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# OpenDoors

SPRING 2011 ▶ ISSUE 1

THE NEWSLETTER FOR OPEN DOOR FAMILY MEDICAL CENTERS

## Ace of an Evening



Above: *L to R: Laura Mogil (Event Chair), Nurit Prager, Janine Durr, Nancy Gurman, Susie Mordoh*

Right: *L to R: Elisa Brickell, Jane Molner, Nurit Prager, Janine Durr*

Below: *L to R: Gigi Gardon, Donald Bloom, Jutta & James Rubin*



Anne Kisdin



Open Door friends tested their limits in a whirlwind round-robin tennis tournament and card players anted-up at Texas hold'em poker at Open Door's Ace of an Evening event at Club Fit in Briarcliff on February 12th.

Supporters enjoyed a gourmet buffet dinner with beer and wine following the games, raffle prizes and a live auction. The event raised \$17,438 to be used to continue providing vital health care services that the under- and uninsured in Westchester depend on. We'd like to extend a big "thank you!" to our "Ace" of an event Chair, Laura Mogil, and our "Full House" sponsors, Club Fit, Captain Lawrence Brewing Co., and Dodds Liquor City Corp., for making Ace of an Evening such a fun and successful night!

### A WORD FROM THE CEO



Open Door was thrilled to achieve national recognition by HIMSS, the Healthcare Information Management Systems Society, upon receiving their 2010 Nicholas Davies Award for Community Health. We officially received the award in Orlando, Florida in February 2011. Since 1994 the Davies Award has recognized and honored health care organizations for successful implementation of health information technology systems, as well as their proven ability to derive value in the form of improved patient care.

Open Door was recognized along with pioneering health care organizations, including Nemours, a large, and multi-specialty children's health care system in Delaware and Sentara Health

Systems, an integrated delivery system comprised of physician offices, hospitals, senior facilities and home care services in Virginia. In public health, the State of Wisconsin was recognized for its innovative immunization registry.

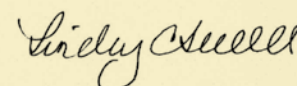
As you can imagine, it truly was an honor to have Open Door recognized beside such sophisticated medical organizations from all across the country. Yet despite our significantly smaller size and our service to low-income people, the Davies Award demonstrates that Open Door is a national pace setter in health information management for improved patient care and population health. HIMSS recognized the significance of the robust data mining tools that we deploy across

our health center's ten locations. These tools make sure that evidenced-based care is delivered consistently; that patients don't fall through the cracks and get lost to follow-up; and that patients are actively engaged in their care. These same tools allow Open Door to measure our clinical performance across tens of thousands of patients and nearly two hundred thousand patient visits. At any point in time we know how well patients with chronic disease like asthma, diabetes or hypertension are doing and we make great strides to help them do better. At the point of care, clinical decision support assists busy doctors, as well as members of the entire care team, who are all engaged in educating and motivating

patients. As a result of well-organized, easily retrievable information, Open Door has changed workflows to ensure that the right care is delivered every time. This may sound like a simple concept, but a large, national study by Rand, conducted in metropolitan areas with prestigious academic medical institutions, showed that, on average, the right care is delivered less than half the time. That's why I'm proud to report that Open Door far exceeds national standards on virtually every recognized clinical measure. This is how we deliver real value to our communities and why organizations like Open Door are so important in transforming American health care.

This issue highlights some of the work we do in

the community to make it healthier: our asthma education and Fit Kids programs in the Port Chester Schools, and well-child care described by our Chief Medical Officer, Dr. Daren Wu. We're very happy our supporters embrace wellness the way we do—as demonstrated at our February tennis "fundraiser" at Club Fit in Briarcliff chaired by our Foundation Board member, Laura Mogil. It's so rewarding to know that our many supporters recognize Open Door as a great investment, worthy of their interest, their time and their continued financial support.



## In The Community

### *News & Notes from within the Open Door Network*



*Pictured: Heaven-Lee Giovinco, Stephen Matthew, Sara Raab, Ingrid Gils, Michael Ragone, Erin Maher, Erandy Gonzalez, Lori Patsey, Melyssa Mardit, Sadie Heald*

Open Door's AmeriCorps members lend a hand in Ossining, transforming the children's room of the First Presbyterian Church into a beautiful community space that children and adults alike can enjoy. Used for childcare when community organizations, including Open Door, use the church basement for events and support groups, this room was refurbished as a result of AmeriCorps fundraising and generous community donations.

