. These patients are receiving routine care and maintenance medications that allow them to work and provide for their families. This permits actual emergencies to be handled more efficiently. In fact, "free clinics are usually started by healthcare providers who see a need in their community that's not being met by anybody," says Aaron Katz, lecturer at the University of Washington's School of Public Health. This holds true for the Community Care Clinic when the textile mills closed, and hospital administrators saw a large influx of people without primary care providers and insurance due to what was essentially overnight unemployment. Digging through the history books here at the clinic, as early as 1993, data was collected on Emergency Department visits per household, and it was determined that "Rowan Memorial Hospital (was) the fifth busiest in the state for hospitals of comparable size.

(Continued on page 10)



2023 Board of Directors

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

2023

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Dental Assistant

From the Executive Director:

Hurry Up and Wait

As kids, we heard this a lot from our Dad. Was it because he lived in a house full of females? Maybe...I feel like 2023 was a little reminiscent of this popular phrase. Early in the year, we invited our two state legislators, Rep. Harry Warren and Sen. Carl Ford, to tour and learn more about what we do and the continued importance of the clinic to local residents. You see, as part of the North Carolina Association of Free and Charitable Clinics, our clinic was supportive of North Carolina expanding Medicaid (and becoming the 40th state to do so). We knew that this would help about 50% of those 1.2 million NC residents without insurance, leaving 600,000 still in a coverage gap. Fast forward to March 27, 2023. I was sitting in the office of friend and colleague, Micah Ennis, Rowan County Director of Social Services, when the bill was signed into law by Governor Cooper. We looked at each other and vowed to work together to make this transition as seamless as humanly possible. However, what we experienced for the next six months was many “fits and starts.” Even though these were frustrating to our patients that desperately needed Medicaid coverage, it did give us time to plan and to make some decisions on how to handle the upcoming changes.

Medicaid did finally “expand” on December 1, 2023. I’d be lying if I told you it was easy, because it hasn’t been. We said good-bye to many folks that have called the Clinic their “medical home” for years. There were quite a few tears and lots of hugs, but in the end, getting coverage that expands to hospital, cancer treatments and (heaven forbid) car accidents, is only going to be beneficial in the long run for all. Our goal since then has been to provide a soft hand-off of



*Krista Woolly
Executive Director*

these patients to new providers.

Data suggests that 5,000 Rowan County residents remain without access to care. Mostly, these are working adults (possibly with multiple jobs), but do not have health insurance provided and/or cannot afford insurance through the marketplace. It’s come full circle for us in a way.

Back in 1993 (see front cover) the idea of a clinic for the “working poor” was first discussed. An awkward phrase, the working poor are those living paycheck to paycheck (like many of us have!). These folks have done their best to stay in the work force when lots of people and processes have tempted them to leave. For folks like this, paying to treat a bad cold might mean less food on the table or a delay in paying rent. Our mission is as it has always been - to provide comprehensive and compassionate medical, dental and pharmacy care to Rowan County’s uninsured residents. Thank you for being part of our journey!

Yours in health,

Krista Woolly



*Desiree Dunston, Dr. Susan Muth,
Krista Woolly and N.C. Senator Carl Ford*

The Community Care Clinic of Rowan County provides medical, dental and pharmacy services to over 800 uninsured adults in Rowan County.

CCC In The News

The Community Care Clinic was featured in a story about N.C. Medicaid expansion on PBS NewsHour. The popular evening television news program is broadcast on over 350 PBS member stations across the country and is known for its in-depth coverage of issues and current events.

While visiting the Clinic, John Yang interviewed Medical Director Dr. Amy Wilson, Executive Director Krista Woolly and several patients on the impact of N.C. Medicaid expansion.

“We were thrilled to speak on behalf of the 70 free and charitable clinics in North Carolina. Medicaid expansion is a great step forward. However, there will still be a remaining 600,000 uninsured North Carolinians. Free clinics are the safety net organizations, and we will continue to provide for our Rowan County neighbors in need,” said Krista Woolly.

“PBS NewsHour provided a great opportunity for us to tell our story. We wanted to highlight that many of our patients are essential workers. They were the ones who kept working through COVID despite the risks. They work in service-related industries like lawn care companies, restaurants and nursing homes and kept things afloat. We are thankful to continue to provide access to care for them,” said Dr. Amy Wilson.

