



MAKING MOORE COUNTY HEALTHY FOR ALL

“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”

Reverend Martin Luther King, Jr.

**Campaign Case for Support Prepared for
Moore Free & Charitable Clinic:
A Critical Community Asset**

211 Trimble Road, Suite C
Southern Pines, North Carolina 28387
(910) 246-5333

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Our Mission Statement:

With compassion and respect, Moore Free & Charitable Clinic provides health care to the limited income, uninsured of Moore County.

Imagine waking up so short of breath you can barely make it to work, but you do not have sick leave and cannot afford to take any time off. You know you have heart problems but do not have health insurance and cannot afford the testing and medications that could improve your life. You tell yourself, "If this gets really bad, I'll have to go to the ER and maybe they can help me."

Moore County is a wonderful place to live, work and play. But for too many of our neighbors with low paying jobs, life is a daily struggle to pay for housing, food and other basic necessities for a family. When the stress of illness is added to that burden, just surviving can feel like an ordeal. For many in that heartbreaking situation, Moore Free & Charitable Clinic has made a positive difference in lives, and in the health of our entire community.

Thanks to Moore Free and Charitable Clinic's efforts, Moore County's working poor have access to a medical home where they can get the care they need. Since 2004, Moore Free & Charitable Clinic has been providing primary care for Moore County's low income uninsured in collaboration with FirstHealth of the Carolinas and other local providers. As a 501(c)(3), Moore Free & Charitable Clinic is supported by the generosity of this community and has become a vital health care asset.

Currently, Moore Free & Charitable Clinic is almost at capacity, serving over 1500 of our Moore County neighbors this year. With an estimated 14,000 in Moore County who lack insurance, there are many more in need of the care that Moore Free & Charitable Clinic can offer. To even hope to meet this need, more professional staff, space and equipment are required. The Board of Directors and staff of Moore Free & Charitable Clinic know that this compassionate, caring community will support the mission to provide adequate health care to all in Moore County who so desperately need it. Please read our story and learn how you can help make Moore County healthier for all.

The Story of Moore Free & Charitable Clinic

Moore Free & Charitable Clinic was born out of a health care committee made up of Southern Pines United Methodist Church members and their pastor. After holding a health fair for church members, the question was raised, "All of our members have health insurance! What should we be doing to care for those in our area who are uninsured and cannot afford access to health care?" The idea of a free medical clinic for Moore County was conceived that day.

Dr. David Bruton, a retired physician and former Secretary for Health and Human Services for the State of North Carolina, and Rev. Mark Wethington went to work garnering community support for the proposed clinic. With the help of a generous anonymous donor and many others, the doors of Moore Free & Charitable Clinic were opened to patients in April, 2004.



Moore Free & Charitable Clinic began seeing patients in a 600 square foot space in the Department of Health building in Carthage. Quickly, patient demand grew, along with the need for a full time provider and more space.

In 2008, grants were awarded for capital funding which allowed Moore Free & Charitable Clinic to renovate 3000 square feet in donated former commercial space located at 211 Trimble Plant Road in Southern Pines. The Clinic is indebted to the John O'Malley family for the use of this space. The new location began serving patients in May, 2009. The Clinic now includes a waiting area, four examination rooms, a small pharmacy and several offices. Moore Free & Charitable Clinic currently has nine staff members, who are assisted by nearly 50 volunteers, both clinical and non-clinical.

The Clinic's patient base is steadily growing each year, presenting new challenges and opportunities.



The Community Need

There is a large gap in health care access filled by Moore Free & Charitable Clinic, with community help. The need for safety net clinics like this will not recede in the foreseeable future.

The population of Moore County was estimated at approximately 98,000 in 2017. Approximately 15%, or 14,700, are uninsured adults aged 18-64. Prior to the enactment of the Affordable Care Act (ACA), the uninsured rate in Moore County was approximately 19%. Unfortunately, the ACA has not significantly lowered uninsured rates in North Carolina because the legislature has not expanded Medicaid coverage to low income adults.

