



# Keystone Health



# 2013



# AND BEYOND

Keystone Rural Health Center, also known as Keystone Health, is a 501(c)3 not-for-profit Federally Qualified Health Center that has been serving Franklin County and surrounding areas since 1986.



Joanne Cochran  
President & CEO

## MESSAGE FROM THE PRESIDENT & CEO

Keystone Health is a great company with a wealth of talent and powerful assets. We have committed and engaged people, exceptional innovation capabilities, a strong and trusted FQHC brand, a presence nationally and a solid balance sheet, all of which differentiate us in the market and significantly strengthen our business. Keystone holds a leadership position in the domain of health care in Franklin County, the Commonwealth of Pennsylvania and even in the United States.

As Keystone Health moves into its 28<sup>th</sup> year of providing services, it is faced with new trends and challenges—patients seeking alternatives to the standard office visit, patients seeking same day appointment booking on line and/or through mobile apps, doctors suddenly subject to the “Marketplace of Opinion through social media”, the demand for affordable health care, and the desire for personal well-being—all of which offer us tremendous opportunities, in both growth and expanded geographies. As we prepare to meet the Market’s new demands, Keystone Health is fortunate because our strengths as an organization greatly outweigh our challenges.

Keystone Health’s strategy is a work in progress and the momentum of the strategy development process in 2013 will continue in 2014 and beyond. It is all about gradual change. The majority of what we do in 2014 will be based on what we already know how to do—that is supporting the growth and development of a broad range of primary care health services for our community, thereby facilitating employment and providing easy and immediate access to these services.

Keystone Health was the recipient of two Outreach and Enrollment grants: one from the Centers for Medicare and Medicaid (CMS)-Connecting Kids to Coverage and the second grant from Health Resources Services Administration (HRSA) which amounted to \$998,000 and \$151,000 respectively. The primary purpose of these grants was educating, enrolling and renewing eligible children and adult into Medicaid, CHIP and the State Marketplace insurance plans. With these grant dollars, Keystone hired and trained staff; we held information health fairs; we developed brochures and materials, and set up informational booths at local events including community meetings, PTA meetings, community gatherings, malls, churches, and we even went to resident’s homes. Keystone Health set up offices in Downtown Chambersburg, Waynesboro, and Greencastle. Eleven dedicated staff called “Keystone Navigators” played a major role in our outreach and enrollment endeavors. Although Pennsylvania’s

Governor chose not to utilize the ACA to expand Medicaid and instead developed his own “Healthy Pennsylvania” plan, many Franklin County residents were enrolled into Medicaid, CHIP and the State Marketplace Insurance. Our Navigators will continue to enroll those with special conditions through 2015. As Keystone Health works to expand coverage under the Affordable Care Act, we will continue to underscore the important issues of health access and affordability that endures in our community despite broad reforms.

Keystone Health welcomed two new services to the health center, Speech and Audiology. In April of 2013, Easter Seals of South Central Pennsylvania closed its doors which left many community residents, mostly children, without access to these services. The services are now located at the 820 Fifth Avenue site and are co-located with Keystone Family Medicine and Keystone Behavioral Health.

Keystone Health expanded its footprint for the provision of health care to the migrant and seasonal farmworkers and their families throughout the Commonwealth and contracted with two Federally Qualified Health Centers located in Erie and Lancaster: Erie Health Net and Southeast Lancaster Health Center. Keystone now has a presence in over 29 counties in Pennsylvania. The treatment and care of migrant and seasonal farmworkers and their families have been at the core of the mission of Keystone Health since its inception. This population’s labor brings the rich bounty of a national harvest to America’s tables.

Keystone Health was granted Joint Commission Accreditation for another three years signifying its high standard to excellence in health care delivery. During this same survey, Keystone Family Medicine was recognized as a Patient Centered Medical Home (PCMH). The PCMH model holds promise as a way to improve healthcare by transforming how primary care is organized and delivered. This model defines the five core functions of primary care: comprehensive care, patient-centered care, coordinated care, accessible services, and a commitment to quality and safety.

We made considerable progress in 2013 and we have stayed true to our mission. Keystone Health will continue to do what it has done since its beginning, deal with the tasks at hand. We are confident that operational and financial performance will improve further in 2014, enabling us to achieve our goals for the year.

I wish to thank our employees for their dedicated efforts and for the way in which they continue to embrace our culture of clinical excellence, open access, patient satisfaction, performance improvement, and financial accountability. And I would like to thank our patients, the local businesses, and our stakeholders for their continuing support.