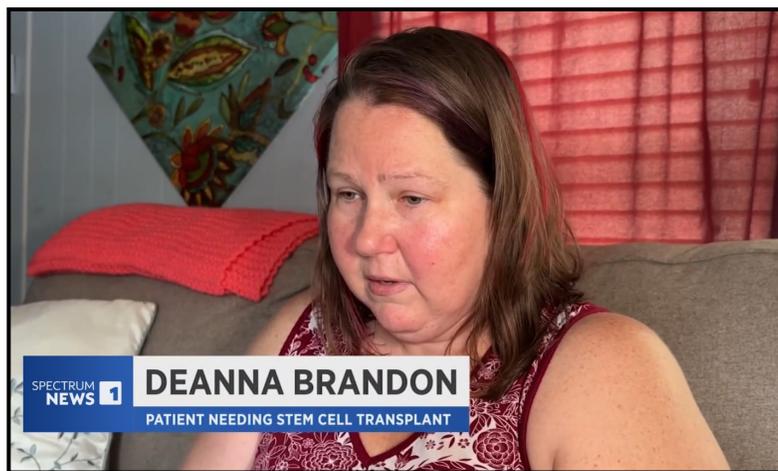
DeAnna Brandon is one of the clinic’s patients who was employed when Dr. Wilson identified some issues with her bloodwork, sent her to hematology for more testing which diagnosed her with multiple myeloma, a blood cancer. “You don’t have the energy to wake up, to focus enough on what you are doing. I may be nauseous. I may have stomach upsets,” Brandon said. She had to quit her job. She worried

her days with her family would be limited if she didn’t get a stem cell transplant soon. “That’s the last thing I can do and maybe extend my life, maybe from a three to five-year lifespan to maybe 10 to 20 years,” Brandon said. Her barrier is the price tag. “I don’t have insurance and I don’t qualify for Medicaid,” Brandon said.

The clinic offers primary care and refers patients to specialists. In DeAnna’s case, she was approved for Charity Care through Novant Health, and that helped Brandon receive chemotherapy and a hip replacement, which she is grateful for. However, this program would not cover the stem cell transplant – only Medicaid would.

“I really felt valued and listened to regarding my health concerns. I knew there was something going on with me that was abnormal. I was so thankful that Dr. Wilson took the time to find the problem. I thought it would be minor, but it turned out to be a deadly cancer. It was divine intervention that I was in a place that cared so much for me. I appreciate you more than I can say,” says Brandon.

(Editor’s Note: When contacted on February 13, 2024, DeAnna was in the hospital in Charlotte “hooked up to lots of machines,” going through the stem cell collection process. She will be admitted on February 28 and the stem cell transplant will be on March 1 followed by 100 days of isolation. She continues to be appreciative of the care received at the Community Care Clinic – “they saved my life,” she said.)



*Krista Woolly & PBS NewsHour Anchor John Yang (left)
CCC Patient DeAnna Brandon on Spectrum News (right)*

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 300% of the Federal Poverty Level.

Community Partners & Clinic Updates



Ali Snider, Janiya Downs and Paola Adame at College Night Out at the Bell Tower Green



Hope 4 Rowan Narcan Giveaway

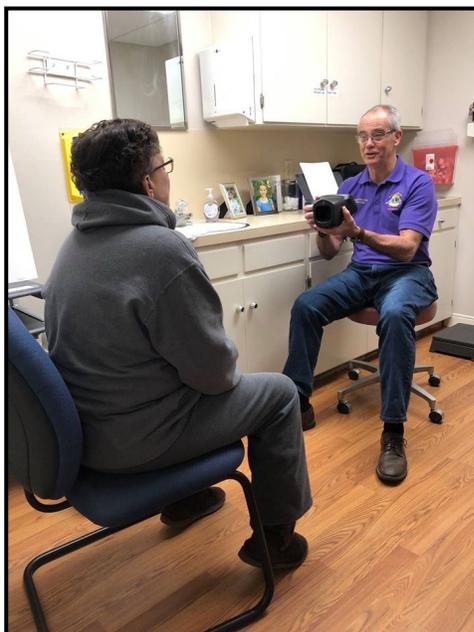
Community Health Fairs

This year, the Clinic participated in several community resource fairs – North Rowan Middle School’s Fill The Bowl Event, National Night Out, College Night Out, The Reach Church’s Community Day, Festival de Independencia Latinoamericana, RCCC Career and Community Resource Fair and Livingstone Community Event. “These events not only promote our services, but assist other organizations in making Rowan County a healthier place to live and work,” says Teen Aron.

