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.
More than 50 years ago, community health centers started as a small pilot program as part of President Johnson’s War on Poverty. Since 1971, La Clínica has been removing barriers to high quality health care for patients who are medically underserved in the East Bay. From our modest beginnings rooted in the efforts of a group of civic minded UC Berkeley students, we have evolved to becoming a leading community-based primary health care provider. Today, our team of bilingual and bicultural care professionals work together to help patients achieve their highest level of health and well being. In 2015 alone, La Clínica served over 97,000 patients through 32 sites in three different counties.

Our agenda for long-term community health remains ambitious. We have been energized by the excitement of Health Care Reform and we are proud to be part of the country’s network of community health centers — the largest system of primary care in the nation. In more than 9,200 communities in every state and territory, health centers provide primary medical, dental, and behavioral health services to more than 23 million patients. Our model demonstrates that locally governed health care can improve lives while lowering health care costs. We are fueled by national recognition that the community health center is one of the most cost-effective models of care to reduce disparities and improve health outcomes.

2015 was a milestone year. Our Board of Directors approved a new five-year strategic plan that updates our last five-year plan and paves the way for future growth and sustainability. Moving forward to actualize the plan, it is important that we recognize that we each have a role to play in bringing the new it to fruition. The 2015 Annual Report serves as a launching pad for the new Strategic Plan by providing a glimpse into its development and the strategic imperatives that drove much of the thinking behind it. In the months to come, we will be providing more detail about the Plan and our efforts to fully implement it. In the meantime, we know that our strength is in our unity. We are grateful to our partners and donors for supporting our mission to deliver excellent care and services to the community over all these years. Together, we can ensure that all of our community members have access to high quality health care regardless of income or immigration status. Together, we can build a stronger, healthier community.

Together, we can! Si, se puede!

Jane García, La Clínica CEO
GLANCING BACK: 2015 HIGHLIGHTS

SPOTLIGHT ON SERVICE

On March 23, 2010, President Barack Obama signed into law comprehensive health care reform through the Patient Protection and Affordable Care Act (PPACA). The new law has meant a seismic shift in the country’s health care system. Not since the creation of the Medicare and Medicaid programs in 1965 has the American health system seen such sweeping changes that fundamentally change how care is financed and delivered. When fully implemented, approximately half of the estimated 8.2 million uninsured living in California will likely have coverage; two million will be eligible for Medi-Cal through expansions of the program, and about 2.4 million will be eligible for subsidies through the new health insurance Exchange. The PPACA promotes unprecedented collaboration amongst purchasers, providers, and government. It also makes substantial investments in prevention and health care workforce.

At the service level, the change has meant a rapid increase in the number of patients and increased demand for services. In the face of this significant change, La Clinica has remained strong and responsive to community needs. And we have not just survived. We’ve thrived. We have added new services and additional clinics delivering comprehensive, whole-person, culturally appropriate and evidence-based health care for the community’s most at risk populations.

For our achievements, we owe a debt of gratitude to our teams of caring professionals who work tirelessly across our expanded system. Our staff are simply our greatest resource. Our path to success has required their perseverance and grit. We are proud of our record. Year after year, we have served more patients with higher quality and greater satisfaction rates and managed to do it more efficiently. We are proud of our results and proud to share a few of these accomplishments with you.

36,000
MORE PATIENTS SERVED

30
SERVICE SITES

92%
PATIENT SATISFACTION RATING

100%
TRANSITION TO ELECTRONIC HEALTH RECORDS
In a world of accelerating change, community health centers must be strategic in their approach to planning for a sustainable future. It is with this sense of stewardship that in 2015, we developed, and our Board of Directors approved, a new five-year strategic plan. Through our planning effort, we attempted to answer a very fundamental question: Where are we today and where do we want to be five years from now? Such planning requires a careful examination of data but it also requires imagination. It requires that as an organization we develop a vision. It requires that we look at the big picture from a long-range perspective and ask: How do we see ourselves in the future?

La Clínica has always been driven by the commitment we collectively share to our Mission:

“To improve the quality of life of the diverse communities we serve by providing culturally appropriate, high quality, and accessible health care for all.”