The patients served by free and charitable clinics are not eligible for Medicare or Medicaid, and do not have sufficient income to purchase private coverage on the health insurance exchange. Many work in jobs that do not provide health benefits. These individuals are in a health care limbo where their only recourse for severe illness is to go to the emergency room. However, federal law requires emergency rooms only to stabilize patients – they are not required to provide ongoing care and maintenance medications.

For persons with no other recourse, emergency rooms can become a revolving door for inefficient, expensive and inadequate care. The costs of providing such care affect the financial stability of our community hospitals and negatively impacts all patients. Compare the estimated cost of a clinic visit of \$148 to an average emergency room visit costing \$2168! Locally, FirstHealth of the Carolinas reports that it provided over \$37 million in charity care from fiscal year 2013 through fiscal year 2015. That figure continues to rise.

Carrying Out Our Mission

Under the leadership of its chief executive officer, Anthony Price, Moore Free & Charitable Clinic provides a primary care medical home to approximately 1400 current, active patients. It treats and manages uninsured adults age 18-65, with annual incomes 200% or less of the federal poverty level (FPL). As an example, for a family of two, 200% of the FPL is \$32,480.

While the community supports most of the operating costs, the Clinic has instituted a sliding scale fee schedule several years ago, that allows patients to pay what they can based on income. Fees range from \$0-\$35 per visit.

The Clinic has one full time certified physician assistant, Abigail Bivans, who acts as clinical director, plus one part time physician assistant. There is a full time charge nurse, one part time nurse and several volunteer nurses. Over 5500 visits were provided by the clinic or its partners in 2017. The total value of all medical services rendered to clinic patients in 2017 (at Medicaid rates) was \$8,763,602. The value of prescription drugs dispensed in 2017 was nearly \$7 million.



The clinic dispensed \$6.9 million (wholesale value) of prescription medications in 2017.

Most Clinic patients have one or more chronic conditions, like hypertension, diabetes or heart disease. These diseases can be effectively managed with consistent care and medications. The Clinic is fortunate to have a dedicated pharmacy manager, Melinda Wallace, on loan from the FirstHealth Cares medication assistance program. Medications are subsidized by pharmaceutical manufacturer programs and a state access program.

A Focus on Wellness

Another priority of Moore Free & Charitable Clinic is education and support for lifestyle changes. To address our most common patient diagnosis, one-on-one diabetes education and support is made available, thanks to volunteers like Shirley Baldwin, R.N. For the past 10 years, Shirley has been a volunteer nurse at the Clinic. She nearly single-handedly developed and now runs the Clinic's diabetes education program.

She has many success stories of program participants who have brought their blood sugar and weight under better control, through personalized nutrition, physical activity plans and Shirley's unwavering support. One patient's hemoglobin A1C (a measure of blood sugar levels over time) decreased from 7 to 5.9%, which is a real improvement. Another patient lost 20 pounds and now feels better than when he was 10 years younger. These efforts help keep people out of the emergency department and hospital and most importantly, improve quality of life.

Providing Quality and Value

Moore Free & Charitable Clinic is proud of the quality care it provides. As a member of the N.C. Association of Free & Charitable Clinics, we participate in an annual outcomes assessment program funded by the Blue Cross Blue Shield Foundation. Each year we report key health outcomes data. In 2017, 74% of clinic patients achieved blood pressure control, and 83% achieved blood sugar control. These statistics compare favorably to our fellow members of the Association.

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Moore Free & Charitable Clinic provided \$27.36 in medical services and items for every \$1 contributed.

The Foundation also assesses the return on investment of dollars donated to individual member clinics. In 2017, Moore Free & Charitable Clinic provided \$27.36 in medical services and items for every \$1 contributed. That is an outstanding return on investment, and very good news for donors. Your gifts are used prudently to make the greatest impact possible.

