





**Premier Community HealthCare Group** is a 501(c)3 non-profit organization that operates Federally Qualified Health Centers (FQHCs) dedicated to providing accessible healthcare for all. Officially known as Premier Community HealthCare Group, Inc. (Premier), the organization is dedicated to providing high quality, affordable, accessible medical care to the medically underserved. With ten conveniently located offices throughout Pasco and Hernando Counties to serve patients, Premier provides comprehensive primary care medical services that include family medicine, pediatrics, dental, behavioral health, obstetrics and gynecology. Premier has been committed to improving access to care for everyone with its long-standing presence in the community since 1979.

**Mission:** To provide accessible healthcare services for all.

**Vision:** A community where everyone is healthy.

**Core Values:** Teamwork, Respect, Integrity, Compassion, Excellence

#### Affiliations:



# Dear Community,

It is with great pride that we present this annual report, which includes Premier Community HealthCare's activities and accomplishments during 2017. While our organization continues to grow, add additional services and adapt to the ever-changing healthcare landscape, one thing has remained the same: **our dedication to provide healthcare services for ALL**. Our growth has been remarkable. We increased patients served by 23.5% this past year, allowing us to serve more of our neighbors with essential medical and dental care, behavioral health services, care coordination, outreach and enrollment, health education and more. Our entire care team worked hard to provide services to 31,654 total patients, while ensuring that quality and the patient experience remained a top priority.

For 39 years, Premier Community HealthCare has been dedicated to creating healthier lives, and we continue to improve access to healthcare that meets the needs of our community. The year of 2017 was one of growth and innovation! We are proud to share that during the past year, we...

- **Achieved Level 3 as a Patient-Centered Medical Home** through the National Commission for Quality Assurance.
- **Expanded access to care in Hernando County** by opening two clinics, co-located with the Department of Health in Hernando County.
- **Received state and local government funding** that enables Premier to serve more uninsured patients.
- **Strengthened our hospital partnerships** with North Bay Hospital and Florida Hospital Zephyrhills and Wesley Chapel in order to close clinical care gaps and ensure that uninsured and medically underserved patients discharged from the emergency department have a medical home for continuity of care.
- **Expanded our school-based partnerships** to provide oral health services, for students attending Gulfside Elementary School in Holiday, FL, and Moton Elementary School in Brooksville, FL.
- **Achieved quality improvements** for clinical measures resulting in a Quality Award from the Health Resources and Services Administration (HRSA).

By uniting the passion and commitment of our employees, board members, community partners, donors and supporters, we can create a healthier community that will continue to change lives for years to come. Please read this report with pride, knowing our success is in part due to you. We sincerely thank you! We will need your support in the days to come, as well as the support of many others. Our mission is central to our existence, and our success is yours as well.

Sincerely,



*Joseph D. Resnick*  
**Joseph D. Resnick, MHA, FACHE**  
Chief Executive Officer



*Tristan Peterson-Yargus*  
**Tristan Peterson-Yargus**  
Chair, Board of Directors





It was only a few months prior to the devastation of Puerto Rico caused by Hurricane Maria that Stephanie decided to seek a better life for herself and her 2-year-old son. “My world revolves around my son and relocating to New Port Richey, Florida, was a huge step in the right direction”, she said. When Stephanie suddenly found herself in financial hardship, living in unfamiliar surroundings and without a medical home, it was extremely stressful and scary. **“As a mother, your priority is to keep your children safe and healthy. Thankfully, Premier Community HealthCare provided support for me.”**

When Stephanie arrived for care, she was welcomed by friendly and bi-lingual front-line staff. “Based on a recommendation, I scheduled my first appointment, seeking medical treatment for my thyroid.” The Premier Care Team offered wrap-around services and personalized care for Stephanie and her son. As a current patient, she now receives primary health care, as well as dental and women’s health services through Premier.

With the support of community partners, grants, individual donors and federal funding, Premier is able to

offer patients like Stephanie services using a discount fee program. “Without a community health center like Premier, these critical needs would continue to be overlooked,” says Stephanie. Achieving optimum patient health isn’t merely about patient exams.

