

# Annual Report 2022



## Whitewater Medical Clinic

1461 W. Main Street  
Whitewater, WI 53190  
262.472.6839

## Fort Atkinson Dental Clinic

520 Handeyside Lane  
Fort Atkinson, WI 53538  
920.563.4372

## Watertown Medical Clinic

415 South 8th Street  
Watertown, WI 53094  
920.206.7797

## Jefferson Medical Clinic

1541 Annex Road  
Jefferson, WI 53549  
262.472.6839

# A Milestone Year

What an unforgettable year at Rock River Community Clinic (RRCC)!

We welcomed terrific providers including Dr. Donald Williams, MD, Dr. Le’erin Voss, DDS, MPH, and Elizabeth Stevenson, APNP. We increased our medical visits by 104% and continued to serve as the only dental provider for families enrolled in Medicaid/Badgercare in Jefferson County. As you will read, we expanded our capacity for diagnostic and laboratory testing to include pap smears, blood draws, and colorectal cancer screening at our medical clinics. Perhaps most importantly, we continued to expand the number of bilingual staff (English & Spanish) to effectively serve the now over 70% of our medical patients who speak Spanish as their primary language.

Our most notable accomplishment was receiving our Federally Qualified Health Center Look-Alike designation (FQHC-LAL) through Health Resources and Services Administration (HRSA). This designation has been a goal since the formation of RRCC and, through benefits including higher Medicaid reimbursement, opportunities for loan forgiveness, Vaccines for Children (VFC), and 340B pharmacy programs, provides greater opportunity to expand, strengthen, and help sustain our services for the communities we serve.

This work is and will only be possible because of the consistent support of our donors & volunteers (past and present), and the tireless, passionate work of our entire RRCC dedicated staff. In public health, we talk a lot about the importance of early childhood and creating a strong foundation for families to support these pivotal early years. We find ourselves at a similar stage at RRCC -- filled with potential and hope, shaped and supported by the very communities we serve. I’m grateful to work alongside our staff, patients, and community partners to grow and build a foundation that makes tangible, meaningful, and sustainable differences in the lives of our patients, our staff, and our beloved communities.

The following report highlights more of this impactful work in hopes of your continued support in 2023.



With gratitude,

A handwritten signature in blue ink that reads "Olivia Hartwick Nichols".

Olivia Hartwick Nichols

Cover photo of RRCC logo illustrated by Rafaela, proud granddaughter of RRCC employees, Elisa Medina and Gonzalo Rocha



# Vision

A healthy community where  
all people thrive



# Mission

To provide quality, comprehensive  
health care for all

## RRCC Leadership

Olivia Nichols, PhD, Executive Director  
Abie Martinez, Revenue Cycle Manager  
Donald Williams, MD, Medical Director  
Brian Turley, DDS, Dental Director  
Beth Lucht, PA-C, LCSW, Behavioral Health Director  
Traci Wilson, RDN, CD, Medical Operations Manager  
Dawn Kiernan, Dental Clinic Manager

## Board of Directors

Our eleven-person patient-majority board offers  
a wide range of expertise, experience, and  
devotion to improving access to health care.

Carol Quest, RN, Chair

Donene Rowe, MD, Vice Chair

Elizabeth Chilsen, MSN, RN, CBE-MC,  
Secretary

Roberta Farnam, Treasurer

Rosalinda Martinez

Vanessa Machado

Franklin Machado Zarraga

Mark Bromley

Maria Victoria Mejia Franco

Jose Hurtado

Cesar Machado Zarraga





We provide cost-effective, comprehensive healthcare services so everyone has access to high-quality care. As a community-run and community-driven health center, all are welcome at RRCC.

With four clinic locations, our direct service area spans from Watertown to Whitewater, encompassing 13 zip codes from Jefferson, Dodge & Walworth Counties.

**In 2022, we served 3,430 patients for a total of 5,970 visits between our medical and dental clinics, with 96% of our patients residing in our designated service area.**

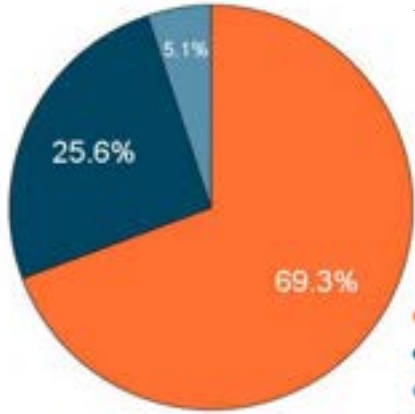
**All RRCC clinics accept Badgercare and offer a Sliding Fee Discount** for patients who are uninsured or underinsured (high deductible plan) with limited financial resources. Our medical clinics also accept Medicare and many commercial carriers which, like Badgercare, further helps offset the write-offs for patients enrolled in our Sliding Fee Discount Program.

