

Annual Report 2024

Patient Appreciation Day



Deborah Bailey and Greg Stewart

In May, the clinic hosted its very first Patient Appreciation Day, honoring the patients who make the clinic's work so meaningful. The event, held on a bright and welcoming afternoon, brought together patients, staff, and volunteers for a day of celebration, connection, and community support.

When Deborah Bailey suggested hosting a Patient Appreciation Day at a staff meeting, the idea was met with immediate excitement. A committee was quickly formed, and planning began that same day.

"I wanted to let our patients know that we appreciate them, that we are glad that they are a part of the CCC family, and to just thank them for trusting us with their care," Deborah shared.

To ensure clinic members were easily recognizable during the event, staff and volunteers wore custom T-shirts featuring a smiley face with a stethoscope. Guests were greeted with refreshments such as homemade fruit popsicles, watermelon agua fresca, and trail mix bags, along with street tacos from the local restaurant Loteria!. Each attendee also received a "swag bag," which included sunglasses, a cooling towel, and a water bottle, ensuring

they left feeling both appreciated and cared for.

The event featured a variety of activities, including yoga and stretching sessions led by Greg Stewart, wellness resources provided by Andy Basinger and Wanda Honeycutt, and a raffle with a variety of prizes. Educational booths provided information on lifestyle medicine, nutrition, and oral health, reinforcing the clinic's commitment to comprehensive care. Families enjoyed music, food, and games, while staff and volunteers had the chance to connect with patients outside the clinical setting.

One patient expressed their appreciation for the event stating "This event made me feel truly valued as a patient. The staff always go above and beyond, but this was something special."

As the clinic looks ahead, Patient Appreciation Day is set to become an annual tradition – serving as a day to honor and celebrate all who have entrusted the clinic with their care and to remind every patient - past, present, and future - that they will always be part of the clinic family.



Families learning about proper brushing techniques

2024

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Executive Director

From the Executive Director:

2024... A Year of Change for ALL of us

Each year, I use this column to "look back" and celebrate our accomplishments, praise our amazing staff and volunteers, and generally let readers know how proud I am of our community for continuing to support the clinic and its patients. While all of this is true, this year, we want to look forward. During a recent staff meeting, I asked the group to think about our

"wins" for 2024. We've been doing this for several years and it has proven to be a great team building activity. Usually, it results in a flurry of different projects and things we have tried, staff getting extra certifications, etc. This time, I heard from across the table, "we survived!" My immediate reaction was "ok, but what else?" After our meeting, I took time to reflect on this statement, both personally and professionally. 2024 was, in fact, a very different year for our community, state, and nation.

As I write these words it's late
January. Last night, we began a
partnership with the Literacy Council of
Rowan. Realizing that literacy and
specifically health literacy is an important
social determinant of health, the clinic will
offer free English classes for all interested



Krista Woolly Executive Director

patients and family members. We are so excited to be a part of the solution in creating a healthy, thriving community.

Circling back to "survival mode" and recognizing the impact this has on one's mental health; we will begin offering behavioral health counseling in 2025. This has long been a goal of the Board of Directors and now will become reality by mid-year.

The clinic will truly offer wraparound services for uninsured Rowan County residents.

While we have already experienced much upheaval in the first several weeks of 2025, we know that maintaining a safe and compassionate place for all has been and will continue to be our mission. As always, our doors are open for tours, and we'd welcome you with open arms, just give us a call or email. You are the reason we can offer these services to those that desperately need them.

Enjoy reading our Annual Report – of course, we did more than just survive, but if you ask our staff, they are happy to be looking forward too.

Peace and blessings,

Krista Woolly



Community Care Clinic Staff

When one door closes, another one opens

In the summer of 2024, the Executive Director of the Good Shepherd's Clinic (GSC), Jean Allen, contacted Krista Woolly, stating that they would be closing their doors at the end of 2024. She was very worried about where her patients would receive care. The two clinics had been working together for years – sharing resources and assisting each other with meeting the needs of all uninsured patients. Most recently, GSC had been treating primarily Hispanic residents one day a week and had several long-time volunteer medical interpreters who made this possible.

At the same time, the Community Care Clinic had seen a rise in Hispanic patients, hiring its first bilingual medical assistant in May 2023. Paola Adame, a recent college graduate from UNCC, joined Edith Lopez, dental assistant, as the clinic's bilingual staff. Paola, Krista, and Jean worked together to make the transition as smooth as possible for these patients. Clinic pharmacist, Cathy Teat, ensured that medication directions and labels were printed in Spanish. The clinic purchased a rolling stand that holds an iPad for ondemand interpreter services when others are busy. The transition was practically seamless between the two clinics.