Every day, Premier’s Care Team works closely with patients to help them on the journey to living well. Sometimes a patient may need more than a medical exam to reach their wellness goals. Stephanie was connected with a Community Services team member for additional community resources for herself and her son. “Today we are in a better place financially and emotionally,” she says. Gradually Stephanie’s friends and family members are rebuilding in Puerto Rico. “When I speak with them, I am relieved to share the acceptance and safety I have found in my new community. **“My son and I continue to receive quality and comprehensive healthcare at Premier. I am thankful for a medical team that takes the time to listen and are genuinely concerned for my well-being.”**

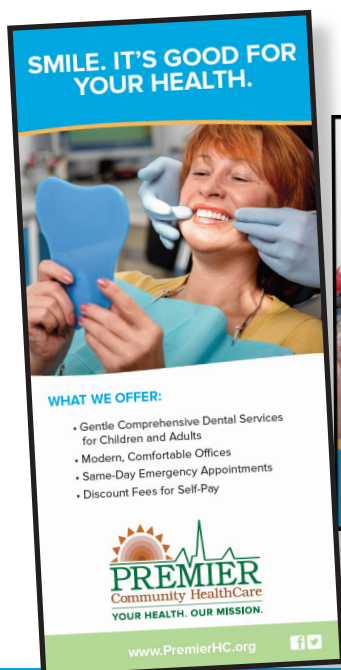


NEW SITE.  
NEW ICONS.  
SAME  
GREAT  
SERVICE.



Premier Community HealthCare launched its new look in the fall of 2017. The highly anticipated brand revitalization included a new website, new patient communication resources, a refreshed color pallet, service icons and a tag line. **“It’s a look and feel that is sensitive to our rich history, yet an evolution in terms of being considered more than a medical clinic,” says Joey Resnick, Chief Executive Officer.** Continuing its push to be the first choice for affordable and accessible healthcare services in Pasco and Hernando Counties, Premier Community HealthCare strives to become the household name that connects the community-based, patient-centered medical home approach with every patient.

**“We wanted to add a fresh component to the branding that brings new life and excitement into our identity,” says Brittany Burke, Communications Manager.** The new tag line “Your Health. Our Mission.” signifies Premier’s desire to serve patients and apply a laser-like focus to assist them with achieving their personal health goals. The rebranding process began two years ago, gathering feedback from an online community survey and meeting with community stakeholders and local resident focus groups to learn what is most important as it relates to improving access to care in the community. Premier’s patient-driven Board of Directors and Leadership Team were key participants. The goal was to brighten the colors, strengthen the messaging and enhance the website in a way that engaged both employees and the community while better reflecting the growing organization.







**Spring Hill Family Health Center**



**Brooksville Family Health Center**

# Expanding access *Increasing care*

The U.S Department of Health and Human Services awarded Premier Community HealthCare \$1.2 million to expand services into Hernando County during spring 2017. The funding in the form of a Service Areas Competition (SAC) grant allowed Premier to seamlessly transition its services from the Florida Department of Health in Hernando County. The two entities are co-located in buildings owned and operated by the Hernando County Board of County Commissioners.

“When we applied for the SAC grant, we knew there was a great need for increased access to healthcare services in Hernando County,” explains Premier’s CEO, Joey Resnick. “This funding gave us the opportunity to extend our 38-year history of Premier delivering compassionate and quality healthcare services to Hernando County residents while reducing barriers to care that many in the area face every day.

Director of Operations, Gabriela Herrera adds, “The transition couldn’t have gone any better. It took months of planning, and the implementation team did a fantastic job of solidifying logistics, marketing the expansion and helping patients get established at the health centers.” To open the new Spring Hill and Brooksville Family Health Centers, more than 25 new Care Team members were hired in positions ranging from primary care and dental providers to nurses and support staff.

A soft opening at the Spring Hill location occurred on May 1, 2017. Then, a few months later, with support from the Greater Hernando County Chamber of Commerce, nearly 75 community members, community partners and elected officials gathered in the atriums of each new location for an official Ribbon Cutting ceremony.