Hope 4 Rowan

HOPE 4 Rowan held a drop in event at the Community Care Clinic of Rowan County. Participants were able to receive CPR training, get a free medicine pouch and pick up some Narcan.

The Rowan County Health Department's HOPE’s team mission is to provide support, a connection to care, and the education that people may need to practice safe substance use and to find a path of recovery that improves their health and wellness. The HOPE team continues to offer free Narcan at the Rowan County Health Department.



Rik Spencer from the Salisbury Lions Club

Salisbury Lions Club

In keeping with their time honored mission, the Salisbury Lions Club provides visual screenings, eye exams and glasses to patients at the Community Care Clinic. In 2023, the Salisbury Lions Club served 29 patients, with an approximate value of \$5,800. The Lions Club members use a high tech Spot Vision Screener to provide visual screenings and look for conditions such as near sightedness, far sightedness, astigmatism and other potential problems. Patients that qualify are referred to a local eye doctor for a more in-depth eye exam and provided with glasses as needed. “When we found out that the Community Care Clinic had vision needs, we were thrilled to partner with them in helping our community,” says Rik Spencer, volunteer. “We are grateful for the Salisbury Lions Club and applaud them as they have touched the lives of thousands of blind and visually impaired citizens in our area,” said Krista Woolly. The group looks forward to continuing to provide vision services and screenings for patients.

Novant Health

The Novant Health Mobile Mammography Bus visits our campus quarterly to provide first time and annual mammograms for our patients. “Early detection is key and we are indebted to Novant Health for providing this invaluable service for our female patients,” said Dr. Amy Wilson.

In addition, Novant Health treated CCC Staff members to a Charlotte Hornets game and a Carolina Panthers game. The outings were important team-building opportunities for our hard working staff!



*Novant Health Mammography Bus (top)
Charlotte Hornets game (bottom)*

Bilingual Staff

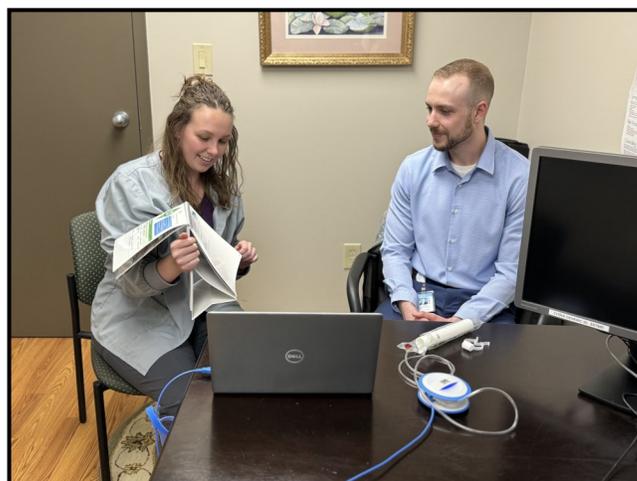
The Clinic hired two fully bilingual staff members. Paola Adame works as a medical assistant and Edith Lopez is in her second year of work as a dental assistant. Both have been invaluable as the Hispanic population continues to grow and thrive in Rowan County.

Teledermatology

The Clinic works to broaden services through teledermatology. Using a dermatoscope with a camera and an IPAD, our physician can upload a history and photos of patients' skin concerns. In this way, rashes or abnormal lesions or moles can be evaluated further. The photos and data are reviewed by a dermatologist with results provided within two business days.

American Lung Association & Spirometry

In partnering with the American Lung Association, the Clinic has had a year of training to better diagnose and treat patients with asthma and COPD. Clinic staff perform spirometry in the office to evaluate lung function and whether medications are viable for a patient. The ALA provided free training to clinical staff in efforts to better treat patients, both acutely and preventatively.



