



LA CLINICA DE LA RAZA, INC. **ANNUAL REPORT 2010**



The mission of La Clínica de La Raza is to improve the quality of life of the diverse communities we serve by providing culturally appropriate, high quality, and accessible health care for all.

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1450 Fruitvale Ave, 3rd Floor
Oakland, CA 94601

Mailing Address
P.O. Box 22210
Oakland, CA 94623-2210

Dear friends and supporters,

Since 1971, La Clínica has provided free and low-cost health care to thousands of people in need. Thanks to the generous contributions of donors, friends and community partners, as well as the stalwart support from corporations, foundations and government institutions, La Clínica has been able to provide high quality services to the community. With your help, we constantly strive to add new programs, expand our services and bring ever-improving health care to a growing population.

Last year, one of the many ways the community supported La Clínica was through contributions to our seventh annual Health Care Without Borders campaign, providing services to uninsured and underserved people and covering costs that our program funding does not. This campaign helped La Clínica reach community members through four health fair events throughout the East Bay, as well as sustain other important programs. Generous support also came through our annual All that Jazz (& Sushi!) event. Our warmest thanks to donors and friends who contributed over \$59,000 to support our HIV Services Program. These types of programs that are critically needed by the community provide key access points to vital health care services.

While we are thrilled that the health care reform bill extends coverage to 32 million Americans, we are keenly aware that people will need health centers, such as La Clínica, to serve them. We are ready, willing, and excited to meet this challenge.

As an example of our efforts to meet these needs, La Clínica is currently working to improve our services to the Monument Corridor community in Concord. Thanks to many generous gifts to the Monument Expansion Campaign, the new, larger facility will bring critical health care services to nearly 15,000 patients every year, three times the number served by the Monument clinic in 2009.

We are honored to serve our community and we look forward to maintaining a valued partnership with you. On behalf of the 68,140 patients who received needed care in 2010, we thank you.