## **Spring Hill Family Health Center**

Ribbon Cutting Ceremony | August 31, 2017



## **Brooksville Family Health Center**

Ribbon Cutting Ceremony | October 19, 2017





# HEALTHCARE SERVICES

AS A HEALTHCARE SAFETY NET IN 2017, WE SERVED:



**31,564**

PATIENTS

THROUGH 112,351 VISITS



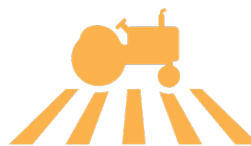
**8,339**

CHILDREN



**388**

OB DELIVERIES



**1,979**

MIGRANT/SEASONAL  
AGRICULTURAL WORKERS



**76%**

PATIENTS LIVING  
BELOW POVERTY

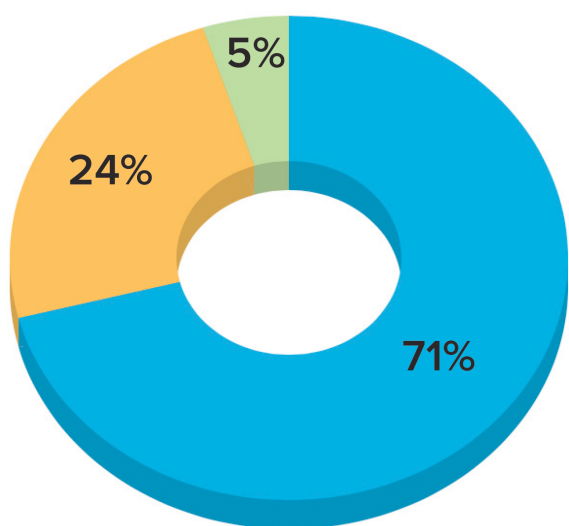
*U.S. 2017 Federal Poverty Guidelines at 100% FPL is  
\$11,880 for a single person, \$24,300 for a family of 4  
(Data based on incomes reported.)*