2022 Patient Coverage	Medical	Dental
Medicaid/Badgercare	10%	86%
Sliding Fee Discount Program	84%	14%
Private Insurance	6%	0%



2022 PATIENTS				
Zip Codes	City	Medical	Dental	TOTAL
53036	Ixonia	2	15	17
53038	Johnson Creek	35	68	103
53094	Watertown	182	330	512
53098	Watertown	49	79	128
53137	Helenville	4	19	23
53156	Palmyra	23	51	74
53190	Whitewater	319	176	495
53523	Cambridge	5	44	49
53538	Fort Atkinson	236	416	652
53549	Jefferson	127	237	364
53551	Lake Mills	46	112	158
53579	Reeseville	8	16	24
53594	Waterloo	37	75	112
<b>Total of 13 Zips</b>		<b>1073</b>	<b>1638</b>	<b>2711</b>
<b>% of Total</b>		<b>93%</b>	<b>97.04%</b>	<b>95.36%</b>

## Hispanic/Latino Support



In 2022, the number of Hispanic/Latino patients at our medical clinics grew from 40% in June to over 80% by December. Particularly among new immigrant families, health needs have been substantial. We are proud and humbled to be a trusted site of care.

- Hispanic, Latino, or Spanish Origin
- Non-Hispanic, Latino, or Spanish Origin
- Declined/Unknown

\*Thanks to our new dental software, collection of race/ethnicity for dental patients will begin in the summer of 2023



**99% of all RRCC new patients have gone without healthcare for at least one year, some up to 17 years.**

**19.3% of our patients noted transportation as a barrier** preventing them from receiving needed medical care - **an increase of 16% from 2021.**



*"Our team helps patients work through the steps of getting the care they need. We can help them enroll in our Sliding Fee Discount Program to make care more affordable. We can also provide assistance applying for BadgerCare (Medicaid), connecting patients to our Prescription Assistance Program, and helping find transportation to and from appointments at our clinics."*

Lilybeth Mallacoccio, Care Navigator/Financial Advocate



## Reducing Barriers to Care

In 2021, we began using the evidence-based PRAPARE tool assessment, a nationally recognized survey for identifying and targeting social determinants of health, to help us better understand and address patient barriers to care.

For every new medical patient, our Bilingual Care Navigators work with patients to determine eligibility for financial assistance and use the PRAPARE assessment to help identify patient needs and connect interested patients to community resources and organizations (e.g., Ride United Program, WIC, Foodshare, etc.).

2022	PRAPARE Data Surveys
Quarter 1	59
Quarter 2	99
Quarter 3	185
Quarter 4	275

# Increasing Access to Primary Care

Our experienced medical team provides the following services:

- Annual exams
- Immunizations
- Screenings
- Pregnancy testing
- Family planning
- Acute injuries or illness
- Diagnostic testing
- Lab services
- Basic orthopedics
- Gynecological care
- Chronic disease management



RRCC provides primary medical care for adults, children, and infants.



In 2022, we saw a **104% increase in patient visits** from 2021 and a **35% increase in unique patient count**.

Patient Data	2021	2022
Number of patients seen	821	1,155
Patients of Hispanic, Latino or Spanish origin	510	800
Patients Ages 0-18	54	149
Total Medical Visits	1195	2,443
Average # of visits/patient	1.45	2.12

*“Our clinics have a huge impact on our communities. Without a primary care clinic, many of our patients would go without care until it’s a crisis, and then their problem is much worse and much more difficult to treat.”*

Mary Beck Metzger, APNP



## Preventative Action

In 2022, we began offering pap smears and venipuncture draws within our clinic services, two crucially important diagnostic procedures that allow us to better identify and treat disease, and manage chronic conditions.

We also focused our efforts on increasing cancer screenings to better serve as a primary care home. In 2022, we increased the number of colorectal cancer screenings completed by 500%, and connected families with life-saving, early detection treatment options thanks to simple, preventative, diagnostic screening tools that are too often inaccessible and unaffordable.



