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Interview with NorthLakes CEO, Reba Rice

Community Programs & NorthLakes Community Clinic

NorthLakes Clinics and Services

Annual Report

Ashland | Hayward | Iron River | Minong

Annual Report 2014
January 1, 2014 to December 31, 2014
What does it mean when you say that NorthLakes is “more than a clinic”? 

Our board has tasked us with finding ways to get outside the walls of our health center to work toward the engagement, the prosperity and health of our community members. They said, “you can’t just offer medical services – you’ve got to go out and get to the root cause of the issues,” and those happen outside the clinic.

And so if we’re going to start addressing the root causes we’ve got to start seeing that issues like obesity are issues of malnutrition. That diabetes is linked to not having walkable communities. That the prevalence of health problems we address in our clinics from depression to tooth decay to hypertension all start in people’s homes and in their lives and in their schools. Our job as a public health organization is not just to provide services that professionals can offer in a clinic but to engage the community in figuring out what it needs to improve its own health.

A community can improve its own health by addressing the issues that it sees as most pressing to it. So if there’s critical mass around exercise, or access to better food, or living wage jobs, then the community will be passionate and engaged with that and will embrace the changes it needs to make. Because it doesn’t just matter what the needs are; it also matters what the resources are. And when you match those things, the things you need to accomplish with the resources that you have, you find synergies, and things start to fall together. You find you have the problem AND the thing to solve that problem. Then you really have something, rather than just sitting around a table and identifying all the issues and saying all the things you need when you have no idea where they’re going to come from.

NorthLakes is one of the many resources that the community has. And we’re saying “Put me in, coach!” But we’re not the whole team, or the coach. NorthLakes is one of the many resources that the community has. And we’re saying “Put me in, coach!” But we’re not the whole team, or the coach. We’re just one of the resources.

What does that look like in practice?

Some idea or program comes up in conversation. It’s like a little ball that spins around, and other stuff gets attached to it. Maybe someone else has heard of that program, or we have an extra room, or a patient says they have a need, and we just heard about a provider. So things just start to attach to this little idea and it gets bigger and bigger. We have learned, organically, that when we float something and three or four other things don’t come and attach to it, we should just let it go for the time being, even if it’s a great idea. If we don’t have several things going in that direction, a provider, a need, a space, a grant – we don’t even pursue it because it’s not going to be the low-hanging fruit.

And so what we’ve learned is that, as long as you are all good ideas, you do the easy stuff first, and there’s always an easy thing waiting for you to do it.

NorthLakes is “more than a clinic”?

From the clinic side, it’s a lot more fun, as a provider, to work on a health project with every single patient, which is the project the patient has chosen. Every single person on the NorthLakes staff this year will learn motivational interviewing, which is a tool that asks, what do you want as a patient and what’s stopping you from getting that? Patients can ask themselves, why do I want to eat the stuff I’m eating even though I’m unhappy with my weight at the end of it? Asking those questions gets me closer to the root cause of what is jeopardizing my health or really, all my goals.

Providers feel the difference when they’re talking with their patients - the level of engagement changes when they’re saying “What is it that you want and how can I help you accomplish that?”
Community Donors:
Thank you for your generosity. We would like to thank you for your generosity and support of NorthLakes Community Clinic. When the call for care is received, we are able to respond, ensuring that no one in need is turned away.

Akl, Jason
Alexander, Joseph
Anderson, Charles
Anonymous
Ashland Area Council
Asp, Grace
Austin, Christine
Bohaty, Adolph
Brierly, Joan
Brunner, Linda
Craig, Nancy
Dryer, Deb
Dunn, William
Dunster, Patricia
Dzialo, Eleanore
Fabiilli, Stephanie
Fanning, William
Foss, Margaret
Garnello, Andrea
Garnello-Johnson, Heidi
Gerry, Kathleen
Gilberg, Nina
Gougar, Janet M
Hamilton, Rosemary
Hannickel, Erica
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Pykola, Urho
Rakow, Christine
Rand, Steven
Rexses, Donna
Riley, Michael
Serum, Jean
Spangler, Randy
Su, Katherine
Thiel, Karen
Thimke, Jane
Thompson, Dodson
UHC

Financial Information:
The following is an overview of our finances from January 1, 2014 to December 31, 2014.

Sources of Funds
- Insurance and Patient Fees: $9,488,000
- Government Grants: $2,281,000
- Contributions: $57,000
- Other Income: $300,000
- Total: $10,126,000

Uses of Funds
- Provision of Primary Health Care: $9,485,000
- Management, Facilities, IT, Billing and General: $917,000
- Total: $11,602,000

Balance Sheet
- Assets
  - Current Assets: $2,592,000
  - Property and Equipment: $3,180,000
  - Total: $5,772,000

- Liabilities and Net Assets
  - Current Liabilities: $763,000
  - Long Term Liabilities: $713,000
  - Net Assets: $4,996,000
  - Total: $5,772,000

*Note: Other- ST (Speech Therapy) and OT (Occupational Therapy) began towards the end of 2014.

