



2020

AND BEYOND

# KEYSTONE HEALTH AT A GLANCE

## » SERVICES

### 21 Primary Care Services:

- Family Medicine
- Speech/ Language Therapy
- Occupational Therapy
- Audiology
- Behavioral Health
- Chiropractic
- Crisis Intervention
- Urgent Care
- Pediatrics - Chambersburg
- Pediatrics - Waynesboro
- Pediatrics Clinic at CASHS
- Pediatric Dental
- Women's Care
- Internal Medicine
- Infectious Diseases
- HIV/AIDS
- Foot and Ankle
- STD/Family Planning/  
Healthy Woman
- Dental Chambersburg
- Dental Mont Alto
- Seasonal Farmworkers

### Ancillary Services

- 1 Keystone-Owned Pharmacy
- 25 Contracted Pharmacies
- Navigator Program

» SERVES 59,840 patients through 230,267 visits (200,391 in person, 29,876 virtual), regardless of ability to pay

» WE ARE ACCOUNTABLE TO THE COMMUNITY THROUGH A PATIENT-DIRECTED BOARD OF DIRECTORS

» EMPLOYS 543 employees (doctors, other primary care providers, nurses, and support staff)

» PRESENTLY OWNS

820 Fifth Avenue (22,000 sq. ft.) Family Medicine

830 Fifth Avenue (52,000 sq. ft.) Pediatrics Chambersburg including Pediatric Walk In, Pharmacy, Women's Care, Internal Medicine

767 Fifth Avenue (17,000 sq. ft.) General Dentistry and Foot and Ankle

110 Chambers Hill Drive (12, 800 sq. ft.) Behavioral Health and Drug and Alcohol Services

111 Chambers Hill Drive (68,000 sq. ft.) Urgent Care, Infectious Disease/HIV and STD, Pediatric Occupational Therapy, Speech Therapy and Audiology, Pediatric Dentistry, Administration, Centralized Medical Records, Community Outreach, STD/Family Planning Clinic Services

MAKING A DIFFERENCE IN THE LIVES OF PATIENTS EVERY DAY

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 the surrounding areas since 1986.

## 2020 PRESIDENT'S MESSAGE



Joanne Cochran  
President & CEO

2020 began like most other years. Keystone was poised for a year of growth and expansion to meet the community's needs. No one could have predicted the changes that 2020 would bring to not only Keystone Health, but to the world.

In March, we saw the beginnings of COVID-19 in our country, our

community and our health center. It began with a slow burn but quickly took over our thoughts and lives and that of the community as well. Patient visits declined and Keystone set up testing sites for our patients and community residents. We began our testing and treatment at our Urgent Care site and then at our Pediatric Walk-In location. We were scrambling to develop new, safe ways of treating our regular patients as well as others from the community needing testing.

Keystone began offering telehealth services for many of our practices, allowing our patients to receive care from the safety of their homes. This was no easy feat, to begin a whole new telehealth program in the middle of a pandemic, but Keystone's Information Technology Department stepped up to the plate to make it happen, ensuring Keystone's patients could continue receiving the care they needed.

In 2019, Keystone made the commitment to transition to a new

## MESSAGE FROM THE PRESIDENT & CEO *(continued from page 2)*

electronic medical records system called EPIC, through WellSpan. This system was to be implemented on October 23, 2020, so while Keystone's I.T. Department was working on implementing telehealth technology, they were also developing interfaces for this new system and participating in regular weekly meetings with Wellspan leadership. Meanwhile, Keystone's management team was also holding tri-weekly meetings related to COVID-19. To say Keystone's leadership team and I.T. Department had a lot on its plate would be an understatement.

Because of the surge of COVID-19 disease burden in downtown Chambersburg, in April, Keystone began testing and treating COVID-19 patients in our 51 South Main Street office, which is usually reserved for outreach services. This office is in the heart of the community where most of the poor and immigrant populations in the area live. The people in this area are often underserved and many lack transportation resources. Based on the overwhelming demand, it was clear that Keystone's presence in this area was needed.

In May, Keystone received Abbott ID Now testing kits, allowing patients to know their test results in 15 minutes.

