



La Clínica
SUMMER 2011
 Volume VII : Number 3

celebrates

La Clínica Celebrates its 40th Anniversary: “Health Care for All Since 1971!”

Since 1971, with the efforts of a group of students from UC Berkeley, La Clínica has been able to provide health care services to the communities of the East Bay. These students, aware of the gap in health care for lower-income populations, held a conviction: that every person deserves access to 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. Some of the first patients and doctors remember what it was like in the early days of La Clínica...

“A lot of things have changed over my 18 years here. But what hasn’t changed is the overriding commitment to compassionate health care of the highest quality. It was here when I arrived and I am sure it will be here long after I leave.”

— Dr. John Pescetti

Over the years, La Clínica began to grow in multiple areas. Last year alone, we served over 68,000 patients. With the number of patients rapidly increasing, new services were added to benefit the community, and additional clinics were built to meet the need.

This year, La Clínica celebrates 40 years of service to East Bay communities. La Clínica has proudly seasoned into a leading health care institution renowned for providing culturally and linguistically appropriate health care services to the diverse and medically underserved populations. With 26 clinical sites, we operate in the counties of Alameda, Contra Costa and Solano.



La Clínica celebrates its 10th anniversary in 1981 with Board members and clinic staff (including Jane García, current CEO of La Clínica, and Viola Lujan, Director of Business and Community Relations)

Message from the Chief Executive Officer



Jane García, CEO

enhance patient care by providing evidence-based, patient centered quality care that is supported by health information technology.

A key strategy for achieving this aim is to implement Electronic Health Records (EHR). EHR is a vital tool for supporting healthy communities, and has significant potential to improve care for the safety-net populations served at our clinics. We launched an EHR steering committee that has been pivotal in spearheading the various stages of this project with thorough evaluation. This project has been a major investment for La Clínica, as it has required a significant amount of planning and preparation. We want to ensure a smooth transition for our clinical staff as well as for our patients.

For more than four decades, La Clínica has led the way in providing high quality health care for those who would otherwise go without even the most basic primary care. This year, La Clínica celebrates 40 years of ground breaking achievements in the health care arena. As we look towards the future, we see the need to further

This transition will allow us to increase efficiency within each clinic in their daily operations and ultimately deliver better quality care to our patients. As some of our patients seek care at multiple locations, one of the goals of the EHR is to better coordinate across different providers, clinics, and hospitals for cross utilization of information. We will engage in Health Information Exchange (HIE) with partner organizations so we can continue our partnership with our patients across the continuum of care. We will improve care coordination and ensure greater privacy and security of personal health information. Data will be available for a number of health outcomes and patient groups. This will allow us to conduct more efficient panel management, track conditions, and measure health care improvements in a streamlined fashion. We also anticipate patients becoming more involved and activated in their own care with use of health information technology. By converting to EHR, we will be able to improve quality of care, increase patient safety, become more efficient, reduce health disparities, engage patients and families in their health care and produce significant cost savings.

As we look towards the future, our goal is to continue promoting best practices in our clinics and embedding tools that will enhance quality of care for our patients. With opportunities for standardization and centralization when able and customization when needed, we are confident that the use of EHR technology will help our clinics run more efficiently and effectively provide critical services to those who need them most.

“By converting to EHR, we will be able to improve quality of care, increase patient safety, become more efficient, reduce health disparities, engage patients and families in their health care and produce significant cost savings.”

Mission Statement

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

Midway Celebration Event: Embraced By Community

Community leaders united last month to celebrate the midway construction point of La Clínica's new, state-of-the-art health care facility in Concord that will nearly triple patient capacity when it opens in early 2012. Over 120 community members, funders, supporters and friends of La Clínica came to the event and celebrated the construction of the new La Clínica Monument.

The Monument Campaign Cabinet is led by Paul Swenson and Terry Bush, who have been instrumental in creating awareness about La Clínica in Contra Costa County. Sue Rainey, Campaign Cabinet Member and former Walnut Creek Mayor, emceed the event and kicked-off the program. Maria Visintini, a patient, spoke about how the La Clínica staff delivers care and compassion "with smiles, heart and soul. One is grateful to be treated with such warmth," said Visintini, who is a Holocaust survivor.