Finally, in November 2024, the clinic hired a second bilingual medical assistant, Nazaret Brocato, who had recently finished her CNA certificate at Rowan Cabarrus Community College. The team, including Dr. Amy Wilson, Medical Director, and Wanda Honeycutt, certified diabetes

educator, works hard to meet and exceed the needs of these patients – making them feel at home at the clinic.

Recently, one of the GSC patients stated "I've been a patient at the Good Shepherd's Clinic since 2017, so I was sad when I was told that it was closing and scared that I wouldn't have a doctor to care for me. I also had fears about the language barrier and if someone would be able to communicate with me at a new place. When I heard about the Community Care Clinic, I was very happy and am grateful for all the resources offered here."

The clinic and the board of directors were happy to help make this transition a reality and are thankful for the years of service of so many providers in our community who volunteered at GSC. A recent newspaper article reminisced about its founding in the Sunday School classrooms at First Baptist Church in the early 1990s. The clinic continued to be all volunteer-led for many years, paying only a part-time director. When Jean announced her retirement, it became apparent that closure would be imminent.

Almost 100% of the patients are now an important part of the patient load at the Community Care Clinic – many of them have signed up for English classes and are taking advantage of the clinic's other offerings, including dental care, wellness activities, and the food pharmacy. As is always the clinic motto, we are happiest when our residents are the healthiest!!



A patient who transferred from the Good Shepherd's Clinic with Dr. Wilson and medical assistants, Nazaret Brocato and Paola Adame



Good Shepherd's Clinic patients and diabetes educator discussing the risk factors and ways to overcome them when diagnosed with diabetes

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 Support & Clinic Updates



Dr. Amy Wilson and Paola Adame with a patient

Pop-up Doc Events

In 2024, the clinic hosted three successful pop-up doc events in various locations. The first took place at the clinic, offering both medical and dental care. The second was held at La Alcancia, a Hispanic grocery store in Salisbury, and the third at Faith Temple Triumphant Ministries in East Spencer, hosted by Rev. Dr. Henry Diggs. These events provided uninsured community members with free medical checkups, the chance to discuss health concerns with a physician, and the opportunity to establish ongoing care.

Salisbury High

The Clinic is proud to support the next generation of healthcare professionals and community leaders by hosting high school interns and organizing club volunteer days. When asked why she volunteers, Lucy Barr, a member of the SHS Jr. Civitan club, shared, "I believe that giving your time and energy to help others is one of the most meaningful contributions anyone can make." Through these opportunities, we aim to provide students with hands-on experience in a clinical setting while empowering them to give back to their community through meaningful service projects.



Jr. Civitan volunteers

Medicaid Expansion

At the start of the year, the expansion of Medicaid brought new opportunities for patients to access vital healthcare services. In response, clinic staff stepped up to actively assist patients with Medicaid applications, streamlining the process to ensure timely care. By midyear, the clinic experienced a



Dr. Wilson with Verde

noticeable increase in its Hispanic patient population, highlighting the need for accessible and inclusive care. To address this growing demographic, the clinic introduced *Verde*, a virtual translation service designed to bridge language barriers and improve communication between patients and providers. Although our patients prefer inperson translation, they have described the virtual translators as "excellent" and "very effective," allowing us to continue providing patient-centered care. Additionally, with the help of our bilingual staff, we now offer various materials in Spanish, including prescriptions, educational flyers, and even recipes, making crucial information more accessible.



Novant Health Rowan Medical Center

In North Carolina, the average charge for a treat-and-release emergency department visit is \$4,476. By providing care to 841 patients in 2024, the clinic diverted approximately \$3,764,316 in emergency department costs. As part of its commitment to comprehensive patient care, the clinic schedules hospital follow-up appointments for patients without a primary care provider. Uninsured patients are enrolled in the clinic, while those with insurance receive guidance on connecting with a provider for ongoing care. The clinic values its partnership with Novant Health Rowan Medical Center and remains dedicated to supporting patient care initiatives.