June brought Congressman Dr. John Joyce to Keystone. Congressman Joyce was impressed with Keystone's fight against COVID-19 and discussed the success with Keystone's management team. COVID numbers began to decline.

During the spring and early summer, Keystone's medical and dental sites

saw greatly reduced numbers of patients. Non-emergency dental appointments were not allowed to continue, and many patients canceled their routine medical appointments.

In July Keystone preceptored two Hershey Medical residents in Pediatrics and Obstetrics/Gynecology. Keystone Behavioral Health preceptored one fellow as well from Hershey Medical Center.

In August, Keystone assisted Shippensburg University with performing COVID testing for students returning to school and worked with the University's management to implement strategies to keep students and staff healthy.

September brought the start of a new school year for K-12. Most schools were doing virtual education, and some were doing hybrid teaching of 50% in person and 50% online.

On October 23, Keystone transitioned our electronic medical record system from NextGen to EPIC. At the same time the Commonwealth of Pennsylvania took over the state Marketplace insurance that had been run by the Federal Government to a new Marketplace called PENNIE (Pennsylvania Insurance Exchange). Keystone's outreach enrollment navigators once again helped many community members sign up for insurance coverage.

Unfortunately, October brought a surge nationally and locally in COVID-19. To meet the demand, Keystone opened a fourth testing site on the second floor of our 111 Chambers Hill Drive building. Demand became so great (testing over 300 patients daily) that Keystone

management requested manpower assistance from the Department of Health. In reply, volunteers from the Department of Health, as well as the SouthCentral Emergency Medical Corps, were sent to Keystone to assist our staff in testing.

December brought good news. Keystone received its first supply of COVID-19 vaccines right before the Christmas holiday. Keystone's highest-risk employees were the first to be vaccinated, and cheers from Keystone providers and staff members could be heard down the hallway after the first doses were administered.

2020 was a year to remember. It was unlike anything I have seen or experienced during my healthcare career. Keystone experienced many difficult times over the past year, including the loss of one of our long-time employees to the pandemic. But through all of the trials, stress, overwhelming demand, and at times even tears, the Keystone Health family never gave up. I could not be more proud of our staff members for pulling together this past year to meet the needs of the community. On a daily basis you could find any one of them coming in early, staying late, working through breaks and more, all to provide the best care possible for our patients. I thank them from the bottom of my heart for their dedication to Keystone and most importantly, to our patients. Their hard work and sacrifice surely saved many lives.

I also want to thank our Board of Directors for their hard work and dedication to ensure Keystone continues to serve our community



through providing an excellent quality of healthcare, caring for all of our patients and especially those who need it most, contributing to high patient satisfaction, and continuing to work toward performance improvement and embracing financial accountability.

As we enter Keystone's 35th year of providing services, I am hopeful that the worst of the pandemic is behind us and Keystone can begin getting back to a sense of

normalcy. As in years past, we want our focus to be on working toward reducing disparities, tackling substance abuse disorders, serving as co-responders in emergencies and disasters, identifying and improving social determinants of health, and finding new ways to meet the needs of those in our community. With all of the changes and obstacles 2020 brought us, I have no doubt that the Keystone Health family can meet any future challenges that come our way.

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## **2020 QUALITY INITIATIVES**



*Dr. Michael Colli*

2020 will be remembered for COVID-19, the most enduring and globally destructive virologic pandemic in over a century.

Over 350,000 Americans lost

their lives in 2020 due to COVID-19 and the depths of its ravages spared no corner of our great nation. Its human toll was great, but its economic toll may have been greater with physical distancing and social mitigation efforts causing small and large businesses alike to shutter their doors forever.

Franklin County was not spared the consequences of COVID-19. In fact, at times in 2020, Franklin County could have been considered Ground Zero for the COVID-19 pandemic in south-central Pennsylvania. We often led our region in cases, hospitalizations, and deaths per capita. As the second largest health system in our community, Keystone health has played an integral role in the management of this scourge.