La Clínica Monument will be a powerful economic engine, making a significant impact in this community's well-being beyond health status. By 2016, La Clínica Monument will inject approximately \$14.3 million a year into the community.

Furthermore, the new facility will generate 68 full-time jobs for people in the community, including critical entry-level jobs, training and career building opportunities that are community based.

For more information, volunteer or to make a donation, please contact Amy DeBower, Development Director at (510) 535-2911 or adebower@laclinica.org.

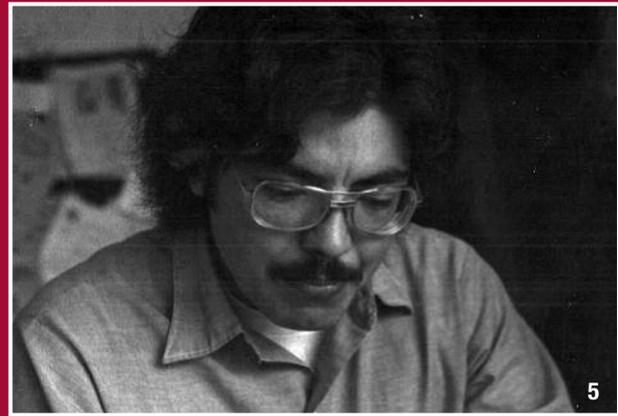


Guests at the La Clínica Monument Midway Celebration Event in Concord



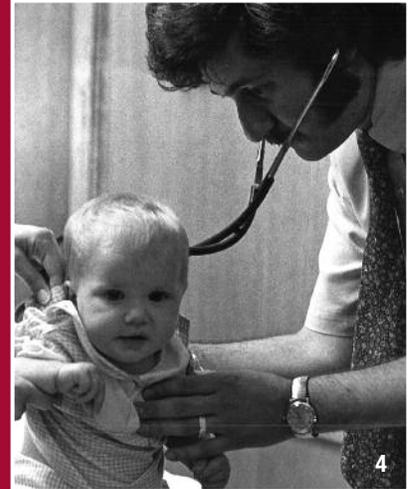
From left to right: Joe Mulholland, Cambridge CM, Inc.; Grace Caliendo, John Muir/Mt. Diablo Community Health Fund; Jane García, CEO of La Clínica; Dr. William Olson, UnitedHealthcare; Joellen Ademski, Union Bank; and Sue Rainey, La Clínica Campaign Cabinet Member.

Source: Amy Sullivan, Sheridan/Keith Photography



La Clínica Through The Years

1: La Clínica Family Optical 2: Receptionists in the early days 3: Marcolina Feliciano, La Clínica's first Human Resource Director
4: La Clínica's 25th Anniversary Celebration: Jane García, CEO 5: Joel García, Co-founder of La Clínica de La Raza
6: Esperanza Silva, Medical Assistant at San Antonio Neighborhood Health Center



1: Jane García, La Clínica's CEO, and Anita Addison, La Clínica's Chief of Planning and Strategic Advancement, at the final construction of La Clínica's Fruitvale Village Clinic, 2001 2: San Antonio Neighborhood Health Center Staff 3: Dee Jordan, Nurse Midwife working at San Antonio Neighborhood Health Center 4: La Clínica doctor and patient 5: La Clínica's 30th Anniversary Celebration: Dr. David Hayes-Bautista (co-founder of La Clínica), Ofelia Strickland (San Antonio founder), Joe Selby (San Antonio founder & former La Clínica Board member), Joel Garcia (co-founder of La Clínica) 6: Community Health Education staff (including Dora Monterrosa, current staff member)



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SAVE THE DATE!



La Clínica's 40th Anniversary Benefit:
"Ensuring Another 40 Years of Success"

Please join us for this special night. You will enjoy delicious gourmet cuisine, open bar, and a live auction, followed by a spectacular jazz performance by **Pacific Mambo Orchestra**.

The 40th Anniversary Benefit: *Another 40 Years of Success* will support the **La Clínica Monument Capital Expansion Project**.

ALL THAT JAZZ (& Sushi!):

Saturday, September 24, 2011

Yoshi's Jazz Club and Restaurant

Jack London Square, Oakland CA

Doors open at 6:30PM

For more information please contact Andrew Bowles
at (510) 535-2912 or at abowles@laclinica.org.