



# Keystone Health



# 2012



# 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 fantastic company with significant potential still to be fully unlocked. We hold leadership positions in the domain of health care in Franklin County, the Commonwealth of Pennsylvania and even in the United States. Global trends and challenges---such as the demand for affordable health care, and the desire for personal well-being---offer us tremendous opportunities, in both growth and expanded geographies. We have talented 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.

We continue to see ourselves as a case of 'continuous self improvement' as we have considerable scope for operational improvement that will drive expanded growth and improved outcomes. Through our recent adoption of the Patient Centered Medical Home model and the push for expanding public insurance for all ...we are making progress in unlocking this potential to ensure that we have the capacity to offer additional services to more residents of our service area.

2012 --- A year of significant progress.

During 2012 our Nation was given the green light for the implementation of health care reform. With the Supreme Court ruling in June to uphold the Affordable Health Care Act and the reelection of President Obama, the opportunity to see the promise of accessible and affordable health care for all Americans is realized. Health Centers across America, and Keystone Health within Franklin County, will have a major role in making that effort succeed. And it challenges us to prepare for a changing and competitive health care environment.

2012 was a significant year of progress for Keystone Health. As a federally qualified health center, Keystone is paid one rate for services delivered to Medicaid and Medicare patients who comprise close to 49% of the center's patients. The rate is called a PPS (Prospective Payment Rate). Keystone challenged its current rate of \$102 and has begun the process of submitting cost reports with the hope that the outcome will yield increased dollars to the health center in 2013.

The Secretary of the State of Pennsylvania made the decision that Franklin County would become one of the counties in the state to be enrolled into Mandated Managed Care for physical medicine. Prior to July 1, 2012, the only service that was enrolled into mandated

managed care was behavioral health. This change meant that all Medicaid and CHIP residents would have to be enrolled with one of the managed care organizations that were operational in the county to receive health care. The Access system that provided services paid for by the Department of Welfare was discontinued resulting in all residents becoming patients of one of the Health Maintenance Organizations (HMO's). This conversion caused a significant change in the way in which Keystone would receive payment for services to Medicaid and CHIP patients.

Keystone developed two new services during 2012: Infectious Disease was developed and became operational in the 830 building of the Cochran Center. Dr. Raghav Tirupathi began his employment with Keystone in August. Child/Adolescent Behavioral Health was developed and became operational at 820 Fifth Avenue. Dr. Sandra Gascon also began her employment with Keystone in August.

Keystone reorganized its Purchasing / Facilities department with the separation of one department into two separate departments that resulted in hiring a Purchasing Director and instituting a more formalized approach to our purchasing function.

Passage of the American Recovery and Reinvestment Act (ARRA) changed the landscape of Health Information Technology (HIT) overnight. The bill mostly focused on the adoption and use of the electronic health record (E.H.R.) systems. Keystone immediately recognized the increased importance of HIT and made the decision to invest significant dollars into upgrading its existing IT function. Keystone contracted HIT services with a local, well established provider of HIT services, United Solutions Group which provided Keystone immediate and significant expertise and manpower to assist in the development of Keystone's electronic health record system. USG joined the Keystone team in June.

As we pursue our mission and vision, we are confident that the strategic direction we have chosen is sound. We are bringing new services and new providers to our community. In the coming year we will continue to add new services and continue to address the needs of our residents and our community in a cost effective and cost efficient platform.

In conclusion, we made considerable progress in 2012, but there is still much to be done to deliver Keystone's full potential. We are confident that operational and financial performance will improve further in 2013, 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, 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

## 2012 ACHIEVEMENTS

- » 44,941 patients served
- » 171,914 total visits
- » 4,209 patients were best served in a language other than English
- » Keystone began a generic prescription drug program that offers a 30 day supply for \$4 and a 90 day supply for \$10, to patients and employees of Keystone Health.
- » Keystone relocated its HIV program (previously located at 820 Fifth Avenue) into the Infectious Diseases Program located at the 830 Cochran Professional Center.