Joanne Cochran



## 2013 ACHIEVEMENTS

- » Patients served – 43,292
- » Total visits – 166,211
- » Percent of patients who were best served in a language other than English – 10%
- » Keystone Audiology and Speech opened in June of 2013, at 820 Fifth Avenue, Chambersburg
- » Keystone successfully launched its Outreach Enrollment Navigator program, and opened three outreach locations in downtown Chambersburg, Greencastle and Waynesboro, and connected countless Franklin County citizens to health insurance
- » In June of 2013, Keystone Health achieved Patient Centered Medical Home Level 1 accreditation

## Providers who started in 2013:



Lydia Washington, CRNP,  
Keystone Internal Medicine



Ganga Ramidi, MD,  
Keystone Internal Medicine  
(Infectious Disease)



Kawish Garg, MD,  
Keystone Behavioral Health



Shefali Gupta, MD,  
Keystone Family Medicine



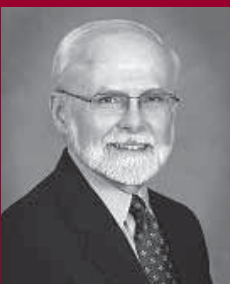
Kyungsuk Yoo, DMD,  
Keystone Dental Care



Nivedita Sharma, DDS,  
Keystone Dental Care



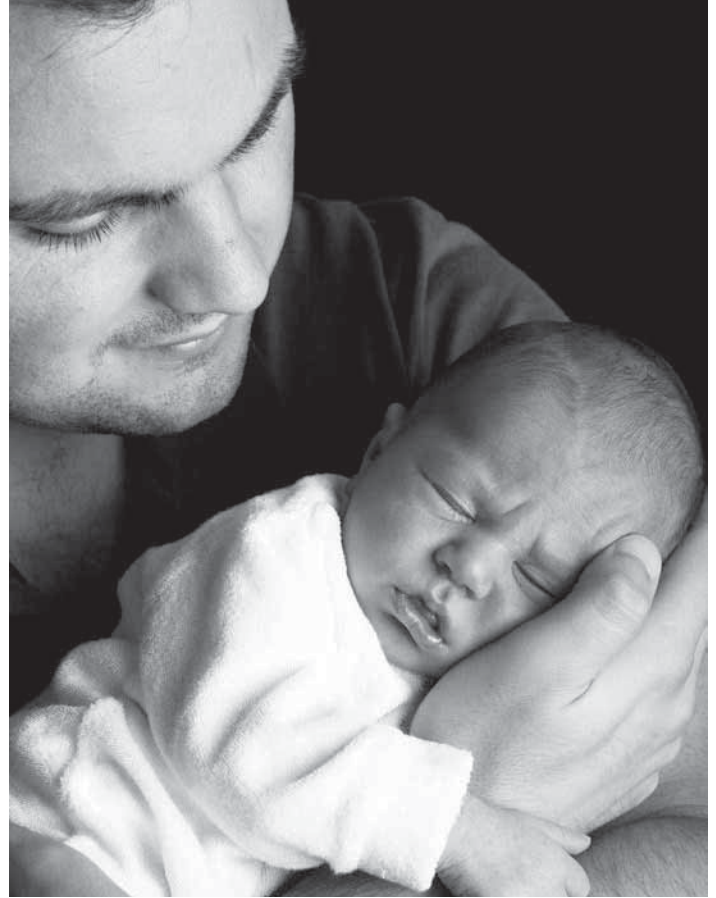
David Steves, DO,  
Keystone Urgent Care



Norbert Mathias, MD,  
Keystone Urgent Care



Rajesh Chintala, MD,  
Keystone Cardiology



## Looking Ahead

- » Keystone was awarded a grant (Connecting Kids to Coverage– Outreach and Enrollment) to provide Outreach Enrollment services to Franklin County, and began assisting residents in signing up for health insurance.
- » Dr. Sabeen Faris, MD, and Dr. Jagdeep Kaur, MD will both join Keystone Behavioral Health
- » Dr. Ruby Gupta, MD, will join Keystone Internal Medicine
- » Dr. Jennifer Fraley, MD, will join Keystone Women's Care
- » Keystone will begin renovations on the 820 Fifth Ave. site, adding more space and creating a more patient friendly atmosphere.



[Facebook.com/KeystoneHealth](https://www.facebook.com/KeystoneHealth)

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## OUR SERVICES

- » **Family Medicine**
- » **Internal Medicine**
- » **Dental**
- » **Obstetrics/Gynecology**
- » **Pediatrics**
- » **Behavioral Health**
- » **Audiology and Speech**
- » **Individual and family counseling**
- » **Medication management with Psychiatrist**
- » **Crisis Intervention**
- » **Pharmacy**
- » **Urgent Care**
- » **Translation**
- » **HIV case management; free, confidential testing and prevention education**
- » **Support services, when needed**
- » **Statewide Migrant Farmworker Programs**
- » **Discounted prescription drug program**
- » **In-patient care at Chambersburg Hospital**
- » **Outreach Enrollment**

