AFFORDABLE COMMUNITY-BASED COMPREHENSIVE HEALTHCARE OF THE HIGHEST QUALITY WITH DIGNITY AND RESPECT TO ALL, REGARDLESS OF ABILITY TO PAY

2018 COMMUNITY REPORT
Vision for the future — Built on our past

50th Anniversary 1969-2019 Jordan Health
50 years ago the Anthony L. Jordan Health Center opened its doors offering Primary Care Services to the Rochester community. We provided day-to-day healthcare to patients which was given by a primary care physician. That physician was typically the patient’s first contact and the principal point for continuing care for the patient. Today Jordan Health delivers what we call a “Team Care” approach to patient care. The team includes the patient, clinicians, nurse practitioners, including prescription nurses and triage nurses, care coordinators, behavioral health providers, clinical pharmacists, dieticians, financial counselors and other patient support staff. The Team Care delivery of care allows the team to work together providing patients with the highest quality of care in an efficient manner.
The very beginnings of the Anthony L. Jordan Health Center were rooted in the inception of the Baden Street Settlement in 1901. In 1904 the Baden Settlement House was expanded and a milk station was added. The milk station was run by a nurse who would weigh babies and instruct mothers how to care for sick and well babies. In 1945 Baden Settlement became a health center.

Today Jordan Health’s modern-day milk station is our award-winning Centering Pregnancy program. The program takes women out of exam rooms and into group prenatal care. It allows young moms to meet regularly in a group setting to discuss health concerns. This setting encourages support and friendships among the group. It also helps new mothers avoid the risk of preterm births.
Dental health care is a vital component of total health. We have offered basic dental services since the beginning. Over the years we have gone from wet x-rays to panoramic digital x-rays. We have extended specialty services such as prosthodontics, periodontics, oral surgery and pedodontics. As a result, Jordan Health offers family dental care in every area except orthodontics. In 2011 the dental department at our 82 Holland Street location underwent a 2,500-square foot expansion to provide seven new operatories. We purposely located pediatrics right next to dental. If a pediatrician finds there is a need for their patient to see a dentist, they can walk the patient right down the hall. To accommodate a more flexible schedule for patients and to meet their demands, we offer walk-in cleanings and walk-in emergencies visits. We also offer dental services at our other two comprehensive sites and our Link/WIC location.
We like to say it all started with the man himself, Dr. Anthony L. Jordan when he moved to Rochester as a physician in 1932. Dr. Jordan saw patients at his home on Adams Street in the Cornhill section of Rochester. In addition, he would take house calls in the middle of the night to respond to emergencies. Dr. Jordan worked tirelessly, providing quality care nearly around the clock for people who might not otherwise be able to afford healthcare. In his vein we wanted to provide patients with an alternative to hospital emergency rooms. In 2013 Jordan Health renovated space and opened an Urgent Care center at our 82 Holland street location. Jordan Health Urgent Care is not only for patients; it is also open to the public seven days a week.
Jordan Health’s active role in the Rochester community is increasing. We understand that a healthy person must be in a healthy environment. To be true to our essence, we were compelled to go out into the community to help change the environment which inadvertently or directly impacts the health of our patients. We are actively collaborating with businesses, schools, and neighborhood revitalization projects and participating in local, regional and statewide initiatives. We are engaging in new partnerships and collaborations with other FQHC’s, the Rochester City School District, community-based organizations and our area hospitals. Our senior management team, community engagement and consumer advisory committee are active boots on the ground, engaging residents, the faith-based community and community leadership to be a compass and voice for the community. This valuable feedback continues to allow Jordan Health to better serve the community’s needs. To accommodate growth we are expanding and redesigning our centers, concurrently we are ramping up our customer service. Jordan Health is going back to the basics of when your family doctor’s office was a place where you knew everyone and they personally knew you. Relationships matter.
I see Jordan’s doors as a portico to a safe space that is private, quiet, a place to take a deep breath.
Jordan has grown to provide access to quality care for most of the impoverished neighborhoods of Rochester and the hidden poor of Canandaigua. Traditionally, good medical care involved diagnosing and treating disease. We have learned that good health goes far beyond this to the well-being of the individual, the family and the communities within which they live. It is encouraging to see the progress Jordan Health has made in forming exceptional teams to help our patients and community work toward and achieve well-being.