2014 Patient Data
- Number of patients served in 2014: 13,338
- Number of visits in 2014: 47,507
- Service visits in 2014: 134
- Total number of health care providers (full & part-time) in 2014: 38

*We are community directed, with patients making up more than half of our governing board.*
Community Programs:
Part of what makes NorthLakes “more than a clinic,” are these programs taking place outside our walls, where patients live, work, exercise, and go to school.

Seal-A-Smile: part of our Superior Smiles Programs
The Superior Smiles program operates under the State of Wisconsin statues and guidelines for school based services.

“One in three Wisconsin children are living with untreated dental decay, the most preventable chronic disease in the United States. Children and youth with special health care needs are twice as likely to have unmet dental needs. In addition, disproportionate levels of access to oral health care exist in minority and low-income populations. Nationally, 80% of dental decay affects 20% of children.” (www.chawisconsin.org)

“It has been estimated that more than 54 million school hours are lost yearly because of dental disease.” (www.dhs.wisconsin.gov)

Our Superior Smiles team provided services in 66 schools throughout 11 counties and have seen just over 5,650 children in 2014. This program includes oral health education and dental supplies, oral health assessment by a licensed dental professional (Dental Hygienist or Dentist), fluoride varnish applications and dental within the schools.
- Every child is eligible for the program regardless of insurance
- Superior Smiles visits the school three times per year
- A report is sent home after each visit listing what services were provided
- Superior Smiles works with local community dentists to increase access for care to children with no dentist.

Prescription for Wellness
This spring, NorthLakes Clinic is beginning its Prescription for Wellness program, which will allow providers to write prescriptions for healthy food and exercise. Program director Linda Rise has been making connections with many local partners who can help facilitate prescriptions. The Chequamegon Co-op is offering free classes to prescription holders and local yoga and fitness partners Humble Be Yoga, The Spot Wellness and Ignite Fitness offer memberships at reasonable prices.

Rise says motivational interviewing gives the program a lot of its power. “We can pull together a lot of resources but what matters most is for prescription holders is to find what motivates them,” Rise said.

“Once people find their own motivation for making healthy choices, the barriers become easier to navigate.”

Prescription for Wellness is piloting with three providers and will expand throughout 2015.

NorthLakes Community Clinic:

ASHLAND: CHILDREN’S CLINIC
719 Main St E, Ashland, 54806
P) 715-685-9000 -or- 888-834-4551 F) 715-685-9002
Services: Dental, Behavioral Health Counseling, Speech Therapy, Resource Coordinator

ASHLAND: VAUGHN CLINIC
500 W Main, Suite 305, Ashland, 54806
P) 715-689-5007 F) 715-689-5009
Services: Adult Behavioral Health Counseling, Substance Abuse/ AODA Counseling

ASHLAND: THIRD STREET CLINIC
492 Third Street W, Suite 135, Ashland, 54806
P) 715-689-0633 F) 715-689-0736
Services: Pediatric Occupational Therapy, Pediatric Speech Therapy

HAYWARD CLINIC
11188N St Hwy 77, Hayward, 54843
P) 715-634-9541 F) 715-634-5740
Services: Medical Services + Prenatal/ OBGYN care, Osteopathy, Behavioral Health Counseling, Substance Abuse/ AODA Counseling, Resource Coordinator

HAYWARD: EVERGREEN CLINIC
15910W Company Lake Rd, Hayward, 54843
P) 715-934-2224 F) 715-934-5740
Services: Dental

RON RIVER CLINIC
7665 US Highway 9, Iron River, 54847
P) 715-376-5001 -or- 888-834-4551 F) 715-376-5067
Services: Medical, Chiropractic, Dental, Behavioral Health Counseling, Substance Abuse/ AODA Counseling, Pediatric Occupational Therapy Treatment, Physical Therapy through OST, Patient Pharmacy, Resource Coordinator

MINONG CLINIC
600 Shell Creek Road, Minong, 54859
P) 715-466-9001 F) 715-466-9205
Services: Medical Services + Prenatal/ OBGYN care, Osteopathy, Behavioral Health Counseling, Substance Abuse/ AODA Counseling, Physical Therapy through OST, Patient Prescription Services, Resource Coordinator

NorthLakes is one of the resources that the community has and we’re saying “Put me in coach!”

What is a Community Health Center?
A Community Health Center, such as NorthLakes Community Clinic, works to improve the health of its community.

Who can go to NorthLakes?
NorthLakes provides high quality health care for anyone who needs it, regardless of ability to pay, insurance coverage, or where they live.
Who We Are (CHC)

NorthLakes Community Clinic is proud to be a Community Health Center (CHC). As a Community Health Center, NorthLakes is a non-profit organization managed by a patient majority board of directors. Community Health Centers provide care to everyone, including those with commercial insurance, those with government insurance (Medicaid and Medicare) and those without insurance. In addition, Community Health Centers provide comprehensive, integrated, whole person care including medical, dental, behavioral health and prescription services.

Our Mission

To respond to the health care needs of our communities with an integrated array of quality services and actively remove barriers to care.

Our Vision

Healthy, prosperous, engaged communities where everyone thrives.