- » With the hiring of Sandra Gascon-Garcia, Keystone began its first Child/Adolescent Psychiatrist program, and opened its Infectious Disease practice at the 830 Fifth Ave. Cochran Professional Center, with the hiring of Dr. Tirupathi.
- » The Secretary of the State of Pennsylvania made the decision that Franklin County would become one of the counties in the state to be enrolled into Mandated Managed Care for physical medicine. Prior to 2012, the only service that was enrolled into mandated managed care was behavioral health. This change meant that all Medicaid and CHIP residents would have to be enrolled with one of the managed care organizations that were operational in the county to receive health care.

### Providers who started in 2012:



Caleb Nwosu, D.O.,  
Keystone Walk In Care



Kathy Tolleson, CRNP,  
Keystone Internal  
Medicine



Govindaraju Tirupathi,  
M.D., Keystone  
Infectious Diseases



Rotanna Adefowokan,  
M.D., Keystone  
Women's Care



Sandra Gascon  
Garcia, M.D., Keystone  
Behavioral Health



Emily Hoger, CNM,  
Keystone Women's Care



James Bruckart, M.D.,  
Keystone Family  
Medicine



Laurie Sargent, D.D.S.,  
Keystone Dental Care



Arthur Caron, LCSW,  
Keystone Behavioral  
Health



Amy Hershey, LCSW,  
Keystone Behavioral  
Health



## Looking Ahead

- » Keystone Audiology and Speech opened in June of 2013
- » Dr. David Steves and Dr. Norbert Mathias will both join Keystone Walk in Care
- » Dr. Nivedita Sharma and Dr. Peter Yoo will both join Keystone Dental Care
- » Dr. Kawish Garg will join Keystone Behavioral Health
- » Dr. Shefali Gupta will join Keystone Family Medicine
- » Dr. Rajesh Chintala will join Keystone Cardiology
- » Dr. Ganga Ramidi will join Keystone Infectious Diseases
- » Keystone began the process of becoming a Patient Centered Medical Home- to provide patients with better, more personalized care.



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

# 2012 KEYSTONE HEALTH DONORS

## PLATINUM AMBASSADORS

Summit Health  
The Wood Foundation of Chambersburg  
Mr. Donald Jacoby  
F&M Trust  
John C. Beeb Good  
Charles S. & Donna I. Bender II  
Sprint Corporate Center  
Peter C. Zimmerman  
Preston J. & Helen L. Moe  
Charles Q. Smith  
Joanne Cochran  
Sovereign Bank  
Orrstown Bank  
Mrs. Winifred Dittmar

## GOLD AMBASSADORS

Father Carl Steffen  
The Edna V. Stanley Trust  
Fort James Foundation  
The Emma W. Hutton Trust  
Patriot Federal Credit Union  
Janie A. Morgan Fund  
Smith, Elliott, Kearns & Company  
The Frank B. Leidig Trust  
Lew and F. Lucille Stence  
C. Glenn & Lorraine E. Koons  
Chambersburg Area Development Corp.  
Helen M. Lucas  
Plummer Engineering  
Wm. & Diane Nitterhouse Foundation  
Edward Zuroweste  
Louise C. Monack  
David A. & Angela L. Hoffman  
The First Nat'l. Bank of Greencastle  
William R. & Dorothy E. Erickson  
T.B. Wood's Inc.

## SILVER AMBASSADORS

Joseph R. Wertime  
Mr. & Mrs. Fred Stenger  
The Butcher Shoppe  
DeEtta Antoun  
Public Opinion/Gannett Foundation  
Dr. Yvette Brown  
Denis M. & Kathy DiLoreto  
First Nat'l. Bank of Mercersburg  
Lady Moon Farms, Inc.