### **AN EVENING TO CELEBRATE AS OPEN DOOR RECEIVES COVETED DAVIES COMMUNITY HEALTH ORGANIZATION AWARD**



*Left to right front: Lindsay Farrell, Ken Ford, Anita Wilenkin Left to right back: Art Barletta, Lyn Blakenship, Angela & Mikael Baez, Donna Goldbloom, Stephanie Heckman, Pam Ferrari*

Open Door was recognized as an industry leader in health care information technology adoption for improved patient care before an audience of over 31,000 at the 2011 HIMSS11 Annual Conference in February. The HIMSS Nicholas E. Davies Award of Excellence examines management, functionality, technology and value. It recognizes and awards organizations that have demonstrated improved processes, value and return on investment. It serves as an educational tool for the industry, across four categories: ambulatory, organizational, public health and community health organizations. This year, Open Door was welcomed into the Nicholas E. Davies Award of Excellence Hall of Fame.

Our very own team led by Lindsay Farrell attended the conference where Lindsay spoke before thousands in attendance about Open Door's health technology journey. She spoke of our quality improvement initiatives, the impact that our investment in health information technology has made to improve the health care we provide and reduce costs.

*"We are so proud to receive this award. It's the culmination of the significant investment and progress we've made in our use of information technology to improve patient care quality and safety at Open Door. At the end of the day, it's about caring for families in our community using best practices – it's an investment that has returns for all the residents of Westchester," says Lindsay Farrell.*

## How're We Doing?

Many of us may recall New York City Mayor Ed Koch asking, "How'm I doing?" We've been asking that question for years now. Each year, we survey our patients. This year, we surveyed over 500 patients and here's what they think:

- 92%** consider Open Door their regular source of care
- 95%** would refer Open Door to a friend
- 97%** find our location and hours convenient
- 96%** say our providers listen to them, explain things and give good advice/treatment
- 96%** find our fees reasonable
- 99%** find our facilities to be neat and clean
- 96%** feel that their privacy is protected

## More than Just a Physical – Our Perspective on Well-Child Care

**E**stablishing a relationship with kids and their parents is very much at the heart of Open Door's emphasis on providing excellent, comprehensive primary care. The clinicians at Open Door approach each child's pediatric well-visit as much more than just "a physical"; instead, it is an opportunity to identify problems and concerns at an early stage, while children are still most amenable to treatment and correction.

Thirty-nine percent of our patients at Open Door are children under the age of 19. The well-child visit provides an opportunity for parents to learn, share and problem-solve in a low-stress environment. If our doctors only see a child when he or she is sick, they don't get a true picture of what that child is really like.

That's why we seize the opportunity in a 15-30 minute well-child visit to do much more - screening for a wide range of potential problems from the routine physical and developmental to emotional concerns. Screening for developmental delays and autism is a routine practice. Identifying children with developmental delays in the early years and addressing concerns early can make all the difference. In fact, experts estimate that as many as 16 percent of all children may need help with some form of developmental delay or a behavioral disorder.

For our adolescent population – most of whom rarely come into the office except for the annual physical exam – we have screenings for depression, eating disorders and behavior concerns which may otherwise go undiagnosed if not specifically checked for by the clinician.

We don't stop there. We take the opportunity during well-visits to encourage parents to adopt positive parenting practices, such as using time-outs in lieu of corporal punishment. We educate them about the importance of good dental care; choosing breastfeeding over formula; and modeling reading to young children to advance early childhood literacy. As a Patient-Centered Medical Home we work hard to provide our patients – including the youngest and most vulnerable – the best care possible. It's this focus that make practicing medicine so rewarding.