**In 2022, we increased the number of colorectal cancer screenings completed by 500%**

## Prescription Assistance Program (PAP) Coordination

Through the Prescription Assistance Program, we help provide financially-eligible patients with access to free medications directly from pharmaceutical manufacturers. Once enrolled, medications that typically range from \$60 inhalers to \$2,000/month insulins are at no cost to the patient for at least one year. Our RRCC financial advocates, administrative staff, and medical providers all work collaboratively to assist our patients with the exhaustive process of applying for PAP, which in 2022, **led to medication cost savings for our patients of over \$380,000.**

<b>Patients Enrolled</b>	<b>106</b>
Total Meds Dispensed	245
Total Cost Saved for Patients	\$388,737.32
Most Popular Meds Ordered	Trulicity, Jardiance, Lantus
Most Expensive Meds Ordered	Promacta, Truvada, Abilify

*"[The RRCC staff has] been beyond amazing in helping my daughter through her ITP diagnosis. From blood draws, to phone calls updating me regarding her lab work, to getting her the expensive meds that she needs (at no charge!). You guys are truly a blessing to my family... In my eyes, you are angels in scrubs."*  
*--Mother of a PAP Patient*

# Increasing Access to Oral Health Care

Our experienced dental team provides the following services:

- Dental exams & imaging
- Hygiene cleanings
- Oral cancer screenings
- Periodontal therapy
- Restorative fillings & composites
- Endodontics/root canals
- Simple & Surgical extractions
- Crowns



**RRCC provides family dental services for uninsured adults, children, and infants enrolled in BadgerCare.**



RRCC is the **only** dental clinic in Jefferson County that accepts patients enrolled in BadgerCare/Medicaid.

Patient Data	2022
Total Number of Patients Served	2,414
Total patient visits	3,527
New patients served	114
Patients served with Medicaid/BadgerCare	2,077
Patients served that are low-income or uninsured	337
Patients served age 0-18	994
Patients receiving restorative care	1,679
Number of emergency visits	1,078

*"I have been a patient of the dental clinic since 2016 and during that time I have been so pleased with the clinic on all levels. The dental care I have received for my teeth has been amazing...The staff are always so courteous, professional and accommodating to my needs...The doctors, nurses, dental hygienists and reception staff make me feel that I am important...I have my smile because of them."*

*-- RRCC Dental Patient*



*“Prior to becoming a dentist I worked in public health and had the opportunity to champion oral health programs at the local and national levels. I realized that dentists can influence not only oral health outcomes but overall health and healthy habits. I love working at Rock River Community Dental Clinic and being a part of the solution to improve oral health and overall health outcomes.”*



Dr. Le'erin Voss, DDS, MPH



40% of RRCC dental patients are children, including 25% of all emergency cases. Dental care for children enrolled in Medicaid (largest population of Medicaid beneficiaries) is a dire community need & state-wide challenge.

## Patients with Special Healthcare Needs

Dental care for patients with special healthcare needs can be extremely challenging and cost-prohibitive. Thanks to our partnership with and support from Fort HealthCare, we completed 8 outpatient surgical services for adult patients with cognitive disabilities who are not able to receive dental services in a clinical setting. This surgical program has continued since 2016 and serves as a lifeline to families and a model for clinic and hospital organizations.

Patients served in 2022	8
Contribution Cost (RRCC & FHC)	>\$60,000



In our clinic setting, we provided preventative and restorative care for an additional 171 adult patients with cognitive disabilities in 2022.



## Updated Software & Sensors

Thanks to support from Wisconsin's Oral Health Program, the Fort Atkinson Community Foundation and Greater Watertown Community Health Foundation, we upgraded our dental software from PracticeWorks to Carestack, and began using digital x-ray sensors that allow us to take higher quality radiographic images and reduce processing time. These enhancements are not only essential for FQHC-LAL requirements, they help make our operations more efficient!



# Revenue & Expenses

In 2022, RRCC wrote off over \$1.3 million dollars in medical and dental patient service costs, a cost that is only sustainable thanks to the generosity of our community partners and local foundations like Fort HealthCare, Greater Watertown Community Health Foundation, Rainbow Hospice, United Way of Jefferson & North Walworth Counties, and many more.

RRCC also relies on critical revenue from generous local business and individual donors, community outreach, and our annual Tour da Goose fundraiser. Donor support is and will always be essential in supporting health care costs for local low-income families without insurance.