John J. & Jamie McElwee, Jr.  
Mr. & Mrs. John H. Gates  
Charlotte Murphy  
Ventura Foods  
David S. & Helen O. Platt  
Noelker and Hull Associates, Inc.  
Donald H. & Luella Small  
Michael & Alice Palmer  
Joeseeph W. Gotwals  
City Answering Service, L.L.C.  
Frank S. & Linda Elliott  
The Bruce Henderson Trust  
John H. & Helen Wingert  
Laszlo Madaras  
Barbara B. Townsend  
Sunrise Computers & Electronics

## BRONZE AMBASSADORS

Dean & Donna Martz  
Thomas B. Edwards  
Park Ave. Pharmacy Inc.  
Philip S. Cosentino  
Albert S. Berberich  
Michael E. & Ev Kugler  
Valley Quarries, Inc.  
International Marketing, Inc.  
Mr. & Mrs. Robert Losee  
Larry H. & Christine Stenger  
Russel G. & Susan O. Smith  
LA Camera  
Arthur L. & Phyllis Y. Conrad  
Ned M. & Natalie J. Walker  
Mary Englerth  
Hawley Memorial Presbyterian Church  
Glen & Glen  
Fresh Express, Inc.  
Bigler Media  
The Foundation for Enhancing  
Communities  
Mr. & Mrs. Samuel King  
John W. & Helen D. Elliott  
Thomas P. & Carol M. Orndorff  
Chambersburg Beverage, Inc.  
Alice M. Brumbaugh  
Ambrose C. & Patricia W. Potrzebowski  
James P. & Nancy B. Probst  
Mr. & Mrs. James E. Radcliffe  
J. Edward & Marie L. Beck, Jr.

Richard Q. & Linda B. Snurr  
Mr. & Mrs. Karl Shreiner  
Harold C. & Joanne Gabler Jr.  
Karen G. Sloan  
SASHS Honor Society  
Ramsey G. Diliberto  
Air Hill Bretheren in Christ Church  
John L. & Cora Grove  
Chambersburg Rotary  
Michael A. Starr Insurance, Inc.  
United Defense L.P. Paladin Production  
Division  
John L. Agett  
James F. & Jean L. Druckenbrod  
John McDannell

## AMBASSADORS

Mr. & Mrs. Julio D. Lecuona  
Kevin J. & Laura J. Lorentsen  
Lou & Courtney Graham  
Cecil P. & A. Janet Cessna  
Mr. & Mrs. Donald R. Gigous  
Joan S. Applegate  
Samuel C. Clarke  
Shirley S. Rife  
Margaret L. Spencer  
Harry M. & Esther G. Buck  
Dr. David C. Daubenspeck  
Sandra Abbey  
Jane Sheffler  
Carl & Arlene Miller  
Wenger & Myers Insurance, Inc.  
Donald T. & Christina D.  
Sollenberger  
David E. & Marlene Pittman  
Brendan T. & Anne H. Finucane  
Mr. & Mrs. Allen C. Rebok  
Louise Brechbiel  
McCleary Oil Company, Inc.  
Wayne L. & Jane K. Mowrey  
Mr. & Mrs. Harold L. Buhrman  
Snaveley's Garden Corner, Inc.  
Steve & Bonnie Hoffman  
Mr. & Mrs. Allen E. Jennings, Jr.  
Richard N. & Brenda M. Bodner  
Molly A. Cochran  
Gail Vaughn

Mr. & Mrs. John Mason  
Brian L. Hart  
Kathy J. Bowman  
Donald F. Waters  
Father Jude Dawson-Amoah  
FCCTC PNP Alumni Association  
William G. George  
Mr. & Mrs. Llewellyn Dando  
Chambersburg Community Improvement  
Assoc.  
Dennis L. Byers  
Elizabeth W. Palmer  
Mr. & Mrs. David Martinez  
Waynesboro Design Services  
Chester & Eleze McKenzie  
Strickler Insurance Agency, Inc.  
Diller's Plumbing & Heating, Inc.  
The Bolte Fund  
Elizabeth N. Henneberger  
Pierre B. Turchi  
Earl D. & Dorothy M. Simms