Ali Snider provides spirometry education



*CCC Bilingual Staff Members
Edith Lopez and Paola Adame*

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.

Community Thanks Volunteer of the Year & Silent Angel Awards



*Mike Fuller, Dr. Melanie Denton,
Courtney Williams and Deborah Bailey*

The ninth annual Community Thanks event was hosted at the Peeler Crystal Lounge at Catawba College. The event is held each year to thank donors, volunteers, and community partners for their support, recognize the work of the clinic and to award the Volunteer of the Year and Silent Angel awards. This year's event was a success with nearly 200 supporters in attendance.

Dr. Brett Henson, Board Co-Chair, greeted guests and provided an overview of the clinic. "In our 29-year history, it has been people like you that have stepped forward to make sure all Rowan County residents have access to quality and compassionate care. We want to say thank you. Your gifts make the clinic a reality and you should be proud that we are one of the top performing clinics in the state and one of the most comprehensive – offering medical, dental and pharmacy services," said Henson.

Jay Dees and Shawn Edman, outgoing Board Members, were publicly thanked by the Community Care Clinic for all the hard work that they have put into the clinic over the last six years. "Jay and Shawn are engaged leaders who've worked diligently to position the clinic well for the future. We will miss them both so very much," said Fran Misner, Board Co-Chair.

Dr. Amy Wilson, Medical Director, presented the 2023 Mike Fuller Volunteer of the Year award to Courtney Williams and Dr. Melanie Denton. The award is named for Mike Fuller, Board member and volunteer pharmacist. Courtney, a freshman at the College of Charleston, has wanted to be an ophthalmologist since she was a child. She interned at the Community Care Clinic and with Dr. Melanie Denton at Salisbury Eyecare and Eyewear. Seeing a need in her community, Courtney pitched Dr. Denton on the idea of hosting a glaucoma clinic for uninsured patients. Dr. Denton was very supportive of the idea with the understanding that Courtney would be responsible for organizing it. Since then, the duo has hosted four screenings and have provided care to nearly 70 uninsured patients. Dr. Melanie Denton also works locally with the

Lions Club to provide low-income residents with an eye exam and glasses.

"When we heard about this partnership to cover glaucoma exams for our patients, we were overjoyed! Collaborations like this are extremely important to the success of the clinic. We appreciate you both so much," said Dr. Amy Wilson.

Krista Woolly, Executive Director, recognized the CheckIt4Andretti Foundation as the recipient of the 2023 Fred and Alice Stanback Silent Angel award. This award is named for Fred and Alice Stanback who model their lives in service to others and in meeting the needs of the most vulnerable in our community. "If you ask the staff and Board of Directors, the 2023 recipient was a "no brainer." Since Dr. Wilson joined our staff, she's wished for free colonoscopy screenings for high-risk patients. This expensive test is hard to obtain for our patients unless there are symptoms and even then, the wait was very long. "In 2021, we heard about a brand-new nonprofit, the CheckIt4Andretti Foundation, whose mission was the prevention and early detection of colorectal cancer by providing screening colonoscopies to high-risk, low-income patients who are uninsured, and we immediately acted on it. When cancer can be caught early, it can be treatable and even curable," said Woolly.

The CheckIt4Andretti Foundation was named for John Andretti, a famous race car driver, who was diagnosed with colon cancer at the age of 53 and passed away in 2020 following a three-year battle. With the help of his family, he used his diagnosis to bring awareness to the disease, advocating for proper screening and early detection.

"John's wife, Nancy Andretti, has been an amazing advocate for our patients, providing funding for more than fifty colonoscopies to date. She is a living testimony of how to carry on the legacy of a life well lived," said Woolly. Nancy and John's three adult children are also very involved in this effort and serve on the board of directors of the foundation. Son Jarret and Nancy were on hand to accept the award.



Jarret Andretti, Krista Woolly and Nancy Andretti

In 2023, the clinic provided 1,550 medical visits, 1,619 dental visits and dispensed 16,394 prescriptions.

Many thanks to our supporters!