Western NC Hurricane Relief

After Hurricane Helene devastated Western North Carolina. Judy Currin and Krista Woolly, found themselves on a mission to assist with relief efforts. Armed with donated supplies, they traveled to Boone where they met up with Krista's daughter, Anna Grace. Anna had been volunteering at several nonprofits since the hurricane, discovering a need for supplies and tetanus shots. Starting in Boone, the trio made their way through Green Mountain, Burnsville, and Spruce Pine offering vaccines and supplies. "The amount of devastation coupled with the mountainous terrain made recovery efforts so difficult," said Judy. "While I was overcome by the enormity of it all, I was humbled to meet so many heroes along the way." In Burnsville, the group met and toured the Burnsville Rescue Squad which had turned their building into a field hospital complete with a helicopter landing site. In the field hospital, volunteer doctors and nurses were triaging the injuries and if needed, sending them by ambulance or helicopter to receive the needed care. They were also assisting with medication needs and providing home visits to residents living in remote areas with no way out due to the storm damage.

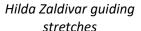




Burnsville, N.C. field hospital (top)
Storm damage in Green Mountain, N.C. (bottom)

Physical Therapy Night Clinic

Hilda Zaldivar, a physical therapist, started volunteering at the clinic to help patients improve chronic musculoskeletal symptoms. Many patients face barriers to attending appointments during regular hours, so Hilda provides evening hours tailored to their needs. During her appointments, she provides targeted treatments, education on injury prevention, and symptom management strategies. Hilda was a long-time volunteer at the Good Shepherd's Clinic and was thrilled to learn that she could continue this much-needed service at the clinic.





Dr. Susan Muth and Janiya Downs

Asheville Missions of Mercy Clinic

Two of our dedicated dental staff members, Dr. Susan Muth, dentist, and Janiya Downs, dental assistant, lent their talents to the Asheville Missions of Mercy Clinic. This free dental clinic provided cleanings, fillings, and extractions to underserved members of the community, along with oral hygiene education and various supplies to use at home. Be on the lookout for a Missions of Mercy clinic coming to Salisbury soon. This will be the fourth event that the clinic has hosted in the last 12 years.

Community Thanks Volunteer of the Year & Silent Angel Awards



Andrew Basinger and Dr. Amy Wilson

The tenth 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 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. "As we enter our 30th year of operation, 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've weathered some great storms together and, in most instances, came out stronger and more determined than ever, so a BIG thank you to you," said Henson.

Dr. Henson, Fran Misner, and Enid Rodriguez, 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. "They helped us stay on course and supported our efforts when we weren't sure that we could go any longer (COVID). Mainly, they've been friends to the staff and the clinic patients – serving humbly and with compassion - lifting up our mission and purpose," said Krista Woolly.

Dr. Amy Wilson, Medical Director, presented the 2024 Mike Fuller Volunteer of the Year award to Andrew Basinger. The award is named for Mike Fuller, Board member and volunteer pharmacist. Andrew, a former patient of the clinic, is a true testament to the clinic's lifestyle medicine initiatives. "I had not been to a doctor in well over 10 years, I had no health insurance and no steady work. I drank at least a pint of whiskey and smoked 7 to 10 cigarettes a day. On July 13, 2022, I quit drinking and smoking after decades and with God's help and the quiet encouragement from Dr. Wilson and

the staff at the clinic, I'm sober. I can say with full confidence that I am alive because of the Community Care Clinic!" states Andrew. When Andrew received Medicaid, it was bittersweet and sad to see him leave but the staff was thrilled by the progress made in his health journey. His embodiment of the clinic's mission led them to invite him to volunteer and contribute to their Wellness Wednesday activities. Without hesitation, Andrew accepted the opportunity, becoming an integral part of the clinic and a source of inspiration for others. "You are truly inspiring to all of us at the clinic and now to our patients who you are sharing your recipes and your story with. I would like to say that the hard work you did to regain your health is impressive and we were and are honored to be part of your team," said Dr. Amy Wilson.

Krista Woolly, Executive Director, recognized Gordon Hurley as the recipient of the 2024 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. When Gordon Hurley's beloved wife, Carolyn died in 2021, he wanted to do something in her honor. She was a teacher and loved to work in the community helping others. Gordon set out to do the same. He spoke to his neighbor, Frank Eason, about this and a plan was hatched. All eligible patients at the clinic would receive an electric toothbrush for free. Many of the patients come to the clinic having never seen a dentist or not having seen one in many years, leaving their oral health compromised. Since Gordon started this program, the dental staff reports that patients using these toothbrushes are coming back with overall better oral hygiene. This thoughtful initiative not only honors Carolyn's legacy but also embodies the true spirit of the clinic's mission.