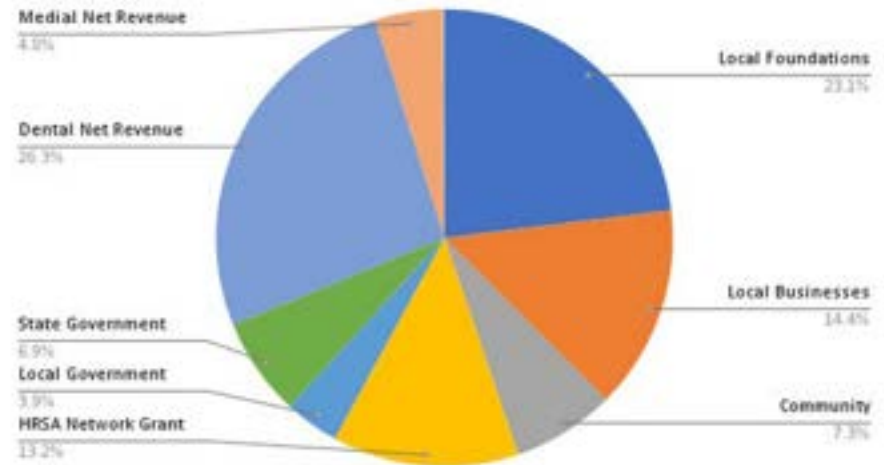
Patient Cost Contributions	2022 Totals
Medical Service Write-offs	\$350,287.09
Dental Service Write-offs	\$1,037,296.73

Our primary expense is, and will continue to be, staffing. RRCC renewed its focus in 2022 on recruiting & maintaining experienced, quality healthcare professionals to serve our patients - an initiative that not only requires investment in our mission but providing competitive pay, attractive benefits, and flexible scheduling.

Our team continues to focus on reducing expenses whenever possible without impacting the quality, affordability, or accessibility of patient care. We are immensely grateful to every donor and supporter who makes our commitment and care for families in need possible!

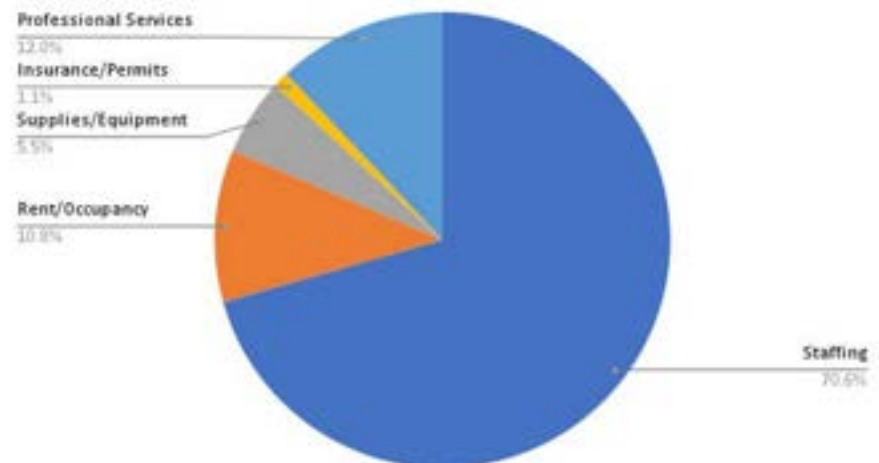
2022 Total Revenue	\$1,802,191
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2022 Revenue Sources



2022 Total Expenses	\$1,946,901
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2022 Operating Expenses



# HealthWorks -- A Community Effort

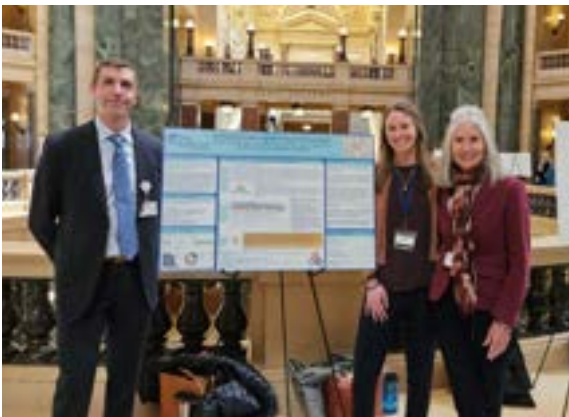
The Rock River Health Care Network (HealthWorks) was formed in 2020 in response to a 3-year federal grant award from the Health Resource and Services Administration (HRSA) Department. **The purpose of this grant award was to increase health equity in Jefferson, Dodge, and Walworth Counties by specifically focusing on low-income individuals' access to primary care.**