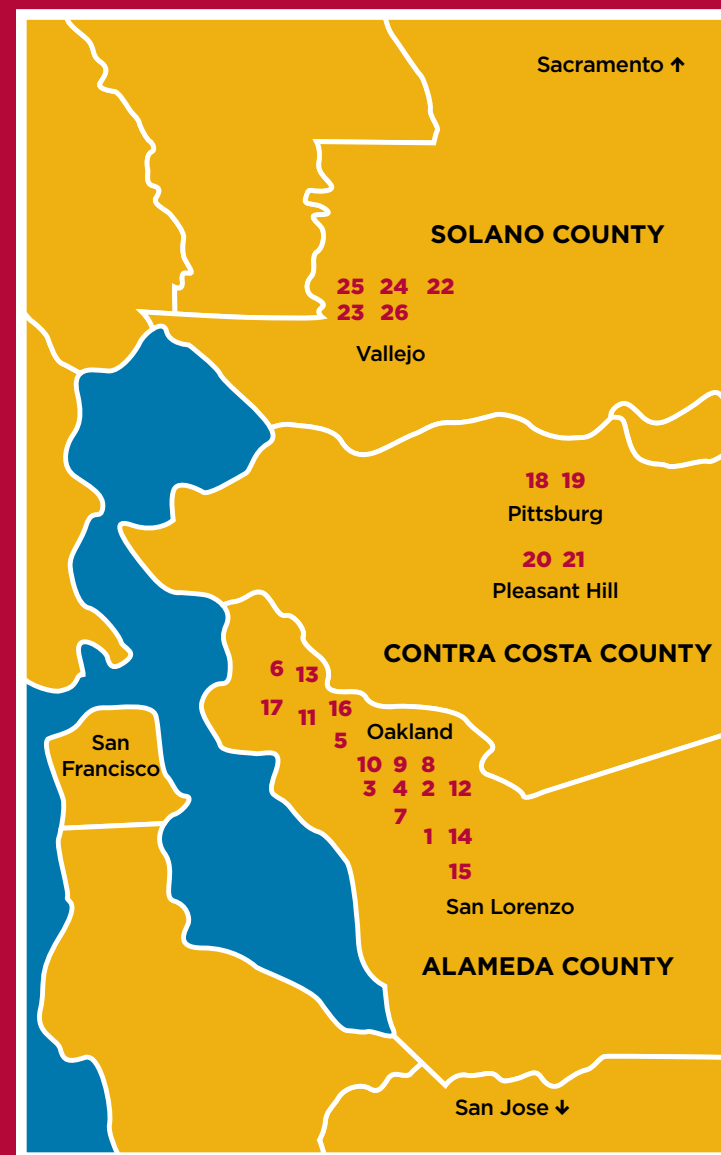


Jane García
Chief Executive Officer

SERVICE SITES OF LA CLINICA DE LA RAZA

Since its beginnings as a single storefront operation in Oakland in 1971, La Clínica has grown into a sophisticated provider of primary health care and other services, with 26 sites spread across Alameda, Contra Costa and Solano Counties.

- | | | |
|---|--|--|
| 1 La Clínica de La Raza (Fruitvale Village) | 10 Casa del Sol III | 18 La Clínica Pittsburg Medical |
| 2 La Clínica Fruitvale Dental | 11 Clínica Alta Vista | 19 La Clínica Pittsburg Dental |
| 3 Community Health Education (Adult) | 12 San Antonio Neighborhood Health Center | 20 La Clínica Monument |
| 4 Community Health Education (Youth) | 13 Hawthorne Elementary School-Based Clinic | 21 Dental Care Mobile |
| 5 La Clínica de La Raza—WIC Program | 14 Oakland Technical High School-Based Clinic | 22 La Clínica Vallejo |
| 6 La Clínica Dental at Children's Hospital Oakland | 15 Fremont High School-Based Clinic | 23 La Clínica Vallejo Dental |
| 7 Family Optical | 16 San Lorenzo High School-Based Clinic | 24 La Clínica Vallejo Great Beginnings |
| 8 Casa del Sol | 17 Roosevelt Middle School-Based Clinic | 25 La Clínica Vallejo Great Beginnings Support Services |
| 9 Casa del Sol II | | 26 La Clínica North Vallejo |



Statement of Unrestricted Operations Year Ended June 30, 2010

REVENUES AND OTHER SUPPORT	
Patient & Third Party Fees	\$ 43,984,837
Other Revenue	2,680,742
Grants and Contracts	21,797,823
Total Revenues and Support	\$ 68,463,402

EXPENDITURES	
Program Services	\$ 56,839,938
Support Services	8,715,414
Total Expenditures	\$ 65,555,352

Changes in Unrestricted Net Assets	\$ 2,908,050
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Fact Sheet Calendar Year 2010

PATIENTS SERVED	PATIENTS	VISITS	PERCENT OF TOTAL PATIENTS BY ETHNICITY
Medical	50,193	188,515	African American 12%
Dental	25,550	81,504	Asian/Pacific Islander 9%
Eye, Podiatry, Chiropractic	10,104	16,406	Latino 68%
Mental Health	3,949	18,888	White 11%
Health Education/ Preventive Medicine	8,461	23,078	
Total Number of Patients and Visits	68,140	328,191	

Many patients access multiple services

PERCENT OF TOTAL PATIENTS POVERTY LEVEL	PERCENT OF TOTAL PATIENTS BY AGE
<100%	0-12 33%
101-150%	13-19 12%
151-200%	20-64 50%
>200%	65+ 5%

PERCENT OF TOTAL PATIENTS BY GENDER	PERCENT OF PATIENTS BY PAYOR SOURCE
Female 59%	Uninsured/Self Pay 44%
Male 41%	Medi-Cal 43%
	Medicare 4%
	Other Public Insurance 3%
	Private Insurance 6%

“La Clínica serves the underprivileged in a fiscally responsible way.” — *Anonymous Donor*



STRATEGIC PLAN FISCAL YEAR 2009-10 THROUGH FISCAL YEAR 2014-15

Vision: La Clínica is a premier community health center, rooted in the concepts of wellness, prevention and patient-centered care.