**Daren Wu, MD,  
Medical Director**



## Call for Interns!

**2011 Summer Internships now available. Summer interns at Open Door serve in many capacities, including: conducting patient surveys, staffing outreach events, reading to children in the waiting room, and working with staff on health data reporting. There are currently nine internships available for the summer. For more information contact Alicia Ward at (914)502-1468 or by email [award@ood.org](mailto:award@ood.org).**



## Barbara Goes To Sweden After All

Barbara G. Beals, Open Door patient

For years, I worked full-time as a medical copy editor in the pharmaceutical industry, which provided a great salary, plus outstanding benefits that included medical, dental, and optical coverage for myself and my daughter. Unfortunately, as the recession grew, I joined the growing ranks of unemployed when management laid off nearly half of its experienced, well-paid employees, replacing us with younger college grads willing to accept lower salaries.

Although unemployment benefits helped initially, I was left without any medical or dental coverage, paying for basic care from my dwindling savings and whatever freelance work I could find, while trying to support my daughter in college.

Last spring, I began experiencing very bizarre symptoms: severe pain that travelled to odd areas of my arms and legs, bouts of Bell's Palsy, and extreme fatigue that made it difficult to function at a normal level. Being a strong, athletic person, this was making no sense. I was supposed to travel to Sweden to visit family, a trip planned 6 months prior. As the symptoms increased, and fearing this was a neurologic disorder, I was frantic for medical help, but with no insurance it seemed hopeless.

While reading the local Rye Record and Sound Shore Review, I saw an ad for Open Door in Port

Chester, and called right away. A very professional and caring staff member answered, listening with undivided attention as I explained my medical and financial dilemma. I'll never forget her response: "Can you come in today at 11:00 am? We go on a sliding scale basis, so please don't worry, we will accommodate you." I nearly cried with relief!

That day I was privileged to meet Margaret (Marge) Statile, NP with whom I felt an instant rapport. She did an extensive history and exam. Over the next two weeks, as symptoms worsened, I considered cancelling my trip, when she decided to do a Lyme titer, putting it on rush. She called first thing in the morning with great news. "Don't cancel that trip! You have Lyme Disease and we caught it early. I'll prescribe antibiotics; you'll feel fine in a few days." She was right; I felt great and made the trip to Sweden.

As the recession continues, and decent jobs for those over 30 are limited, it's comforting to know that basic medical help is available through Open Door, where increasing numbers of people in similar situations as mine can be seen waiting for appointments. A reduction in funding would be disastrous for the thousands of unemployed lacking health insurance. I'm sharing my experience to highlight this need.

## Government Funds Dwindle

Open Door and other community health centers are facing very serious funding cuts at all levels of government that threaten the delivery of primary care services to thousands of working families across the country. These cuts will slow the expansion of cost-effective, patient-centered care and will likely result in over-burdened hospital emergency rooms and raised health care expenditures for everyone.

The impact on Open Door is significant. At the Federal level, \$500,000 due in 2011 is immediately at risk if Congress doesn't maintain current levels of spending. At the State level, cuts of nearly \$300,000 are already certain. While Westchester County appropriated essential public health funds, thanks to pressure from the Board of Legislators, it has delayed issuing contracts for payment.



Staff and supporters of Open Door went to Albany to lobby for funding on Community Health Center Advocacy Day on March 7th.

"Supporting well organized primary care makes tremendous economic sense" notes Lindsay Farrell, President & CEO. "It is well documented that investing in primary care reduces health care expenditures downstream. Further as an, NCQA recognized Level 3 Patient-Centered Medical Home, Open Door reduces health care expenditures for laboratory tests, referrals to specialists, emergency room utilization and prescription medications, thanks to robust continuity of care and a trusting relationship between a patient and their doctor. In fact, health centers like Open Door are viewed as a model for bending the cost curve of American health care. I'm proud to be doing this work," she said.

Public spending on community health centers like Open Door provides significant value to the community and a return on investment for taxpayers. Now more than ever, we ask our supporters to speak out on our behalf.