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 First Presbyterian Church Witness Season
 First United Church of Christ Foundation
 Heart to Heart International
 The Leon Levine Foundation
 Margaret C. Woodson Foundation
 NC Office of Rural Health
 Novant Health Foundation
 Blanche and Julian Robertson Family Foundation
 Salisbury Rowan Community Foundation
 Salisbury Rowan Heart Ball Fund
 State Fiscal Recovery Fund
 Walgreens
 Walmart Foundation

Pop-Up Doc Events

In partnership with the North Carolina Association of Free and Charitable Clinics and the Giving Kitchen, the Clinic hosted a Pop Up Doc event for food service workers in our area. The event provided uninsured food service workers with free medical checkups, dental services and medications.

“The Pop Up Doc event was a good way for us to reach more people in need in our community. Participants are also encouraged to enroll as patients at the Clinic so that they can receive continued care,” said Krista Woolly.

Giving Kitchen’s main programs assist food service workers when a crisis occurs. Food service workers who have experienced injury, illness, a housing disaster or death of a family member can receive financial assistance to cover living expenses.

In addition, the Clinic teamed up with Main Street Marketplace to host a second Pop Up Doc event. “The partnership with Main Street, gives us the

ability to reach more uninsured people who are in need. Patrons know and are familiar with Main Street, giving us the green light to offer medical care. We look forward to getting out in the community and hosting more off-site Pop Up Doc events. Our overall goal is to meet patients where they are in our community. We want to eliminate the barriers that prevent people from seeing a doctor,” said Dr. Amy Wilson.

**GIVING
 KITCHEN**



Wish List Items:

Alcohol swabs
 Bottled water
 Brown lunch bags
 Clorox wipes
 Cotton balls
 Copier paper
 Dental floss
 Dishwasher liquid
 Food Lion gift cards
 Gas gift cards
 Highlighters
 Kleenex
 Lawn and leaf bags
 Liquid hand soap
 Lysol
 Paper towels
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 Windex

Why I Serve: Dr. Aerik Williams

I am an Allergist here in Salisbury and I have been a proud member of the Community Care Clinic Board of Directors for the last three years. I was first introduced to the Clinic by my patients who would come into my office and who were uninsured. They would tell me about the wonderful things happening at the Clinic and how they were receiving healthcare despite being uninsured.

I quickly learned that the mission of the Clinic aligns with my own mission as a human being, which is to care for the least of these. In this world of turmoil and apathy, the Community Care Clinic is a shining example of how to care for others. Krista Woolly and the staff are absolutely remarkable. Equally remarkable is our community who generously gives to the Clinic.

Thank you for helping us provide care for our patients. It has been a real blessing to serve on the Board. I look forward to serving another three years.



*Dr. Aerik Williams
CCC Board Member*

Continued from page 1—Clinic Saves Millions

A total of 48,612 ‘emergency’ visits were recorded, a figure inflated with thousands of sore throats, ear-aches and upset stomachs.” (Taken from an undated document entitled Alternative Health Care Center on Rowan Memorial Hospital Foundation letterhead.) People such as Jim Freeman, Dr. Joseph Jackson, Dr. Tom Ginn, Dr. Leon Newman, and Kathy Bailey laid the framework for what the Community Care Clinic is today – a medical and dental home to more than 25,000 people over the last 28 years. It was a joy and a privilege to present these cost saving numbers to the Novant Health Rowan Medical Center’s Board of Directors in the summer of 2023. The hospital has been an incredible partner all along the way.



Our Mission: To provide primary medical and dental care and prescription medications to qualified and underserved adults in Rowan County.

Businesses, Organizations & Volunteers

Accelerate Therapy & Performance
 Allergy Partners - Salisbury-Rowan County
 American Lung Association
 American Red Cross
 Atlanta Dental Company
 Bethel UMC Women
 Bread Riot
 Catawba College
 Charlotte Eye Ear Nose & Throat Associates, P.A.
 Charity League of Salisbury
 CheckIt4Andretti Foundation
 Christiana Lutheran Church
 Circle of Hope
 Concordia Lutheran Church
 Delta Sigma Theta Sorority
 Dermatology Group of Carolinas
 ECU School of Dental Medicine Davidson County Community Service Learning Center
 Everyman's Bible Class - First Presbyterian Church
 Faith Temple Triumphant Ministries
 Fulton Lodge No. 99
 First United Methodist Church - Women in Faith
 Giving Kitchen
 Godley's Garden Center and Nursery
 Staff of Dr. Jonathan Huffman, DDS
 Grace United Methodist Church
 Granite Quarry Civitan Club
 Haven Lutheran Church
 Health Reach Free Clinic
 Healthy Rowan