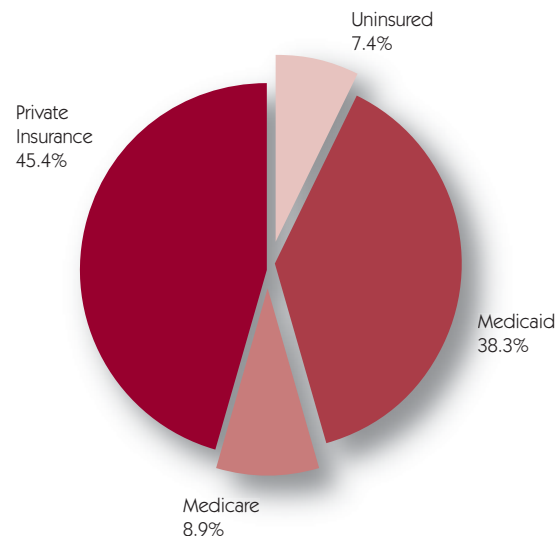
## OUR MISSION

Keystone Health improves the health and quality of life of the people and communities we serve.

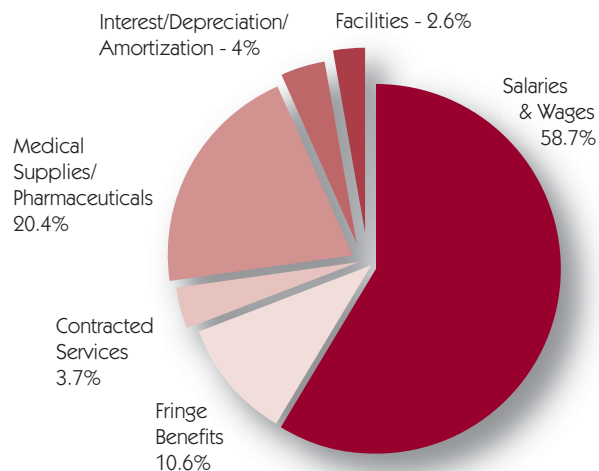
We do this by:

- » providing quality, compassionate primary medical, dental, behavioral and social services to anyone, especially those who need it most;
- » coordinating care with other providers to provide a full range of services our patients need;
- » promoting and supporting healthy lifestyles;
- » collaborating with others to promote affordable access and breaking down language and cultural barriers; and
- » advocating for our patients and the medically underserved.

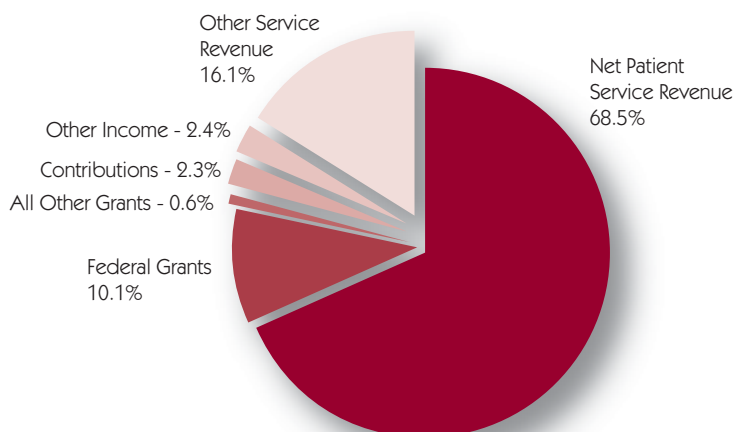
## 2013 Patient Composition



## 2013 Expenses



## 2013 Sources of Fiscal Support





## Keystone Rural Health Center

Administrative and Executive Offices  
755 Norland Avenue, Suite 200  
Chambersburg, PA 17201

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ORGANIZATION  
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ADDRESS CHANGE REQUESTED



At 820 Fifth Avenue, Chambersburg, are:

- » Keystone Family Medicine (709-7999)
- » Keystone Behavioral Health (709-7930)
- » Keystone Audiology and Speech (709-7920)



At 767 Fifth Avenue, Suite B-3a, Chambersburg, is:

- » Keystone Dental Care (709-7940)



In the Cochran Professional Center at 830 Fifth Avenue, Chambersburg, are:

- » Keystone Pharmacy, Suite 101 (709-7977)
- » Keystone Urgent Care, Suite 102 (709-7979)
- » Keystone Pediatrics, Suite 103 (709-7950)
- » Keystone Internal Medicine, Suite 201 (709-7970)
- » Keystone HIV Program, Suite 201 (709-7907)
- » Keystone Women's Care, Suite 202 (709-7990)



In the Summit Health Center, Building 1, Chambersburg, are:

- » Keystone Health Executive and Administrative Offices, Suite 200 (709-7900)
- » Keystone Cardiology, Suite 201 (217-6944)
- » Keystone Crisis Intervention Program is located in an office off the ER in the Chambersburg Hospital, 112 N. Seventh Street (264-2555 or 1-866-918-2555)
- » Keystone is the sole grantee in Pennsylvania to provide services to migrant workers across the Commonwealth. Reach the program's administration office at 217-6004.
- » Keystone offers the federal 340B discounted pharmaceuticals program to all its patients through Keystone's own pharmacy as well as contracted pharmacies across Franklin County.



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