Our Mission is at the core of why we exist and has been our guiding star from the beginning. It is simply in our DNA. Our new Strategic Plan provides a roadmap for how we will continue to fulfill this mission well into the future. We are excited to introduce our newly approved plan and even more excited to actualize it in partnership with the community.

**LOOKING FOR OUR NORTH STAR: LA CLÍNICA’S VISION AND GOALS FOR THE NEXT FIVE YEARS**

La Clínica is at an exciting and expansive stage of its development. To guide this next stage of growth, we conducted a major planning process. We solicited input from a broad range of interested external stakeholders and internal staff, collected data and reviewed performance. We asked ourselves difficult questions about our role in a ‘post-health reform’ world, which is much more competitive in nature. Would we, for example, be able to compete for patients? How will we recruit and retain for the best and the brightest talent? How will we compete for contracts and grants when many of our new competitors are much larger and more well-resourced?

“Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.”

**ALBERT EINSTEIN**
In their infinite wisdom, our Board of Directors were able to recognize that old paradigms and assumptions no longer hold true in this brave new world — a world where success is determined by concrete performance and accountability rather than good intentions and effort. Based on this process, we developed a disciplined long-term approach to expanding the scope and impact of our work.

The resulting strategic plan provides a clear blueprint for La Clínica’s vision of the future:

“La Clínica is the community’s first choice as a health care provider, employer, and partner with its high-quality service, financial stability, and caring organizational culture.”

At its core, the plan shows the way toward building on our strengths as a nexus for innovation and the hub for community health in the East Bay. It outlines a focused direction for maximizing our effectiveness, while providing high quality service within a financially stable and caring organization.

There are so many options for what we could do. But to remain focused on what is the most important, this is the hard part. It means narrowing the number of goals we are attempting to accomplish beyond the day-to-day demands. It means applying more energy against fewer and more achievable goals. We intentionally limited our goals to five, because we wanted these to be the most important and broadest aims that will set La Clínica’s fundamental, long-range direction.

We will, of course, have many other more specific action plans that will define how we go about making changes to improve our organization. But all of these specific plans will ultimately fall under one of these five major goals. This way, we ensure that everything that we choose to focus our attention and resources on advances the organization toward our vision for the future.
With so much need for La Clínica’s services, bringing top-quality care to our patients requires building relationships. In the late 1970’s, La Clínica Dental started a modest partnership that would grow into something much bigger.

Working initially with UCSF’s Orthodontics program, we welcomed in skilled pre-doctoral students and residents to work side-by-side with experienced La Clínica professionals. The students deepened their education while providing important services. They also experienced being part of the team at a community health center, a kind of work that might never have been on their radar before. Many of them have gone on to work for La Clínica, turning an educational experience into a full-time commitment to working where they are most needed.

Over the last 30 years, our partnerships have greatly expanded. We now work with nearly 20 educational programs to bring in skilled students in everything from dental hygiene to prosthodontics. This expands the number of services we can provide, including a number of specialty services that would normally be out of reach to many La Clínica patients. Partnering with educational institutions also keeps us on the cutting edge, as we stay in touch with a steady flow of new skills and knowledge. Working together has proven to be a win for La Clínica, a win for students, and most importantly, a win for our patients.

**POST GRADUATE RESIDENCY PROGRAMS**
- UCSF Orthodontics @ Fruitvale
- UOP Endodontics @ Fruitvale
- UOP Prosthodontics @ Fruitvale
- UCSF Pedodontics @ Children’s Hospital of Oakland
- NYU/Lutheran/UCSF AEGD (advanced education) @ Pittsburg Dental

**PRE GRADUATE DENTAL STUDENT PROGRAMS**
- UCSF @ TV Dental
- UOP @ Fruitvale
- SEARCH (or other Dental Schools including University of Illinois, ASDOH)