From the outset, Keystone has prioritized the safety and well-being of its patients and staff. As a provider

of essential healthcare services, our goal has been to continue to provide patient care and access to necessary services in a manner that minimizes risk. We enhanced our office and exam room cleaning protocols, followed CDC guidelines in segregating sick and well patients, developed a robust telehealth platform, and provided our staff with necessary personal protective equipment. We are proud to say that during the whole of this pandemic we never ceased operations and continue to provide care for the most vulnerable in our community.

Keystone has played an essential role in testing and treatment of patients with COVID-19. We were the first healthcare organization in our county to set up ambulatory testing sites and protocols for COVID-19. As testing trailblazers, we also were the first to diagnose a patient with COVID-19. When new technology became available, Keystone Health was on the cutting edge. We were the first site in our area to bring rapid COVID-19 testing to the ambulatory care setting. Using the Abbott ID Now platform, we were able to provide extremely sensitive and accurate COVID-19 results to patients within 15 minutes.

As COVID-19 began to surge in the summer, both national and local data showed that the virus was impacting minority communities to a greater extent. Seeing a need to bring testing closer to these vulnerable populations, Keystone health set up a testing site in downtown Chambersburg. Hundreds of patients, often of limited resources or with other barriers to accessible care, sought testing with us. We believe that this downtown testing initiative was able to stem the tide of COVID-19 transmission through this community.

In November 2020, with COVID-19 rates skyrocketing, and available testing options limited, Keystone Health partnered with the Medical Reserve Corps of Pennsylvania to bring free COVID-19 testing to any patient who desired it. We set up a mass testing site at our administrative building, 111 Chambers Hill Drive, and routinely tested 300 or more patients a day while the pandemic was at its worst. While other sites in our community were limiting access to testing or requiring a scheduled appointment, we opened testing to anyone who wished, no appointment necessary.

## WHAT OUR PATIENTS HAD TO SAY

- “Came for my covid shot... everything ran so smoothly. The staff was extremely helpful and kind!!”- Laurin H.
- “The service provided was excellent. It was speedy and the nursing staff were outstanding.”- Lance H.
- “I visited Keystone Urgent Care for a COVID test and everyone was very helpful, the facility was extremely clean, and Chris and Rozeann ( the PA and Nurse that saw me ) were detailed and very kind. Times like these are very stressful, and I just wanted to express my appreciation for the care I received from check in to check out”- Lauren V.
- “Always quick, excellent staff, and service, AWESOME DOCTORS!”- Zelda H.
- My son is 13 & walking out of Urgent Care he said “Mom I want to come here from now on, everyone was so kind.” The staff listened to my concerns and brought something to my attention that (a different organization) missed concerning a condition my son has. He was tested for Covid-19. I didn’t know what to expect but was called as soon as his test results were available. The provider was very knowledgeable and I appreciate the care my son received from the time we signed in until we left. Thank you!
- I feel extremely lucky to have found Keystone Health, Everyone is top notch and I would not go anywhere else.
- Great service from the smiling face greeting us when we walked in, to the friendly nurse, and exceptional provider. My son was seen quickly and cared for appropriately. I’m glad our community has such a great resource for Urgent Care! We will use them in the future if needed.