## OUR SERVICES

- » **Family Medicine**
- » **Internal Medicine**
- » **Dental**
- » **Obstetrics/Gynecology**
- » **Pediatrics**
- » **Behavioral Health**
- » **Audiology and Speech**
- » **Infectious Disease Medicine**
- » **Individual and family counseling**
- » **Medication management with Psychiatrist**
- » **Crisis Intervention**
- » **Pharmacy**
- » **Walk-In Center**
- » **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**
- » **Cardiology**

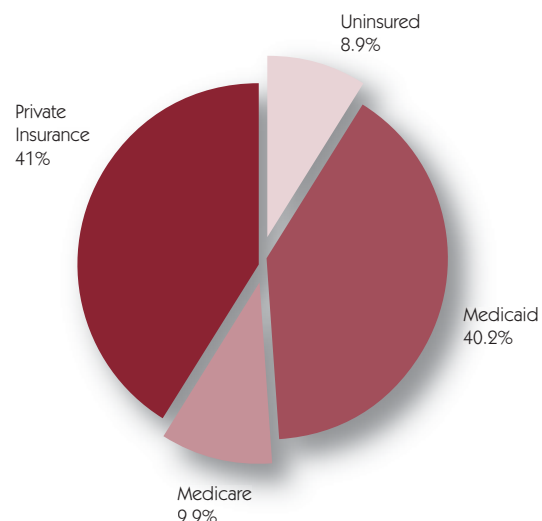
## OUR MISSION

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

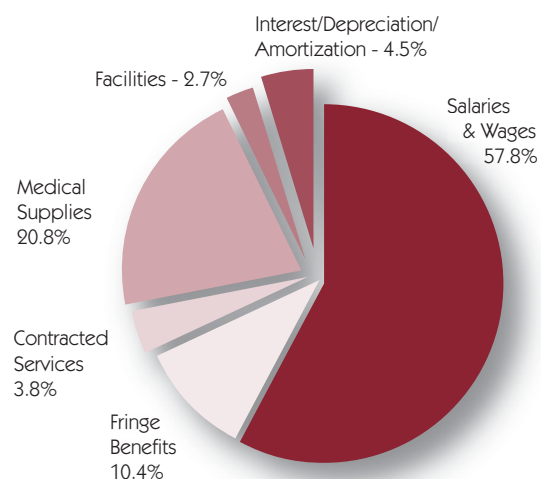
We do this by:

- » 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.

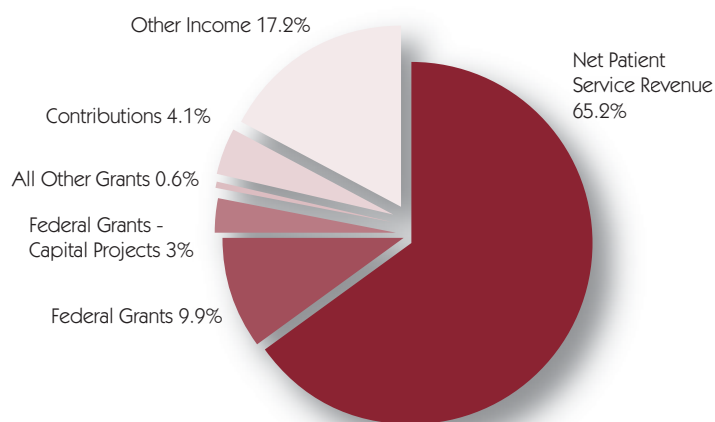
## 2012 Patient Composition



## 2012 Expenses



## 2012 Sources of Fiscal Support



## Keystone Rural Health Center

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

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
PERMIT NO. 134  
CHAMBERSBURG, PA

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 Walk-In 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)
- » Keystone Infectious Diseases, Suite 201 (709-7909)



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.



This institution is an  
Equal Opportunity Provider.



Accredited by The  
Joint Commission