GOAL 1. Provide evidence-based, patient-centered quality care that is supported by health information technology.

Strategy (a): Institutionalize an effective infrastructure to ensure patient-centered, evidence-based best practices throughout the agency.

Strategy (b): Ensure reliable and timely processes and health outcome data to inform practice management decisions.

Strategy (c): Support staff performance through enhanced staff development and training that is ongoing and proactive, with training plans developed for prioritized job classifications.

GOAL 2. Strengthen La Clínica's financial viability.

Strategy (a): Maximize revenues and improve cost efficiency through technology and operations/clinical innovation in a manner that fosters an overall quality environment.

Strategy (b): Diversify sources of private and government funding.

Strategy (c): Participate in external initiatives and partnerships that positively impact La Clínica's financial outcomes.

GOAL 3. Strengthen La Clínica's infrastructure (technology, facilities, systems).

Strategy (a): Standardize policies and procedures that are based on patient-centered, evidence-based operational and quality outcomes, goal-centered expectations, and a shared understanding.

Strategy (b): Build the capacity of La Clínica's information technology and information systems to provide evidence-based, patient-centered quality care in a cost-effective manner.

Strategy (c): Provide a safe, functional, culturally sensitive, hygienic, and environmentally sustainable physical environment that supports the provision of evidence-based, patient-centered quality care meeting both current and future service demands.



GOAL 4. Recruit, retain, and train a strong workforce that is reflective of the community and serves our patients with cultural humility.

Strategy (a): Improve La Clínica’s ability to recruit bilingual and bicultural staff that is reflective of the patient population through the development of strategic partnerships with academic institutions, other community clinics, and local and national organizations, and by becoming more accessible to volunteers, students, and residents, in order to increase La Clínica’s visibility to the workforce pipeline.

Strategy (b): Facilitate retention through offering high quality ongoing professional development, reasonable compensation, incentive programs, employee recognition and benefit activities, and programs that foster unity around the agency’s mission.

Strategy (c): Ensure that trainings are accessible, relevant to organizational priorities, reflect staff needs and designed with the input of staff managers, emphasize

on-site reinforcement of training, and expand training offerings.

GOAL 5. Increase the community’s access to preventive, primary and specialty care by forging strong community and academic partnerships.

Strategy (a): Explore and implement new methods to improve access to services for new and ongoing patients.

Strategy (b): Recruit and retain specialty providers to provide on-site and off-site services.

Strategy (c): Strengthen linkages between community health education and clinical services to foster a continuum of quality improvement that fully integrates community and clinical initiatives that promote the community’s wellness and access to preventive, primary, and specialty care.

GOAL 6. Strategically expand into new geographic and service markets to increase the community’s access to evidence-based, patient-centered quality care.

Strategy (a): Adopt guidelines for assessing new opportunities to determine whether the opportunity is aligned with La Clínica’s mission and strategic direction, provides an acceptable business and social return on investment, and can be sustained at the same or higher level of quality standard as La Clínica’s existing services.

Strategy (b): Consider expansion opportunities with the established selection guidelines.

Strategy (c): Implement approved expansion projects, incorporating the quality standard of La Clínica’s existing services.



La Clínica delivers health care services in a culturally and linguistically appropriate manner to most effectively address the needs of the diverse populations we serve. Today, La Clínica delivers an array of services including: medical, dental, optical, women's health, prenatal and postnatal care, preventive medicine, health and nutrition education, adolescent services, mental health, behavioral health services, case management, referral services, pharmacy, radiology and laboratory services. With over thirty-nine years of experience serving the community, La Clínica is one of the largest community-based clinics in the state of California.



HIGHLIGHTS 2010

Expanding Dental Services

La Clínica initiated dental care for students at Roosevelt Middle School in Oakland. For many, it was the first time they had access to dental screenings, treatment, and referrals. La Clínica Pittsburg Dental expanded their clinic to increase the amount of patients served from 900 to 1500 patients per month and offer specialty pediatric services.