HealthWorks is comprised of eight local organizations that have a long history of collaboration, including

- Fort HealthCare
- Watertown Regional Medical Center
- Greater Watertown Community Health Foundation
- Rainbow Hospice
- Jefferson County Public Health & Human Services Departments
- Watertown Health Department
- Madison Area Technical College
- Rock River Community Clinic



HealthWorks first major project was to assist the RRCC into becoming a FQHC-LAL which was completed in December 2022. By the end of the grant (June 30, 2023), HealthWorks will have allocated over \$680,000 in funding to support RRCC, including \$530,000 in direct reimbursement for operational expenses and \$153,000 to support the Electronic Medical Record (Cerner) expansion with Fort HealthCare. We are immensely grateful to work in close collaboration with fellow health care providers and advocates.



*“HealthWorks recognizes that through supporting RRCC, our goal of community health equity is truly attainable and achievable.”*

*Kristin Wallace, HealthWorks Network Director*

Lead by Christopher Barron, Executive Director of Population Health & Clinical Services at Fort HealthCare, HealthWorks members Olivia Nichols and Kristin Wallace presented at the Wisconsin State Capitol for Wisconsin Hospital Advocacy Day to share the advancements and promise of healthcare collaboration.

Our goals for 2023 center around our mission of providing quality, comprehensive healthcare for all, with a focus on our pediatric population and building greater integration between our medical, dental, and behavioral services.

## Vaccines for Children (VFC) Program

➤➤➤ Vaccines for Children is an essential program that ensures all children, regardless of family income or insurance status, have access to life-saving immunizations. As an FQHC-LAL, RRCC qualifies for the VFC program and will be looking to begin services in the Fall of 2023!

## Expanding Dental Hygiene Services

➤➤➤ Dental hygienists are in critical demand throughout the state of Wisconsin, and provide critical care to families in preventing and maintaining their oral health. With a high volume of need, our hygiene appointments are currently scheduled over 9 months out, restricting us from seeing new patients. Recruiting and expanding our hygiene services will allow us to see and support more patients while maintaining high quality care.



## Integrating Behavioral Health

➤➤➤ We've felt and heard the need for access to affordable, quality mental health services and are excited to begin offering integrated behavioral health services at RRCC! To make integrated care possible, patients are required to be established patients at RRCC.

“I believe that patients do best when we can meet as many healthcare needs as possible at the primary care level. Offering them integrated behavioral health services removes barriers, allows a team approach that can be tailored to their needs and desires, and ensures more seamless communication between primary care and behavioral health clinicians.”

Elizabeth 'Beth' Lucht  
Behavioral Health Director & Integrated Care Specialist



# Jon Fisch Memorial Tour da Goose Fundraiser



**JON FISCH MEMORIAL**  
**TOUR DA GOOSE**  
BIKE RIDE FOR ROCK RIVER COMMUNITY CLINIC

**JUNE 24 2023**

**12, 22, 42, 62 & 100-MILES**  
NEW FOR 2023: 7AM START TIME FOR 100 MILE ROUTE

**\$65 per person**  
(includes lunch)

**Kids under 18 FREE**  
(lunch not included)

- Routes start & end in Riverside Park, 916 Labaree St, Watertown, WI
- Food and entertainment in the park for finishers
- Optional purchases: T-shirts & extra lunch tickets

**EVENT INFO AND REGISTRATION:** [WWW.TOURDAGOOSE.COM](http://WWW.TOURDAGOOSE.COM)



## Join us for our 2023 Tour da Goose Fundraiser!

Thanks to sponsors, donors, and riders, we raised over \$40,000 for RRCC in our 2022 Jon Fisch Memorial Tour da Goose Bike Ride! With over 30 volunteers and 260 riders, we had a wonderful time despite the rain. We hope you join us this year on June 24th for our 2023 event.



Visit [tourdagoose.com](http://tourdagoose.com) for full details and to register as a rider or volunteer!



**Sponsorship options are still available, with all proceeds supporting RRCC.**



**ROCK RIVER**  
COMMUNITY CLINIC

Mailing Address: 1461 W Main Street, Suite B, Whitewater, WI 53190

Website: [www.rockrivercommunityclinic.org](http://www.rockrivercommunityclinic.org)

Visit our website to learn more and make a donation today!