**DENTAL HYGIENE STUDENT PROGRAM**
- Chabot, Carrington College, Diablo Valley College

**DENTAL ASSISTING STUDENT PROGRAM**
- College of Alameda, Spanish-speaking Unity Council, Mt. Diablo Adult Education, East Bay Regional Outreach Program, Carrington College
ACHIEVE OPTIMAL HEALTH OUTCOMES FOR ALL LA CLÍNICA MEMBERS AND THE BROADER COMMUNITY:

La Clínica has always been concerned with providing high quality services. That will continue, but with greater focus on outcomes that are measured and reported internally and externally. It will not be enough, for example, to simply report on how many times our diabetic patients were seen in the clinic. Going forward, we will collect and report data on whether the blood sugar levels of our diabetic patients are controlled. We foresee that more of our compensation will be based on how well we perform on these types of “health outcomes” measures. With this shift will come a greater focus on interdisciplinary care teams and a broader array of intervention and prevention strategies at the individual, population, and community levels.

There are many stories that sum up the conviction and passion of the La Clínica family, but the story of MARIA FORTEZ is illustrative of what happens here every day. Maria, who had recently become homeless, was detected with stage 3 breast cancer. She is alive today because her cancer was detected early and because of resources managed and provided by La Clínica’s interdisciplinary team of professional staff.
“La Clínica has been keeping my family healthy for over 30 years. I was linked to La Clínica before I was even born. My mother worked for La Clínica for 10 years, so I grew up here and received services until I was in my late 20s. To me, La Clínica represents comfort, family and home. My parents, cousins, aunts, and uncles received care at La Clínica and I always remembered my entire family feeling very much at home and that the quality of care we received was fantastic. What La Clínica taught me as a teenager was to have an understanding of what health meant in full context. It meant that I needed to be an advocate for myself, I needed to understand how to negotiate relationships, and that I needed to be a powerful young woman. As a powerful adult woman, I am fully aware that it's not just about taking care of yourself physically but also about the ideas and the impact and advocacy that you can take out into the community with you and give something back.” — FAVIDANNA

CUSTOMER EXPERIENCE

Provide every member with a La Clínica experience that meets or exceeds their expectations:

Our Board and Executive Team examined what the term “patient-centered” care really means and what it means to put our patients, or in the broader sense, our customers, at the center? We concluded that this can only be answered from the customers’ perspective. Their experience is determined not only by our level of ‘customer care,’ but the efficiency of how our systems are set up to serve them. In the next five years, we will intentionally work to examine and improve these systems through the lens of the customer experience and challenge ourselves to eliminate barriers to care that have been frustrating for both our customers and staff.
STRATEGIC PLAN GOAL #3

ATTRACT AND RETAIN CAPABLE AND CULTURALLY-AGILE STAFF WHO ARE COMMITTED TO EXCELLENCE:

With more people having health insurance coverage through the Affordable Care Act, there is greater demand for health care. Greater demand means providers face shortages of critical health care workers, including primary care physicians, nurses, behavioral health and long-term care workers, as well as public health professionals. La Clínica has a need to not only attract, but keep, talented employees who are committed to our mission and providing quality service. Our future success as an organization depends on our ability to strengthen the existing workforce and to build a committed workforce future.

ALFA JULES has an incredible story. She has been working at La Clínica for over 16 years. But it’s not only her dedication and passion for La Clínica that makes her story incredible, it’s how she got here in the first place. “I used to be a La Clínica patient, and I would tell my mom I wanted to work for La Clínica when I grew up... I used to joke and say only 5 years but five years turned into 15...” Alfa is our one and only Credentialing & Privileging Specialist and she also handles our Leaves program. She is a shining example of a strong workforce and as part of our HR team, she is helping create an even stronger workforce for the future.
STRATEGIC PLAN GOAL #4

STRENGTHEN LA CLÍNICA’S LONG-TERM FINANCIAL SUSTAINABILITY TO ACHIEVE ITS MISSION IN A DYNAMIC HEALTH CARE ENVIRONMENT:

Having just gone through a financially challenging period, all of us know too well the importance of having a strong financial foundation. Our goal for long-term financial sustainability acknowledges that health care is still going through major changes that will continue over the next five years. We acknowledge this and also plan to manage this risk by strengthening the organization’s financial resilience to weather future changes in funding and payment reimbursement.