**2,047**

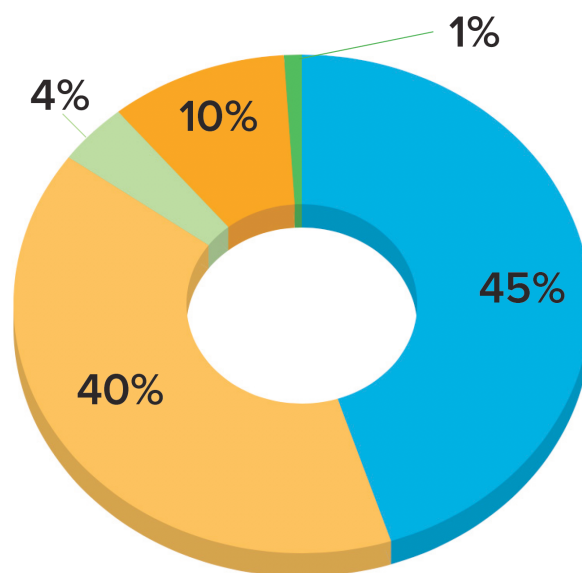
HOMELESS

**PATIENTS BY  
SERVICE CATEGORY**



- Primary Care (Family/Pediatrics/OB-GYN)
- Dental
- Behavioral Health

**PAYOR MIX**



- Uninsured
- Medicaid
- Medicare
- Private/Other
- Special Contract



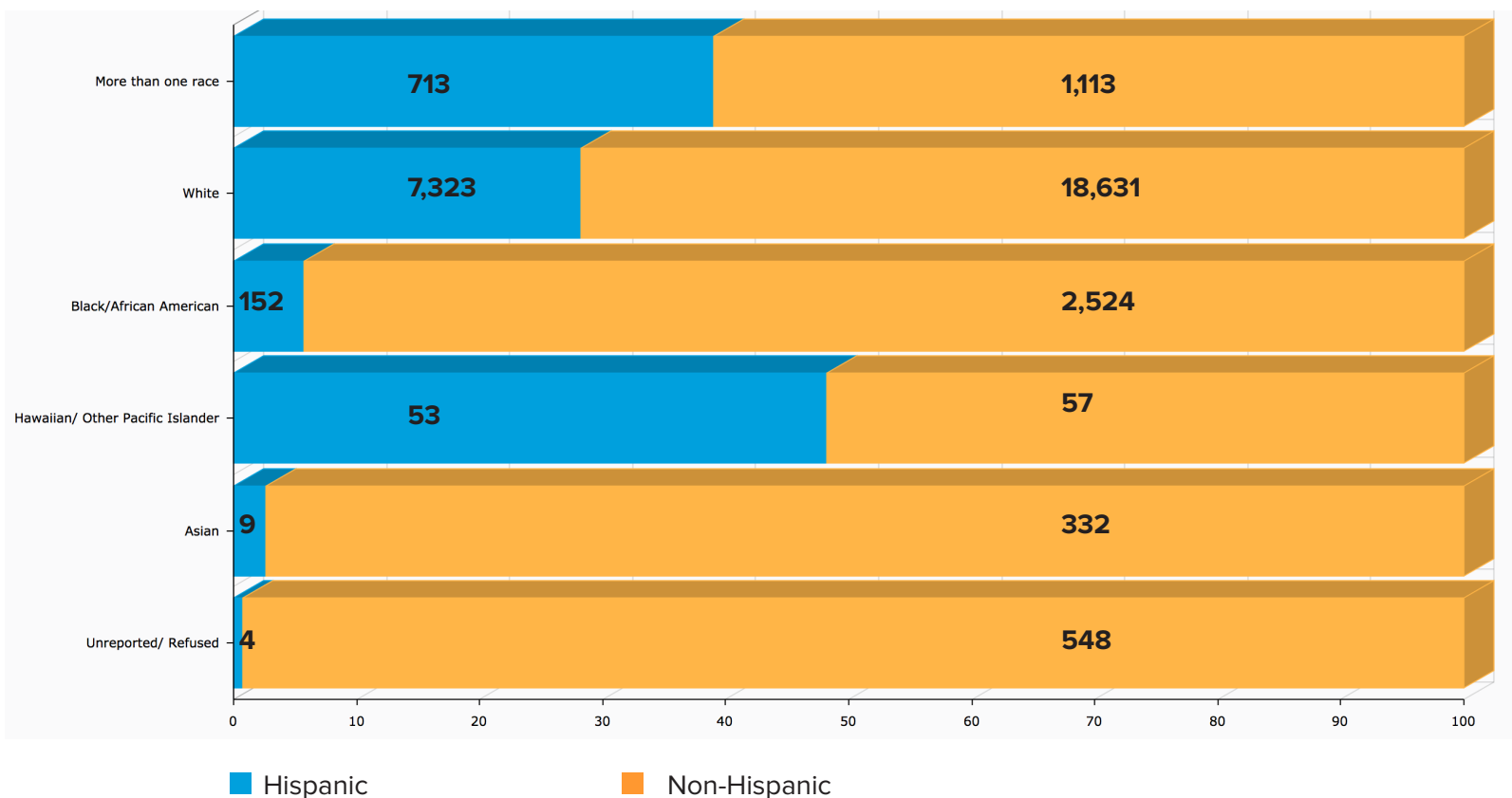
# FOR ALL.



By offering a sliding fee scale, patients that are unable to receive care elsewhere know that they can come to Premier and that's what makes our mission so unique and special.