## BMI Rates Drop at School-Based Health Centers

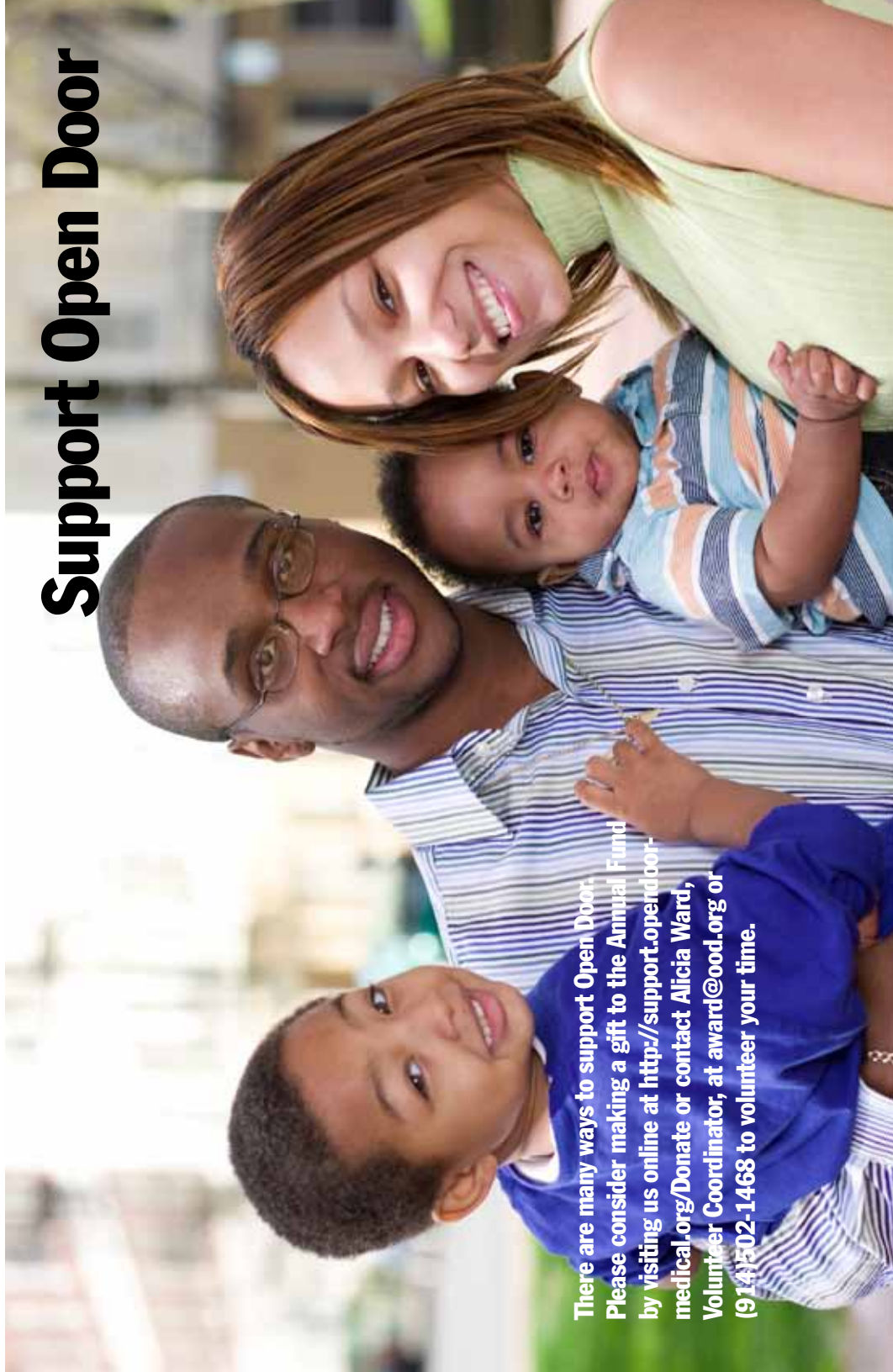
"The collaboration of everyone on the committee is truly what has made this such a huge success."

"We have seen a remarkable 30% reduction in overweight/obesity in a cohort of our young patients in the School-Based Health Center," says Ellette Hirschorn, Director of Clinical Services at Open Door. Since launching our first School-Based Health Center in October, 2004 at the Edison Elementary School there have been a lot of changes. Four additional school-based centers have opened up at the Kennedy Magnet School, Park Elementary, Port Chester Middle School and Port Chester High School. It's been an incredibly exciting 7 years for all Open Door staff, as well as the students, faculty and school administrators who have benefitted from having medical services available to them during the school day. A strong partnership with the school district and other community organizations in Port Chester and working closely with the Board of Education Wellness Committee resulted in the creation and implementation of a school-wide Wellness Policy.



Kids with fruit kabobs.