“No margin, no mission.”

JAMES GONZALEZ II, a retired attorney and longtime social activist, has been a supporter of our work since the mid-seventies when he was introduced to La Clínica by his neighbor and our founder Joel Garcia. James has not only been a committed annual fund donor for over 10 years but gave La Clínica our first Charitable Annuity Planned Gift. He believes in health care as a fundamental human right. When he was raising his young family, he wasn’t in a position to give but planned to one day financially support the good work he heard so much about. Today, it is because of donors like him — donors who recognize the importance of healthy communities and are willing to lend their individual support in recognition of the shrinking nature of government funding — that La Clínica is able to not only survive, but thrive.
One of La Clínica’s guiding principles is the 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. It is befitting then that advocacy is one of our strategic goals. Health reform is not over when there continues to be those who do not have health care coverage. Whether we are working locally in one community or nationally, advocating for health equity and the elimination of health disparities will continue to be an integral part of La Clínica’s work.
The culmination of these goals provide the main framework for the new five year Strategic Plan. It is a transformative and visionary strategic plan which will move La Clínica to the next level and into the future by positioning us to maximize the opportunities presented by Health Care Reform. It will also give us the opportunity to further solidify our place as a health care leader in the State of California. Moving forward, we remain committed to putting ideas into action that will solve the health care challenges of today and tomorrow. The new Strategic Plan will be incorporated into the annual Operating Plan alongside specific tactics for implementation from year-to-year.
La Clínica’s last strategic plan was approved in 2009 and officially ended June 2015. We achieved a great deal in these past five years. Looking forward, we must continue to find practical ways to meet growing demand, expand our reach and have a lasting, positive impact on those most in need.

Health Care Reform has been the backdrop for exciting changes. But even when fully implemented, the federal reform legislation will leave millions of children and families uninsured (including new immigrants and undocumented immigrants). Community health centers have always had to do more with less, serving the patients no one else would. Necessity bred ingenuity, and now community health centers are among the most efficient, highest quality, most technologically-advanced primary care providers in the industry.

With our new Strategic Plan in place, La Clínica is poised to take bold steps towards the future while continuing to fight on the ground for those most at risk. In September 2015, La Clínica successfully mobilized an advocacy effort to restore primary health care services to undocumented adults living in Contra Costa County. The services in the County, which includes the cities of Richmond, Concord and Antioch, had been cut in 2009 during the global economic downturn. Advocacy does work. Of the 58 counties in California, 46 have approved non-emergency care to undocumented immigrants. This is not only a moral imperative, it is also the fiscally responsible thing to do. Our new Strategic Plan creates a tremendous foundation for us to advance our role as an agent of social change.

In 2015, we made great strides in improving quality, patient satisfaction, technology, and access to care. We grew our capacity and increased our quality to serve our patients despite challenges and setbacks. We are proud of these achievements and we recognize that none of them would have been possible without our hard working and dedicated staff showing up every day to make a difference in the lives of the people we serve and the communities in which they live. We also owe a debt of gratitude to our donors. Without their support, our work would not be possible. Our volunteers and partners extended our reach to do more with less across all of our sites. Finally, we want to extend a special thank you to our Board of Directors whose unwavering support has proven to be the foundation of our success.

We are humbled and moved by the impact we’ve collectively been able to make as we look forward to deepening our impact and building on our successes in the years to come. Our new strategic plan provides a way to honor our vision and achieve our mission while navigating a future filled with rapid change but also undiscovered opportunities.

We invite you to join us.

Let the journey begin.
LA CLÍNICA CELEBRATES ITS 45TH ANNIVERSARY

La Clínica was born of the efforts put forth by a group of UC Berkeley students in 1971, and has been providing health care services to the communities of the East Bay ever since. The aforementioned students, aware of the gap in health care for lower-income populations, held a conviction: that every person deserves access to high-quality, culturally appropriate health care, regardless of their ability to pay. Influenced by the philosophies of Martin Luther King and Cesar Chavez, these students and several community members worked feverishly to create a community-based clinic. They took action and established a storefront clinic in East Oakland. They called it, ‘La Clínica de La Raza.’