-Marcilyn Forbes, CRDH

## PATIENT POPULATION BY RACE AND ETHNICITY





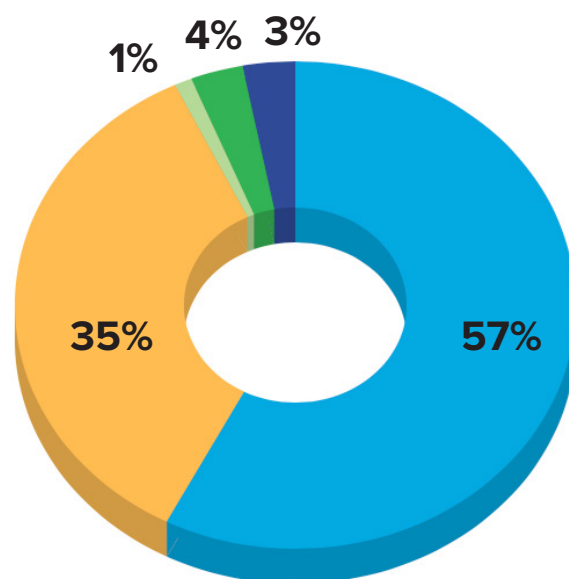
# SUPPORTING A HEALTHY COMMUNITY

Financials: *Year Ended December 2017*

## Operating Support and Revenue

2017

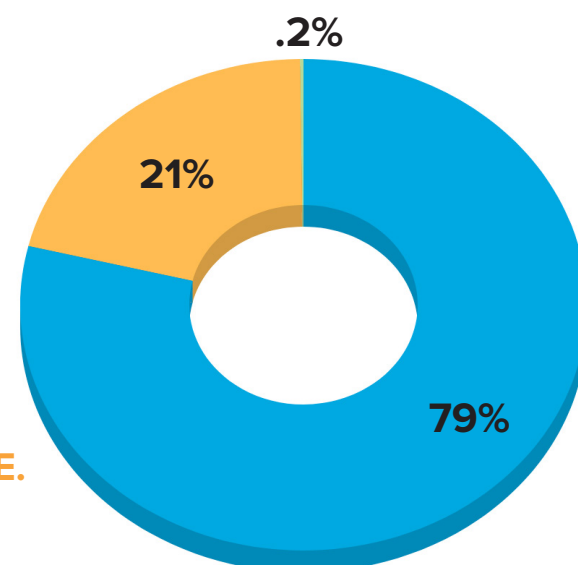
■ Program/Patient Service Revenue	\$10,286,511.00
■ Federal Government Grant Support	\$6,343,720.00
■ State and Local Grant Support	\$260,553.00
■ Contributions & Other Revenue	\$631,961.00
■ In-Kind Support	\$567,654.00
Total Operating Revenue	\$18,090,399.00



## Operating Expenses

2017

■ Direct Care/Program Services (Medical, Dental, Behavioral Health, Patient Support)	\$13,605,762.00
■ General/Administrative	\$3,672,627.00
■ Fundraising/Development	\$35,299.00
Total Operating Expenses	\$17,313,688.00



**79% OF EXPENSES SUPPORT DIRECT CARE.**

**TOTAL REINVESTMENT in our MISSION: \$776,711**

*Investment in technology, capital projects and mission-driven initiatives.*

Premier Community HealthCare provided approximately **\$7,593,025** in charity care. Charity care represents medical, dental, behavioral health, education programs and uncompensated care based on our patients' demonstrated inability to pay.




"I see our mission as providing the best and the brightest professionals who genuinely lead with heart and intelligence as they treat the whole person, mind, body and spirit."

- Dr. Rhonda Cameron, Behavioral Health

# CARING FOR OUR COMMUNITY


## 2017 Events and Health Initiatives

### WOMEN'S HEALTH DAY




Cervical pre-cancers are diagnosed far more often than invasive cervical cancer, thanks to the use of a Pap test. In an effort to reduce health disparities and promote early detection for better treatment outcomes, Premier has dedicated the month of January to promote Cervical Cancer Awareness & Prevention. The 2017 Women's Health Day provided uninsured women in the community with a free Well-Woman Exam, including a cervical cancer screening (Pap test) and a clinical breast exam. The event also included pampering sessions, healthy snack demonstrations and a variety of speakers to empower women. Additional medical services included free rapid HIV testing with counseling, STD screenings, BMI measurements, blood pressure checks, vision screenings, hearing tests, health education and access to healthcare resources from community partners.

### CHILDREN'S DENTAL DAY




According to the American Public Health Association, 51 million school hours are missed annually due to oral disease in children. In support of Children's Dental Month in February, Premier conducts an annual Children's Dental Day. Dental exams, cleanings, sealants, fluoride varnishes and oral health education are provided for our young patients. At the end of the appointment, they receive a goody bag filled with kid-friendly oral hygiene supplies and community health resources.

### BACK TO SCHOOL HEALTH & SAFETY FEST



The 2017 Back to School Health & Safety Fest was a multifaceted and fun-filled health fair with trains, bounce houses and games galore. Nearly two dozen community partners facilitated interactive game stations while providing families with vouchers, educational documents and useful giveaways. Children received personal identification cards, a dental screening, a school physical and a backpack filled with starter supplies for school. "This year was the best yet; the train was really fun and a nice addition to the entertainment," said a Lacoochee Elementary School parent. As a community partner and proud supporter of Lacoochee Elementary School and The Lewis Abraham Boys and Girls Club, Premier was honored to co-host the event and provide free physicals and health screenings for the community members. Special thanks to our sponsors, volunteers and Care Team members for making this event a success.