Hearing Solutions of N.C.
 Howard Brown Agency, Inc.
 LabCorp
 Landmark Church
 Lexington Dental Lab
 Lutheran Services Carolinas
 Dr. James Mazur, DPM
 Main Street Marketplace and Meeting Place
 Mecklenberg Radiology Associates
 The Medicine Shoppe
 Metrolina Nephrology Assoc.
 Milford Hills United Methodist Church—Cross Talk & Golden Rule SS Classes
 Miller Davis Agency
 Mount Moriah Lutheran Church
 Mount Tabor United Methodist Church
 Mull Dental Lab
 Novant Health - Cancer Institute, Cardiology, Community Engagement, Foundation, Mammography Bus, Rowan Medical Society Auxiliary, Salisbury Surgical Assoc.
 Organ Lutheran Church
 The Pedal Factory
 Power Curbers
 Prevent Blindness N.C.
 Providence UMC Women
 Rowan-Cabarrus Community College
 Rowan County Health Dept.
 Rowan County United Way
 Rowan Diagnostic Clinic & Digestive Health Associates
 Rowan Helping Ministries
 Rowan Regional Pathology Associates

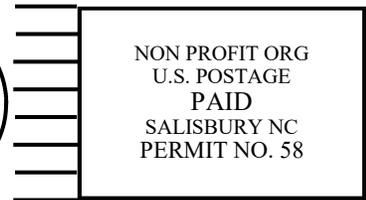
Rufty-Holmes Senior Center
 Salisbury Academy
 Salisbury Endodontics
 Salisbury Eyecare & Eyewear
 Salisbury High School - Career & Technical Education
 Salisbury Lions Club
 Salisbury Pediatrics
 San Souci Book Club
 Spencer Chapter 1197, Women of the Moose
 Sugar Check Charity
 St. James Lutheran Church
 St. Mark's Lutheran Church
 St. Matthew's Lutheran Church
 Triumph Support Group
 Union Lutheran Church
 Walser Technology Group
 Windsor Gallery Fine Jewelers, Inc.
 Wittenberg Lutheran Church
 Xi Alpha Delta Chapter of Beta Sigma Phi

Mrs. Lisa Black
 Mr. Nicholas Black
 Mr. Brad Brady
 Mr. Roarke Burton
 Ms. Emily Busby
 Ms. Haley Dalton
 Mr. Jay Dees
 Rev. Dr. Henry Diggs
 Mrs. Desiree Dunston
 Mr. Shawn Edman
 Ms. Emily Frick
 Mr. Mike Fuller
 Mr. Wade Furches
 Ms. Kennedy Goodman
 Dr. Brett Henson
 Mrs. Wanda Honeycutt
 Mrs. Vicki Hunter
 Dr. Louis Kandl
 Dr. Paul Lucha
 Mrs. Fran Misner
 Mrs. Enid Rodriguez
 Dr. Aerik Williams
 Miss Courtney Williams
 Dr. Kobi Wilmot
 Miss Millie Wymbis



Dr. Amy Wilson and Bill Rierson of Sugar Check Charity

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



315-G Mocksville Ave.
Salisbury, NC 28144

www.communitycareofrowan.org
704-636-4523

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2023 at a glance

827 unduplicated patients served
 379 new patients
 1,550 medical visits
 1,619 dental visits
 6,040 dental procedures performed
 16,394 prescriptions dispensed
 61% of patients are employed
 96% of patients report an improvement in their health
 821 patients received medications
Demographics: 48% Caucasian
 40% African American
 10% Hispanic
 2% Other
 55% Female
 45% Male

Statement of Activities

(January 1 - December 31, 2023)

<u>Support and Revenue</u>	<u>2023</u>
Foundations/Grants	449,328
Individual Contributions	353,835
Fundraising	244,848
Patient Administrative Fee	10,743
Misc. Income	<u>5,128</u>
	1,063,882
<u>Expenses</u>	
Services to Patients	728,354
Management/Office	277,224
Fundraising/Volunteer	<u>11,272</u>
	1,016,850