Record Breaking

In 2010, over 97% of full-time staff donated to La Clínica, displaying their support for the organization and its mission!

Award

La Clínica received the Organizational Public Health Hero Award from the UC Berkeley School of Public Health for its long standing record of providing high quality, culturally appropriate, and accessible health care services to diverse and vulnerable communities in the East Bay.

Multi-lingual

There are a total of 12 languages spoken amongst our staff at the San Antonio clinic.



Yoshi's Event

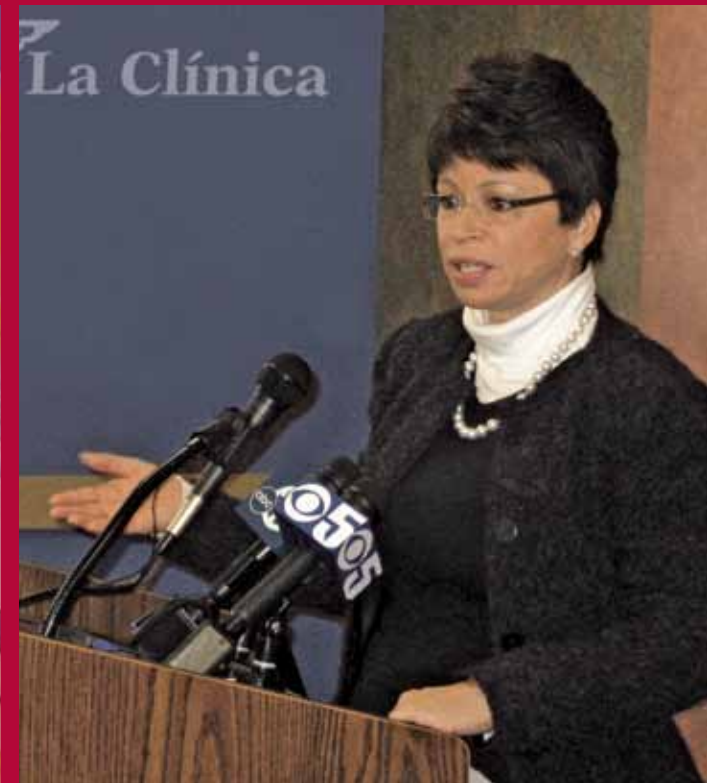
Over 250 donors and friends of La Clínica enjoyed exquisite cuisine while socializing with other supporters at the All That Jazz (& Sushi!) Annual Benefit at Yoshi's Jazz Club in Oakland. Thanks to the significant contributions made by our sponsors and other supporters, La Clínica will strengthen the HIV Services program.



Recognition

La Clínica receives recognition from President Obama's Administration.

Senior Presidential Advisor Valerie Jarrett toured La Clínica's San Antonio Neighborhood Health Center with Congresswoman Barbara Lee. The tour was followed by a press conference to highlight federal stimulus funding for Community Health Centers. Valerie Jarrett praised the San Antonio clinic, calling it proof positive that the Recovery Act funds are being well spent.



“In an area where the population is struggling each and every day...you provide an opportunity for them to have the most important care.”

—Valerie Jarrett, President Obama's Senior Advisor

ANNUAL GIVING 2010

Since 1971, La Clínica has provided free and low-cost health care to thousands of people in need, with the very generous financial support of donors, friends and community partners.



As a direct result of your generous and faithful support, 68,140 people received health care last year from La Clínica de La Raza! That's 14,443 more patients than we served in 2008.

Numerous factors played a role in the 25 percent increase in patients, including high unemployment, the economic recession, rising health care costs, and the California budget deficit. In spite of these

barriers, your contributions made it possible to serve the resulting swell of patients and expand the care we're able to offer.

Thank you for making our work possible. We are honored to serve our community and we look forward to maintaining a valued partnership with you.