### DENTISTRY FROM THE HEART



The Second Annual Dentistry from the Heart event was held at Premier's Dade City dental clinic. Dr. Louis Cerillo, DDS, donated all the necessary dental supplies for the event and recruited nearly 30 volunteers to provide uninsured patients with the choice of an extraction, filling or cleaning at no cost, for an estimated \$30,000 in free dental work. 117 patients came from far and wide to Dade City on a Saturday morning to receive free dental work by the DFTH volunteers. The need for these services was confirmed by first-time patient, Brandi, who arrived at 2 a.m. By sunrise, the line of patients wrapped around the building. Patients were provided with quality and compassionate dental care, many for the first time in over 10 years. We are deeply appreciative of the partnership with Dr. Cerillo, as the event hosted at Premier would not be possible without his support.



# DEDICATED TO QUALITY

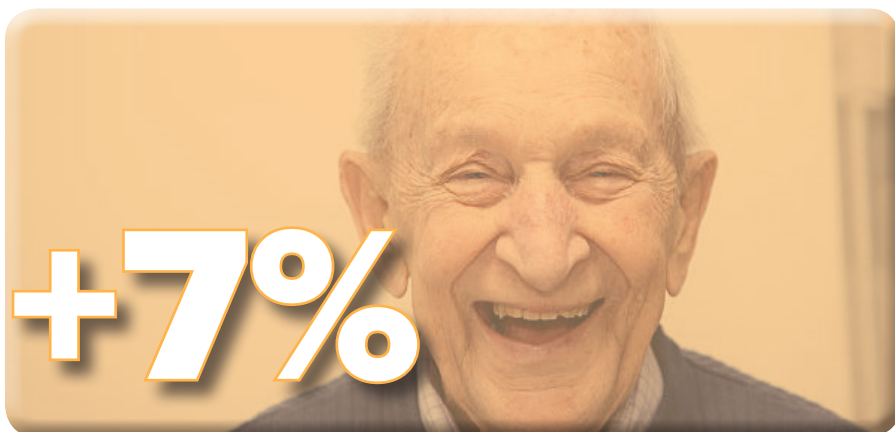
*Quality improvements from 2016-2017*



**54% of women 21-64 years old had at least 1 Pap test during 2017 or in the 2 years prior.**



**94% of patients 18 years and older were screened for tobacco use and received intervention if identified as a user.**



**33% of patients 50-74 years old were screened for colorectal cancer.**

**At Premier Community HealthCare we value continuous improvements in quality and service.**

We strive to ensure that our patients' experience is at its best. Accredited as a Medical Home by the Association of Ambulatory Health Care (AAAHHC) and recognized as a Level III Patient Centered Medical Home (PCMH) by the National Committee for Quality Assurance, Premier is a safety net. Our staff is committed to a holistic model of integrated care that strengthens the provider-patient interaction, provides coordinated care and establishes a long-term healing relationship to enhance a patient's overall healthcare experience. As we continue to apply the fundamentals of the PCMH integrated care model, we have seen significant improvements in patient satisfaction, quality of care and clinical care outcomes.

# Quality care



**Denise Rosario**



A few years ago, Denise was diagnosed with diabetes and other chronic illnesses. Due to their severity, she was obligated to take extensive time away from work. “I have been a Premier patient for over 10 years. I used to walk to the New Port Richey Family Health Center for my appointments when it was located much closer to my house. Many years later now, I commute a little farther to continue receiving services here because Premier is my first choice for healthcare.” Denise needed consistent support to manage her diabetes. “When I walk through the Premier door, I am welcomed by name and with a smile.”

For Denise, the nurses were calming and attentive. **“It was as if they knew my struggles before I even told them. Through the interactive diabetes self-management program, I was able to learn more about living well with my condition.”** Denise continues to receive primary care at Premier and looks forward to returning to the workforce as a healthy employee. “If I had not gone to Premier, I may not be here today. They helped get me on track, and I am eternally grateful.” Denise is now a medical and dental patient. Premier provides patients with the convenience of taking care of many of their medical needs under one roof. This full-service approach helps patients feel welcome as Premier caters to the unique needs of the diverse communities it serves. Although Premier has grown significantly over the last 10 years, Denise says it still feels intimate. **“I feel most comfortable at Premier, and I encourage my friends to come here as well.”**