## Providers who joined Keystone Health in 2020:



Melissa Kohler, Audiologist,  
Keystone Pediatric  
Developmental Center



Olivia Aloisi,  
Speech Therapist, Keystone  
Pediatric Developmental Center



Santiago Garcia Merino, MD,  
Keystone Behavioral Health



Sherah Harney, CRNP,  
Keystone Pediatrics



McHaley Hoffman, CRNP,  
Keystone Community  
Health Services



Lara Verhoef, CRNP,  
Keystone Urgent Care



Tate Kauffman, MD,  
Keystone Urgent Care



Jeffrey Arbelaez, DMD,  
Keystone Dental Care



Sucheta Raghavendra,  
DDS,  
Keystone Dental Care



Lori Keim,  
Dental Hygienist,  
Keystone Dental Care



Johnny Joseph,  
Pediatric Dentist,  
Keystone Pediatric Dental



Grant Frey,  
Pharmacist,  
Keystone Pharmacy

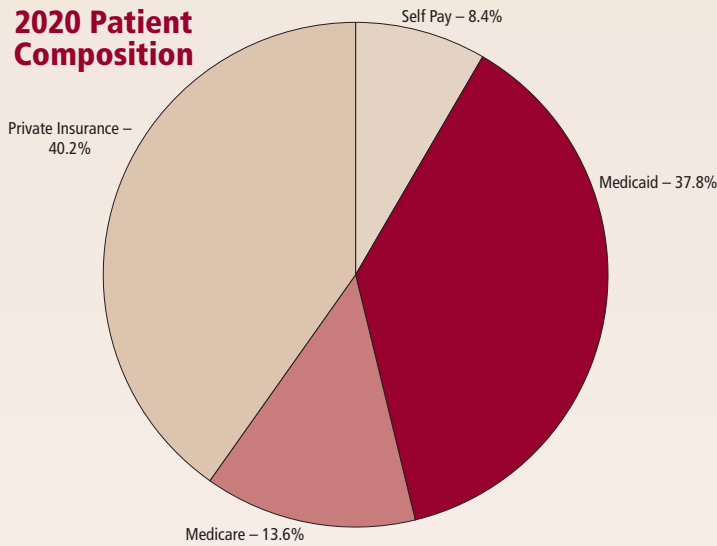


Stacie Rothrock,  
Pharmacist,  
Keystone Pharmacy



Mindy Rouzer,  
Chiropractor, Keystone  
Chiropractic

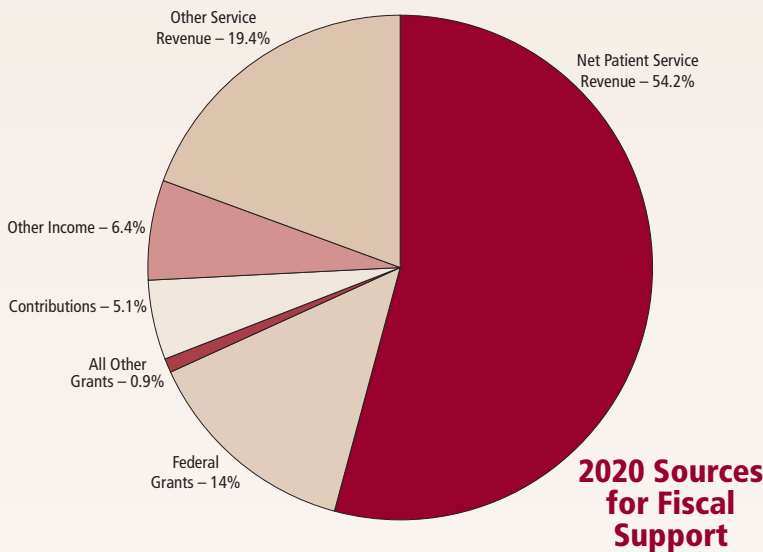
## 2020 Patient Composition



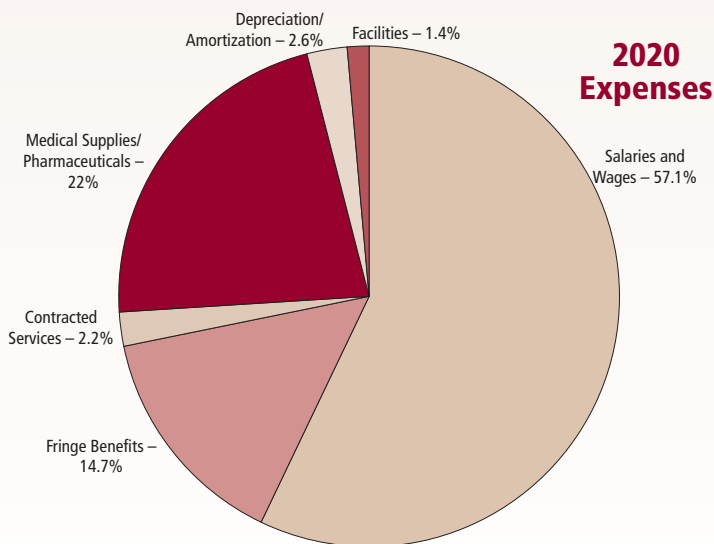
## 2020 QUALITY INITIATIVES (continued from page 4)

By the end of 2020, Keystone Health had tested nearly 18,000 patients and confirmed diagnosis in nearly 3,000, representing about one third of all tests performed and confirmed cases in our county. By the end of 2020, as vaccines became available, we began to shift our focus towards disease prevention. Following Pennsylvania 1A vaccination guidelines, we were fortunate to be able to inoculate nearly every Keystone healthcare worker who desired one.