THE EAGLE SOCIETY DONOR CLUB



“To us seniors, it’s a blessing,

La Clínica is a Godsend.”

— Mrs. Watkins, Patient

* La Clínica staff

** Board of Director

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\$10,000+

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“We will
always strive
to improve
children and
adolescents’
health and
innovate
new ways to
deliver health
care.”

— Jane García,
CEO

* La Clínica staff

** Board of Director

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94% of patients would recommend La Clínica to others

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 JetBlue Airways

93% of patients found staff friendly and helpful

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 La Note Restaurant
 Lincoln Avenue Spa
 Marin Agricultural Land Trust
 My Homestyle Café
 Oakland A's
 Oakland Firefighters
 Random Acts
 Oakland Flower Market
 Omni San Francisco Hotel
 Peet's Coffee & Tea
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 White Swan Inn
 Yoshi's Restaurant & Jazz Club

TRIBUTE GIFTS

DURING 2010, GIFTS WERE MADE IN HONOR OF:

Anita Addison & Jane García
 All employees
 All La Clínica Families In Our Community
 All those who work a lot and aren't paid a lot
 Maria Veronica Alvarez

94% of patients feel that the doctors listen carefully to their needs

Dr. Gregory Baldwin
 Andrew Bowles
 Catherine A. Chin
 Peggy Payne & Dean Sheppard
 The Development Department
 Dr. Peggy Payne, Judy Payne, and Tom Payne
 Joel García
 In honor of my colleagues by Steve Schiff
 In honor of my family by Anel Cruz
 Adriana Ospina
 Bonnie Payne & Roger Tobin
 Rafael Ramirez
 Octavio Romano
 Joaquin Ruiz
 Joan Thompson
 The Wedding of Rebecca McEntee and Jack Chase

MEMORIAL GIFTS

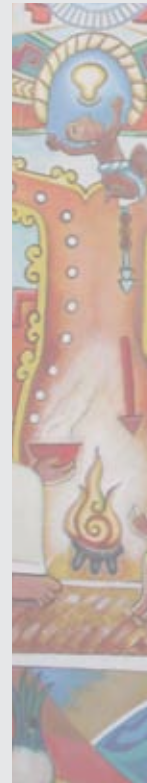
DURING 2010, GIFTS WERE MADE IN MEMORY OF:

Harriet Chalfant
 Julie Chouinard Grundstrom
 Jasper Carl Dusterhoff
 Enrique Gomez
 José Pérez (my husband) & Jan Praver (my mother)
 E & A Mendez
 My husband Alfonso Vega
 Annabelle Ritschel Ashton
 Patricia Romero
 Ramon S. Terrazas
 Esther Vera (mom)



COMMUNITY INVESTMENT

We are grateful for the generous support received from the Government, Foundation and Corporate community for funding important La Clínica de La Raza programs and services in 2010.



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Alameda Alliance for Health
Alameda County
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John Muir Health
John Muir/Mt. Diablo
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San Francisco Foundation
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Solano Community
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Solano County
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The California Endowment
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Foundation
The Safeway Foundation
The Tides Foundation
To Celebrate Life Breast
Cancer Foundation
TransForm
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Francisco
United Way of the Bay Area



GUIDING PRINCIPLES

1. Commitment to provide affordable, quality health services in a manner that is culturally and linguistically accessible to the community.
2. Commitment to serve patients with the ability to pay and to subsidize those patients who cannot pay.
3. Commitment to recognize the total health needs of our patient population by considering its psychological, social, economic, and physical needs.
4. Commitment to advocate for the short-term and long-term health care needs of our patients, as well as to advocate for a more humane and effective health care system.
5. Commitment to respond to new market opportunities and service needs that are prompted by new technology, an evolving health care industry, the changing political environment, and the social, health, and economic demographics of the communities we serve.





La Clínica de La Raza, Inc. | P.O. Box 22210, Oakland, CA 94623-2210 | Phone: 510-535-4000 | Fax: 510-535-4189 www.laclinica.org