“I had so many broken and decayed teeth. If I didn’t go to *Dentistry from the Heart* to receive free dental care, I would still be in severe pain and unable to eat or chew properly. I am very grateful for the dental services offered through the annual event.”  
- **Mark, Community Member**



# Care Team



## HOW WE DO IT OUR EMPLOYEES



Licensed and/or Board Certified  
Medical, Dental, Behavioral Health  
Professionals



Clinical Support Staff (RN's,  
MA's, LPN's, CNA's, Patient Care  
Coordinators)



Patient Support Staff (Case  
Managers, Community Service  
Specialists, Patient Service  
Representatives)



Management and Facility  
Support Staff ( Management,  
Fiscal, Billing, Development,  
Marketing and Communications,  
IT, Facility)



# 2017 PARTNERS IN CARE

## **\$10,000+**

Delta Dental Foundation  
Florida Blue Foundation  
Gulfcoast North Area Health Education Center  
United Way of Pasco County

## **\$1,000-\$9,999**

Centennial Bank  
Florida Medical Clinic Foundation of Caring  
Health Choice Network  
Rotary Club of Dade City  
RSA Consulting, LLC  
USF-Florida Covering Kids and Families

## **\$100-\$999**

Anonymous  
Benedictine Sisters of Florida  
Christine Collins  
A. Espinoza Corona  
Deborah S. Densmore  
Jessica M. Mulligan  
Jim Browne Automotive  
Patrick & Cheryl Pollock  
Joey & Erika Resnick  
Thomas R. Stearns  
Suncoast Credit Union  
Tampa Bay Community Cancer Network - *Moffitt Cancer Center*

## **\$1-\$99**

Zenaida Amador  
Rachel Blaasch  
Brittany Burke  
Rhonda S. Cameron  
Judy M. Clark  
Kris Colasacco  
Kristin M. Chesnutt-Golden  
Dinah D. Grant  
Robin Howe  
Amy Kroll  
Theresa LeBlanc  
Ricardo Lence

Lynch, Cotton & Associates, P.A.

Carmen Meza  
Michelle S. Modaff  
Lillian Mutava  
LaQuinta Osorio  
Mislvy Reittie  
Isabelle C. Gonzalez Rios  
Susan Roberts  
Madalita Rodriguez  
Tanya N. Sandy  
Ida F. Schultz  
Susan Shuga  
David B. West  
Tristan Peterson-Yargus  
Cynthia L. Young

## **Public Funders/Supporters**

State of Florida Agency for Health Care Administration  
Department of HHS, Bureau of Primary Care, Health  
Resources & Services Administration  
Florida Association of Community Health Centers  
Florida Department of Health - Breast & Cervical Cancer  
Program  
Florida VFC Program  
Hernando County BOCC  
Hillsborough County BOCC - Ryan White Program Part A  
Pasco County BOCC - Community Development Block Grant

## **In-Kind**

City of Dade City  
EZ Clean Car Wash  
Florida Hospital Zephyrhills  
General Implant & Dentistry | Dr. Louis Cerillo, DDS  
Lacoochee Elementary School  
Lewis Abraham Boys & Girls Club - Lacoochee Unit  
Morton Plant North Bay Hospital  
Pasco County Housing Authority  
StayWell  
Tampa Type  
Withlacoochee River Electric Cooperative

“The providers and staff were so accommodating to see me on the same day for my intense back pain. They even helped me to and from my car. God Bless Premier for serving me when I needed it most.” — Zephyrhills Family Patient