Building Strong Community Partnerships

Moore Free & Charitable Clinic works closely with FirstHealth Moore Regional Hospital to help it provide quality care and reduce preventable health costs. The hospital established the Transition Care Clinic (TCC) several years ago to provide short term, intensive follow up care for persons discharged from the hospital. The purpose of such care is to help prevent re-hospitalization due to the patient's inability to afford prescribed medications, misunderstanding of discharge instructions, or lack of support at home.

"Moore Free & Charitable Clinic is a valuable partner to Moore Regional and a community asset. It is incredibly important that the county has a primary care facility where we can refer uninsured patients. Moore Regional is a strong supporter."

Moore Regional has partnered with Moore Free & Charitable Clinic to provide post-hospital care for uninsured TCC patients. These patients are scheduled for follow up Clinic appointments, so they can get the follow up care and medications they need to stay out of the emergency room or hospital. Moore Regional appreciates having a partnership with a community asset like the clinic.

Moore Free & Charitable Clinic also relies on Moore Regional for laboratory services, imaging and other services not offered by the Clinic. It is fortunate to have referral arrangements for donated services with many other community health care providers. In addition to Moore Regional Hospital, the Clinic refers patients to Pinehurst Medical Clinic, Pinehurst Surgical Clinic and Pinehurst Radiology, among other specialty providers. Dental services are donated by Drs. Monroe and Monroe. Moore Free & Charitable Clinic made 822 referrals for non-primary care services to its partners in 2017. That is strong community support!



Community Benefit – Community Asset

Moore Free & Charitable Clinic accurately measures the positive health outcomes we achieve for our patients. The return on dollars invested in the mission is measured. But it is more challenging to measure what economists call externalities– or the Clinic’s benefit to this community as a dollar amount.

Productivity losses due to personal and family health problems cost U.S. employers an average of \$1,685 per employee per year.

Throughout our national debates regarding health coverage, much attention has been paid to the price of poor health. The Centers for Disease Control and Prevention (CDC) has reported productivity losses due to personal and family health problems cost U.S. employers an average of \$1,685 per employee per year.

The Clinic's Board and staff strongly believe that the clinic has reduced absenteeism and improved productivity of significant numbers of Moore County employees over the last 14 years. The clinic's positive contribution to the health of small business employees in Moore County, which typically do not have access to health coverage, has been especially important.

Businesses are not the only winners when our less fortunate neighbors have access to primary care. Inadequate health care is associated with many societal problems. Inability to work and support a family due to health is a factor in homelessness, has a negative effect on child welfare and places burdens on already strained social safety nets. Our whole community suffers when many of its citizens are medically insecure.



Economic and Health Benefits

Improving access to health care for low income individuals strengthens the entire community. Academic centers have studied the economic impact of charitable clinics on their local communities. In 2009, the College of William and Mary's Thomas Jefferson Program in Public Policy issued a report analyzing the costs and benefits of a proposed new clinic in Petersburg, Virginia. The study concluded--

Safety net clinics serve multiple purposes, including helping to improve access to health services for residents in underserved communities, providing consistent and quality health care, and helping to reduce the use of and consequent costs stemming from utilizing the local Emergency Department for preventive care. In addition to these health benefits, they also increase worker productivity and spur economic development in the communities in which they are located.

Without sophisticated surveys and statistics, Moore Free & Charitable Clinic's economic contribution to Moore County cannot be quantified exactly. However, every day the Clinic is helping patients stay at their jobs or continue with schooling so they can be more productive for the benefit of the whole community. A few examples of those helped include--

- The young woman whose health problems threatened her ability to continue nursing school. She is now an ICU nurse.
- The man who was in danger of losing his landscaping customers because he felt too bad to work before he received care and medications for his diabetes.
- The middle-aged woman working two jobs who still could not afford medications for her multiple disabling conditions. With the clinic's care, she can continue to work without excessive anxiety for her health.
- The wife and mother with chronic obstructive pulmonary disease whose quality of life and years were extended through consistent access to care and medications.
- The truck driver who says if it were not for the clinic his uncontrolled diabetes would have killed him.