When La Clínica began in 1971, it was a small clinical operation with only a couple hundred patients. The staff was minimal, but the community chipped in to help the young organization in whatever way it could.

La Clínica has seen great expansion over the years, and now has sites in three different counties. In 2015 alone, La Clínica served over 97,000 patients. With the rapid increase in the number of patients, new services have been added to benefit the community, and additional clinics have been built to meet the need. La Clínica has 32 sites to date.

This year, La Clínica celebrates 45 years of service to the communities of the East Bay. La Clínica is proud to have matured, over its decades of ministration, into a leading healthcare institution renowned for providing culturally and linguistically appropriate services to diverse and medically underserved populations.
FINANCIAL REPORT

REVENUES, GAINS, AND OTHER SUPPORT — 2015

Net patient service revenue less provision for uncollectable accounts $ 61,508,650
Capitation Revenue 5,801,401
Grants and Contributions 25,320,729
Contributions In-Kind 2,111,262
Other 3,276,781

Total unrestricted revenues, gains, and other support $ 98,018,823

EXPENDITURES — 2015

Program Services $ 78,874,244
Support Services 14,350,346

Total expenditures $ 93,224,590

Excess of Revenue Over Expenses $ 4,794,233

OTHER INCOME

Investment Return — change in unrealized gains and losses on investment (100,783)
Change in Net Assets 4,693,450
Net Assets, beginning of year 37,016,758

Net Assets, end of year $ 41,710,208

LA CLÍNICA AT A GLANCE

PATIENTS SERVED PATIENTS* VISITS
Medical 66,095 206,244
Dental 33,545 102,389
Eye/Podiatry/Nutrition 13,370 20,211
Mental Health 6,152 19,219
Health Education/Preventive Medicine 6,230 23,204

Total Number of Patients and Visits 90,569 371,267

PERCENT OF TOTAL PATIENTS BY POVERTY LEVEL

<100% 36%
101–150% 10%
151–200% 4%
>200% 2%
Unknown 48%

PERCENT OF TOTAL PATIENTS BY RACE AND ETHNICITY

Latino 62%
African American/Black 11%
American Indian/Alaska Native 0%
Asian/Native Hawaiian/Other Pacific Islander 9%
White 10%
More than one race 1%
Unreported 6%

PERCENT OF TOTAL PATIENTS BY GENDER

Female 59%
Male 41%

PERCENT OF TOTAL PATIENTS BY AGE

0–12 31%
13–19 13%
20–64 50%
65+ 6%

PERCENT OF PATIENTS BY PAYOR SOURCE

Uninsured/Self Pay 23%
Medi-Cal 69%
Medicare 4%
Private Insurance 4%
EVERY GIFT MATTERS
ANNUAL GIVING 2015

We thank the following individuals, corporations, organizations and foundations for their generous support during 2015.

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Rock Wall Wine Company
RTI
S.S. Jeremiah O’Brien
Sam’s Chowder House
San Francisco Ballet
San Francisco Opera
Semifreddi’s
SF Bay Adventures
Sky High Sports
Southwest Airlines
Spruce Salon & Spa
Stephanie Bonham
Bill Summers
Sunset World
Takara Sake USA, Inc.
Toast
Trader Joe’s Rockridge
Umigo Indoor Kart Racing
USA Hornet Museum
Venue Restaurant
Body, Mind & Spirit
Wacky Jacky
Waterfront Plaza Hotel
Yerba Buena Center for the Arts
Yoshi’s Restaurant & Jazz Club
Zuni Cafe

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COMMUNITY INVESTMENT

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Women’s Health
WIC

Dr. Christina Chavez-Johnson, La Clínica provider
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 spread across Alameda, Contra Costa, and Solano Counties. With a total of 40 locations including service sites, support sites, and administration, we continue to expand our reach in our community. The map below represents the 29 locations where we provide direct health related services.
Please contact Director of Development and Communications, Amy DeBower, to learn the various ways you can invest in La Clinica.
510-535-2911 or adebower@laclinica.org