The impact has been nothing short of incredible. Body Mass Index (BMI) data for 8th Grade students when compared to their status 4 years ago showed significant improvement. What caused the change? A well-planned and coordinated effort by Open Door, the school district, a social service network, nutritionists, nurses, teachers, parents and of course the students! Vending machines have been removed from the schools and there is now a Food Service Director who has created a model food service program for the students. Seventy percent of the students in the District qualify for reduced rates for their lunch and every student in the District gets a free breakfast if they want it. The effort has also included awareness and education outreach with an emphasis on good nutrition, diet and exercise and the result is not only showing in the healthier, leaner bodies of our students, but also an invitation for the District from New York State to be part of the Healthy Schools New York Leadership program. Joe Durney, Athletic Director for the Port Chester Schools and Chair of the Wellness Committee, has been a staunch advocate for the program and has been instrumental in bringing the success to the attention of Albany. "Open Door has been critically important to the initiative," Durney says. "The collaboration of everyone on the committee is truly what has made this such a huge success."



# Support Open Door

There are many ways to support Open Door. Please consider making a gift to the Annual Fund by visiting us online at <http://support.opendoor-medical.org/Donate> or contact Alicia Ward, Volunteer Coordinator, at [award@ood.org](mailto:award@ood.org) or (914)502-1468 to volunteer your time.



## OPEN DOOR

FAMILY MEDICAL CENTERS

165 Main Street  
Ossining, NY 10562

- Open Door Mount Kisco
- Open Door Ossining
- Open Door Port Chester
- Open Door Sleepy Hollow
- School-Based Health Centers
  - Thomas A. Edison Elementary School
  - John F. Kennedy Magnet School
  - Park Avenue School
  - Port Chester Middle School
  - Port Chester High School

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White Plains, NY



### OUR MISSION

Open Door Family Medical Centers is a private non-profit organization, registered 501(c)(3) with the Internal Revenue Service. Our mission is to provide quality primary health care and human services at affordable prices to the community, particularly low-income, under-served residents and those lacking access to health care.

### BOARD MEMBERS

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <b>Operating Board of Directors:</b> | <b>Foundation Board of Directors:</b> |
| Tyler Beebe                          | Leslie Allen                          |
| Charles Chehebar                     | Sonja Bartlett                        |
| John Conyers                         | Michael R. Curry                      |
| Walter Edge                          | Walter Edge                           |
| Jennifer Gurahian                    | Jimmy Fink                            |
| Dorian Lindsay                       | Barbara Gibson                        |
| Amy McNamara                         | Elinor Griffith                       |
| Tony Mejias                          | Jeremy P. Hardisty                    |
| Kevin Nelson                         | Brian Keating                         |
| Maria M. Perez                       | Mark Kleiman                          |
| Margoth Pilla                        | Laura Mogil                           |
| Rosa Rojas                           | Kathleen M. Perkal                    |
| Diana Schaefer                       | Joyce B. Rheingold                    |
| Howard S. Schrader                   | Howard S. Schrader                    |
| David K. Sherman                     | Mary Scully                           |
| Stewart Tabin                        | David K. Sherman                      |
| Rosa Taylor                          | Stewart E. Tabin                      |
| Andres Valdespino                    | David Ross                            |
| Luis Vicetti                         | (Non-voting member)                   |
| Donna Wade                           |                                       |

[www.opendoormedical.org](http://www.opendoormedical.org)  
[development@ood.org](mailto:development@ood.org)  
914.502.1410  
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## You're Invited

Join our online community today! Signing up is easy and your information is secure. Just go to our website at <http://support.opendoormedical.org/JoinOurCommunity>. As an online community member you'll be able to review your donation history, keep us updated on things that are important to you and sign up to receive our e-newsletter – think of all the paper we'll save!

*Celebrating*  
**25**  
*years of achievement*

The Board of Directors of Open Door recognized Lindsay Farrell, President and CEO for 25 years of accomplishments and leadership on May 20th.

## Save the Date: October 4th 2011



*T-off for a round of golf at  
GlenArbor Golf Club in Bedford Hills.  
All proceeds support Open Door's  
mission to ensure affordable,  
high quality care for working  
families in Westchester.*

OPEN DOOR GOLF OUTING