Jeff Hurley, Gordon Hurley, and Gerry Hurley

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Little Free Pantry



Ali Snider, a Medical Assistant at

the clinic, and her boyfriend, Malachi

Gray, brought the Little Free Pantry to

project involved organizing donation

sourcing supplies to make the pantry a

"Every day on my route home, I'd pass

a walk-up pantry and wonder why we

community," Ali shared. "I realized a

Little Free Pantry would be the perfect

addition to the clinic, aligning with our

focus on lifestyle medicine practices."

The pantry is stocked with non-

life in June of 2024. Led by Ali, the

efforts, applying for grants, and

sustainable community resource.

didn't have more of these in our

perishable food items, hygiene

products, and other essentials. The

concept behind the Little Free Pantry

lacks basic necessities.
Operating on the principle of "take what you need, give what you can," it allows individuals and families to access essential items discreetly and with dignity.

Recognizing the importance of creating an

inviting atmosphere, Ali reached out for help adding artwork to the pantry. Sheila Chowske, a local artist, volunteered to take on the project. Having lived in Florida for most of her life, Sheila was moved by the clinic's mission. "A clinic like this is something I wish I'd had when I was at my lowest," Sheila said. "This project spoke to my heart. I hope when people use the pantry, they can feel a

sense of fresh air filled with hope. A rough patch does not last forever and can come and go just like the cycle of flowers each year."



2024 Grants:American Lung Association

Americares
Blanche and Julian Robertson Family
Foundation
City of Salisbury, CDBG
Delta Dental Foundation
Direct Relief
F&M Bank
First Presbyterian Church
First United Church of Christ Foundation
Food Lion Feeds Foundation
Margaret C. Woodson Foundation

N.C. Office of Rural Health—Medication
Assistance

N.C. Office of Rural Health—Community

Health

Novant Health Rowan Medical Center Salisbury/Rowan Community Foundation Salisbury Rowan Heart Ball Fund The Leon Levine Foundation Walgreens

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 Pens Postage stamps Post-its Snack sized baggies Staples gift cards Tall kitchen trash bags Toilet paper Tooth brushes Travel sized toothpaste Windex

is simple yet profound: it fosters a sense of community solidarity and ensures that no one goes hungry or

Staff Updates

Accomplishments

Dr. Brett Leslie, dentist, has been working with the North Carolina Association of Free and Charitable clinics as their Dental Advisor. Realizing the need for dental services, the Association has purchased its first asset – a dental bus for clinics lacking services. Dr. Leslie has assisted in scheduling, providing care, and creation of policy.

Deborah Bailey, office manager, became certified in Non-Profit Management through the North Carolina Center for Nonprofits.



Debbie Hill

Medical assistants Paola Adame and Ali Snider became certified in Mental Health First Aid, allowing them to identify, understand, and respond to crises.

Debbie Hill, dental coordinator, received a Volunteer of the Year award from Rowan Helping Ministries and celebrated 20 years at the clinic!

Fun at the Clinic!

The Fun Committee is always thinking of new ways to bring staff together for smiles and laughter. In 2024, several activities were held including two spirit weeks, a costume contest, an Easter egg hunt, a tie-dye party, and so much more!





Summer Luau

Olympic Day



Pumpkin Patch at Milford Hills

"Why we serve": Dr. Brett Henson & Fran Misner

As health professionals ourselves, we felt a personal responsibility to serve the Community Care Clinic because we understand how necessary it is for everyone, regardless of their financial situation, to have access to proper medical care. The quality of our country's healthcare system is the envy of the world, but this high-quality system is also an expensive one. Many of our very own friends and neighbors still have difficulty accessing this system, either because they cannot afford it themselves or they do not qualify for a program that provides it. In our inflationary environment where the budget gets tighter and tighter, an important visit to the doctor may have to be cancelled because the Duke Energy bill or groceries must take priority instead.

The Community Care Clinic's targeted mission is to help our neighbors who are making those burdensome decisions. The clinic offers more than just healthcare services; it provides hope and a pathway towards better health and a better life with the utmost respect for every person who walks through the door. There is tremendous joy and inspiration that comes from watching our community members get well again. We have been privileged to be part of an organization that is truly making a difference in people's lives.