Our teams are working hard to ensure that when a patient calls, they receive respect and dignity no matter what the issue. When they arrive at our door, our reception and nurses greet them with a smile and a welcome. And when they enter that “inner sanctum”, the exam room, they know they have come to a safe and welcoming place. As a family physician, it is satisfying and a relief to know that we have immediate access to behavioral health specialists and navigators, social work support, community health workers, RN care managers and financial counselors. Those of us, who have been around awhile, remember a time when none of these team members were here. We now have the framework for these teams, and I envision strengthening them as we move into the next five years.
My vision for the future of Jordan Health is that we become an integral part of the community, extending the definition of “health care” beyond the exam room and clinical setting. We will work to address the neighborhood and community issues that impact people’s health — food insecurity, poverty, housing, and lack of transportation. In partnership with community organizations, Jordan Health will be a center for high-quality, patient-centered health care delivered in healthy neighborhoods.
Oral health is much more than a nice smile — it is an integral part of overall health. At Jordan Health, our dental team is working toward a vision of full integration of oral health and primary care by increasing inter-professional collaboration. We intend to build trusting relationships with all of our patients and provide each of them with exceptional oral health care.

While dental disease is an epidemic, we know that it is highly preventable when effective individual, professional and community wide policies and programs are implemented to address the disease at an early stage. The risk of preventable early childhood dental decay in infants and toddlers will be addressed by reducing the level of dental disease in pregnant mothers. A clear pathway to dental care encouraged by our OBGYN and Pediatric staff and others can reduce the risk of spreading the disease to newborns so that they will have less dental disease. We will continue to embrace the dental services at WIC, starting as early as six months of age, and this has shown to have a strong impact on preventing dental disease in children. We will continue to partner with dental education institutions in the training of oral health professionals and in the provision of quality dental care and preventive education services to low income and multicultural communities.
Quality health care depends on a strong financial footing. In five years, I envision Jordan Health as fiscally stable and able to assure continuity of high quality care, even if state and federal funding fluctuates. We continue to work on diversifying the Agency’s revenue sources so that we’re less reliant on grants, using them to test innovative care models that can be sustained.

As a FQHC, Jordan Health participates in the 340B pharmacy program. This program allows us to purchase covered pharmaceuticals at a discount. The savings generated from the 340B pharmacy program support the clinical services at our ten locations. While this program directly supports the needs of our patients, it is under constant pressure from Federal and State governments, pharmaceutical manufacturers, and pharmacies who look to capture the savings generated by 340B.
The Anthony L. Jordan Center at 82 Holland Street was built in 1972. This has not been just a concrete building, it has been a pillar in the community, providing high quality healthcare to Rochester’s northeast area residents. We are expanding our medical home to make room for our Team-Care members. Jordan Health received a $1 million grant from the Health Resources and Services Administration for the expansion. The 33-hundred square foot expansion will allow our Team Care members the room they need to provide our patients with the highest quality of care. We expect our new addition to be complete by the end of 2018.
FINANCIAL REVIEW

Jordan Health ended 2017 in a stable financial position, with 100,208 visits completed and 27,312 unique patients receiving care. These services generated approximately one-third of our net revenue, primarily from Medicaid reimbursement. Our 340B Drug Discount Program generated savings of $6.2M. Jordan Health also received $2.2M from the Delivery System Reform Incentive Payment program (DSRIP), New York State’s initiative to transform Medicaid from a fee-for-service to a value-based payment reimbursement structure.

Jordan Health continued to invest in staff and services in 2017 to improve health outcomes and to prepare for the transition to value-based reimbursement. A full 85% of our revenues were used to support direct patient care, with only 15% used to cover administrative costs.

THE FISCAL FUTURE

While enjoying a number of years of financial stability, Jordan Health nonetheless must plan for a much-less-certain future. The shift to value-based reimbursement holds many unknowns. A conservative fiscal approach, with judicious investments in staff and services, will position Jordan Health for a secure future.
OUR MISSION

To provide community-based comprehensive healthcare of the highest quality with dignity and respect to all regardless of ability to pay.

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