There are so many success stories among Clinic patients, but there are many more people who need Moore Free & Charitable Clinic's services.

How You Can Help

Serving More in Need

While Moore Free & Charitable Clinic has helped improve the quality of life for thousands of patients, year to year only a percentage of the uninsured in this county are served. The vision of the Board and staff is to provide a medical home to all low income uninsured adults in Moore County. There is an urgent need to serve more patients, but the Clinic is at its limits of provider and physical capacity.



Currently, the clinic is enrolling more than 300 new patients annually and has limited capacity to add more. It anticipates an increase in our patient load of 15-20% over the next 24 months. In order to meet this growing need and to serve more patients, more space and staff are needed. The clinic's "wish list" follows:

Priority 1: Additional space is required for examination rooms and to effectively manage an increased patient flow. There currently is unimproved space adjacent to existing Clinic offices that is suitable for expansion. Critical needs are two examination rooms with appropriate furnishings and equipment, extension of the pharmacy, and three administrative offices for volunteers and staff to have adequate room to do their jobs. The expansion would be a one-time expense, estimated at \$150,000 to \$200,000 for construction and equipment.

Priority 2: To be able to serve current and future patients, Moore Free & Charitable Clinic needs to add staff, including another full time physician assistant or nurse practitioner, a medical assistant and practice manager. With these additions, the Clinic could nearly double its annual new patient enrollment. The projected cost for new staffing is \$200,000 to \$250,00 each year.

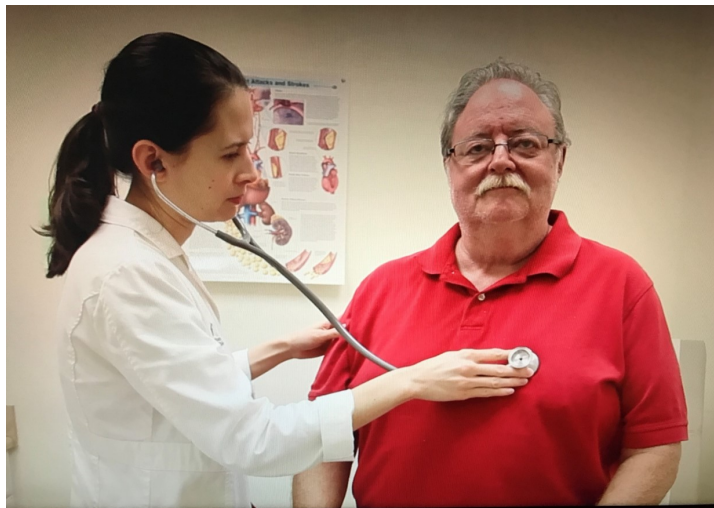
Sustainability

There is no dispute that the cost of providing quality health care is high. Moore Free & Charitable Clinic is a busy medical office and has recurring, major expenses unique to medical practices. These include malpractice insurance, continuing medical education fees, license renewals, medical supplies, along with the cost of attracting and retaining qualified providers.

The Board and management have worked diligently to keep operating expenses to a minimum, by deferring facility and equipment improvements, and asking current staff members to take on more responsibilities. With budgetary constraints, Moore Free & Charitable Clinic is unable to expand its services, and is straining to serve current patients. The answer to this community need lies in the community.

To ensure Moore Free & Charitable Clinic's continued sustainability, and to address the needs of the community, the Board is launching an ambitious campaign to attract donors who believe that the heart of a community is reflected by how it cares for the less fortunate. Individual and business investors are needed who support the mission of Moore Free and understand the significant economic and social impact that makes the Clinic a vital community asset.

The ultimate goal of this campaign is to create a \$3.5 million sustainability fund to generate income for future needs, and to provide protection against unforeseen contingencies. This is an ambitious goal, but the Board believes that, pulling together, Moore County can become a community where all who are uninsured can receive quality primary health care. Please join us in this effort.



MOORE FREE & CHARITABLE CLINIC

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