Former Board Co-Chairs, Dr. Brett Henson and Fran Misner

Businesses, Organizations & Volunteers

Accelerate Therapy & Performance All-Comers Bridge Club

Allergy Partners - Salisbury-Rowan County

American Lung Association

Atlanta Dental Company

Bread Riot

Bristol-Myers Squibb employee matching

Catawba College

Charity League of Salisbury

CheckIt4Andretti Foundation

Cozart Building Supplies

Delta Sigma Theta Sorority

Dermatology Group of Carolinas

Dr. James Mazur, DPM

Everyman's Bible Class - First Presbyterian

Church

Fulton Lodge No. 99

Giving Kitchen

Godley's Garden Center and Nursery

Good Shepherd's Clinic

Grace United Methodist Church

Granite Quarry Civitan Club

Health Reach Free Clinic

Healthy Rowan

Hearing Solutions of N.C.

Howard Brown Agency, Inc.

LabCorp

Landmark Church

Lexington Dental Lab

Lutheran Services Carolinas

Main Street Marketplace and Meeting Place

Mecklenburg Radiology Associates

The Medicine Shoppe

Metrolina Nephrology Assoc.

Milford Hills United Methodist Church-

Cross Talk & Golden Rule SS Classes

Miller Davis Agency

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

Prime Timers—First United Church of Christ

Prevent Blindness N.C.

Providence UMC Women

Rowan-Cabarrus Community College

Rowan County Health Dept.

Rowan Diagnostic Clinic & Digestive

Health Associates

Rowan Helping Ministries

Rowan Regional Pathology Associates

Rowan Social Club

Rufty-Holmes Senior Center

Salisbury Academy

Salisbury Endodontics

Salisbury Eyecare & Eyewear

Salisbury High School - Career & Technical

Education

Salisbury Lions Club

Salisbury Pediatrics

Sims Family Foundation INC.

Spencer Chapter 1197, Women of the

Moose

Staff of Dr. Jonathan Huffman, DDS

Sugar Check Charity

St. James Lutheran Church

Union Lutheran Church

Walser Technology Group

Windsor Gallery Fine Jewelers, Inc.

Wittenberg Lutheran Church

Xi Alpha Delta Chapter of Beta Sigma Phi

Mr. Andrew Basinger

Mrs. Lisa Black

Mr. Nicholas Black

Mr. Brad Brady

Ms. Nazaret Brocato

Mr. Roarke Burton

Ms. Sheenya Daugherty

Rev. Dr. Henry Diggs

Mrs. Desiree Dunston

Mrs. Amanda Faggart

Mr. Mike Fuller

Mr. Wade Furches

Mr. Yajet Govardhan

Dr. Brett Henson

Mrs. Wanda Honeycutt

Mrs. Vicki Hunter

Dr. Kiran Jagarlamudi

Dr. Vineet Korrapati

Dr. Paul Lucha

Ms. Jennifer Mejia

Mrs. Fran Misner

Dr. Kaitlin Mueller

Ms. Patricia Naigaga

Mrs. Enid Rodriguez

Ms. Mariah Santiago

Mr. Rod Teat

Ms. Makara Trick

Dr. Aerik Williams

Mrs. Hilda Zaldivar

Ms. Kyna Zaldivar

Campbell Medical Students

RCCC dental students

Salisbury High Jr. Civitan Club

UNC Medical Students



CCC staff dress in blue in honor of Colorectal Cancer Awareness in March



Volunteer, Mike Fuller, received the "Superman" award at our annual superlative ceremony



315-G Mocksville Ave. Salisbury, NC 28144

www.communitycareofrowan.org 704-636-4523

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facebook.

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2024 at a glance

841 unduplicated patients served 568 new patients 1,129 medical visits 1,359 dental visits 5,871 dental procedures performed 6,690 prescriptions dispensed 63% of patients are employed 96% of patients report an improvement in their health 720 patients received medications Demographics: 36% Hispanic 35% Caucasian 27% African American 1% Asian/Pacific Islander 1% Other 54% Female 46% Male

Statement of Activities

(January 1 - December 31, 2024)

Support and Revenue	2024
Foundations/Grants	521,425
Individual Contributions	589,147
Fundraising	211,626
Patient Administrative Fee	8,989
Misc. Income	<u>40,796</u>
	1,371,983
Expenses	
Services to Patients	725,925
Management/Office	221,872
Fundraising/Volunteer	<u>13,931</u>
	961,728