# LEADERSHIP & LOCATIONS

## BOARD OF DIRECTORS

**Marla Banta**  
Director

**Lillian Mutava**  
Vice Chair

**Christine Collins**  
Secretary

**Jessica Pent**  
Director

**Nelson Cruz**  
Director

**Tristan Peterson-Yargus**  
Chair

**Dawn Enright**  
Director

**Georgina Rivera-Singletary**  
Director

**Cheryl Hinton**  
Director

**Tom Stearns**  
Treasurer

**Carmen Meza**  
Director

**Amanda West**  
Director

## LEADERSHIP TEAM

**Joseph Resnick, MHA, FACHE**  
Chief Executive Officer

**Donna B. DeLong, CPA, MBA**  
Chief Financial Officer

**\*Aaron Brandt**  
Chief Financial Officer

**Jackie Florez, MBA**  
Human Resources Officer

**Joseph W. King III, MD, FACOG**  
Chief Medical Officer

**\*Delisa Heron, MD**  
Chief Medical Officer

**Jose Peralta, DDS**  
Dental & Associate  
Medical Director

**Cheryl Pollock, GPC, M.Ed**  
Chief Development &  
Communications Officer

**Maricela Siller, MBA**  
Compliance Officer

**Dinah Deal-Grant, RN**  
Nursing Director

**Sheila Green, MCSE, MCSA,  
CCNA, A+, NET+**  
IT Director

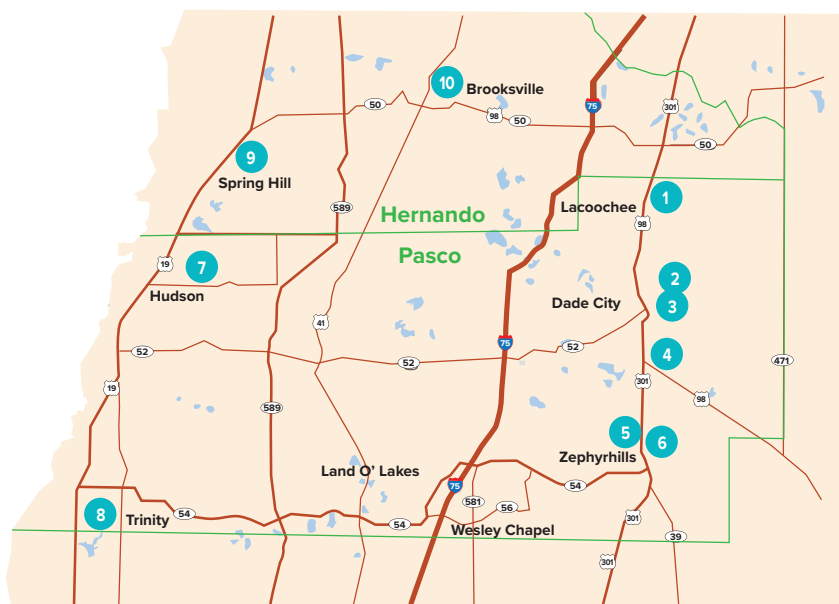
**Gabriela Herrera**  
Operations Director

**Alfred McGugin, BA**  
Operations Director

*\*2018-2019 Newly appointed leadership*

## CLINIC LOCATIONS

- 1. Lacoochee Family Health Center**  
38724 Mudcat Grant Boulevard | Dade City, FL 33523
- 2. Dade City Dental Center**  
37944 Pasco Avenue | Dade City, FL 33525
- 3. Dade City Behavioral Health Center**  
37944 Pasco Avenue | Dade City, FL 33525
- 4. Dade City Family Health Center**  
14027 5th Street | Dade City, FL 33525
- 5. Zephyrhills Family Health Center**  
37920 Medical Arts Court | Zephyrhills, FL 33541
- 6. Women's Health Center**  
38030 Daughtery Road | Zephyrhills, FL 33540
- 7. Hudson Family Health Center**  
11611 Denton Avenue | Hudson, FL 34667
- 8. New Port Richey Family Health Center**  
2114 Seven Springs Boulevard | Trinity, FL 34655
- 9. Spring Hill Family Health Center**  
7551 Forest Oaks Boulevard | Spring Hill, FL 34606
- 10. Brooksville Family Health Center**  
300 South Main Street | Brooksville, FL 34601



*This annual report was prepared by the Premier Community HealthCare Group Inc. Development & Communications office. We sincerely apologize for any name we have misspelled or inadvertently omitted from the donor list. Please advise us of any errors by calling 352-518-2000 x9012 or emailing [pchgsupport@hcnetwork.org](mailto:pchgsupport@hcnetwork.org).*

**Design & Photography:** Brittany Burke, Communications Manager





  
**PREMIER**  
Community HealthCare  
**YOUR HEALTH. OUR MISSION.**  
352-518-2000 | [www.PremierHC.org](http://www.PremierHC.org)  

PO Box 232  
Dade City, FL 33526

Premier Community HealthCare is  
a 501(c)(3) non-profit organization.