As we close the book on 2020 and look forward to 2021, we hope to resume some sense of normalcy. Although the pandemic is nowhere near being over, we are starting to see some glimmers of light at the end of this long tunnel we have been in. However, the legacy of this pandemic will no doubt last for years to come and its immediate impact has been devastating, even to our own organization. Yet, the bravery of our healthcare heroes has been inspirational, facing the worst of crises with fortitude and strength. It is during this dark year that our organization has shone its brightest.



**2020 Sources for Fiscal Support**



**2020 Expenses**





## 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.



## 2020 KEYSTONE HEALTH DONORS

### PLATINUM

Frank B. Leidig Trust  
Janie M. Morgan Fund  
(on behalf of William Morgan)  
Edna Stanley Trust

### GOLD

Dean Martz

### BRONZE

Thomas Carbaugh  
Spiral Path Farm, LLC  
Esther Paul  
Dr. James and Mrs. Druckenbrod  
Frank and Cheryl Stern

### AMBASSADOR

Dickinson College

### IN KIND DONATIONS AND FRIENDS OF KEYSTONE

Network for Good  
Janet Minnier  
Cheryl Grove  
Rob Kauffman  
Joshua Ford Capital Business Systems  
Musser Mechanical  
Peace by Piece Ministry  
Brooke Eberly  
Ralph Tolbert Masonry Inc.  
Franklin Learning Center  
Wilson College  
Penn State Mont Alto Nursing Program



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

# KEYSTONE HEALTH LOCATIONS

## At 820 Fifth Avenue, Chambersburg, are:

- » Keystone Family Medicine (717-709-7999)

## Keystone Agricultural Worker Program

- » Keystone Health has Agricultural Worker Program offices in Chambersburg (Franklin County), Gettysburg (Adams County), Reading (Berks County), and Berwick (Columbia County). Reach the program's administration office at (717-334-0001).

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

- » Keystone Pharmacy, Suite 101 (717-709-7977)
- » Keystone Pediatrics, Suite 103 (717-709-7950)
- » Keystone Internal Medicine, Suite 201 (717-709-7970)
- » Keystone Women's Care, Suite 202 (717-709-7990)

## Keystone Dental Care

- » 767 Fifth Avenue, Suite B-3a, Chambersburg, PA (717-709-7940) – Keystone Dental-Chambersburg
- » 6155 Anthony Hwy., Mont Alto, PA (717-765-8664) – Keystone Dental-Mont Alto

## Keystone Pediatrics – Waynesboro

- » 45 Roadside Ave., Waynesboro, PA (717-387-8060)

## Keystone Behavioral Health

- » 110 Chambers Hill Drive, Chambersburg, PA (717-709-7930)

## In the Keystone Professional Center at 111 Chambers Hill Drive, Chambersburg, are:

- » Keystone Urgent Care, Suite 100 (717-709-7979)
- » Keystone Pediatric Developmental Center, Suite 101 (717-709-7997)
- » Keystone Community Health Services/ Keystone Infectious Diseases, Suite 102 (717-709-7909)
- » Keystone Administration (717-709-7900)
- » Keystone Pediatric Dental (717-709-7941)

## Keystone Chiropractic

- » 423 Limekiln Drive, Chambersburg (717-709-7939)

## Keystone Foot and Ankle Center

- » 767 Fifth Avenue, Chambersburg (717-709-7986) – Keystone Foot and Ankle Center-Chambersburg
- » 1905 Market Square Blvd., Waynesboro (717-762-6300) – Keystone Foot and Ankle Center-Waynesboro

- » 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 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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