

Support for Families



Health Care for All



Our Mission:

Families First Health and Support Center is an independent nonprofit agency that provides a broad range of health and family support services to individuals and families, regardless of ability to pay.



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Taking Care

Summer 2006

A NEWSLETTER FOR
DONORS, FUNDERS
AND FRIENDS OF
FAMILIES FIRST

Health Care for Homeless: Success in Small Steps

Three years ago, “Bill” was homeless, a raging alcoholic with untreated high blood pressure and diabetes. He visited Families First’s mobile health team when they came to Cross Roads House, “but looking at his high blood pressure and his diabetes was not on his radar screen,” says **Maureen Keating**, the registered nurse who runs the Health Care for the Homeless program for Families First.

Today, Keating says, Bill tests his blood sugar regularly, takes his meds, and has gone for stress tests, dental appointments and blood work. “He does everything diabetics are supposed to do to take care of himself,” she says.

Getting to that point was a slow process. “It was a matter of asking him, ‘What are you willing to do today, Bill?’ ” she says. “If he wasn’t willing to let us check his feet, we would ask him to do something else, and hope we could look at his feet next time.”



Maureen Keating, RN, who runs the Health Care for the Homeless program, discusses a patient's medication needs with Care Coordinator Susan MacDonald.

'A Tough Mother Teresa'

It was at Boston’s Pine Street Inn, a 350-bed homeless shelter where she worked for 12 years before coming to Families First, that Keating learned the need for painstaking relationship-building and a willingness to define success in small increments. She makes sure everyone who works on her mobile health team understands that “while we, as clinicians, may have an agenda with people, our job is really about *their* agenda and what brings them to us, and over time establishing a relationship and trying to get them further along in their life and in their health.”

It is the team’s ability to build relationships that most impressed **Dr. Ira Schwartz** when he began volunteering with the Health Care for the Homeless program earlier this year. “We are dealing with many people who are in desperate or semi-desperate life situations,” he says. “The staff on the van treat these people with a sense of respect and warmth that I don’t think they expect or have seen a lot of in their lives. I think Maureen is a Mother Teresa — gentle and nurturing, but tough when needed.”

“There are always issues in people’s lives, and when you have a relationship you can challenge them a bit,” Keating says.

On the Road

Families First’s Health Care for the Homeless program, which was launched in 2002 with a federal grant, provides primary health care, substance abuse and mental health counseling, dental care, family programs and care coordination.

Mobile health care teams travel on vans to shelters, soup kitchens and other sites that are convenient for homeless people. Recently, Families First received donations from **Portsmouth Regional Hospital** and **Blythe and Dan Brown** that were used to purchase the van on which we provide these services in Portsmouth, Dover and Rochester. (*See next page for more on these donations.*) **Exeter Health Resources** donates the use of a second van, and a driver, to serve Hampton and Seabrook locations.

Patients who visit the vans see a team of Families First health care providers. The first person is care coordinator **Susan MacDonald**, who performs intake procedures, including administering a self-screening tool for depression, drinking and domestic violence. She also helps patients obtain government benefits, pharmaceuticals and other resources to meet their needs.

Maureen Keating then does an initial health screening and history, assesses immediate medical needs and follows up on any substance abuse issues revealed through the self-screening. She refers some patients to **Dolly Waters**, a licensed alcohol and drug abuse counselor.



Following the nursing intake, patients see a nurse practitioner — **Jill Capobianco, Pam Hagan or Debra Learmonth** — or **Dr. Schwartz** when he is volunteering.

Jill Capobianco, ARNP, is one of the nurse practitioners who provide health care for homeless people on the vans.

Next comes one of the hardest parts: helping patients find resources to follow up with what their provider recommends. “It’s easy to figure out what tests need to be done, or what medications need to be prescribed,” says Dr. Schwartz. “But these people don’t have resources to be able to obtain these tests and medications. One of the most amazing aspects of this program to me has been the whole support system on the van that is so familiar with what strings to pull to get services. Somehow, Susan and Maureen know how to get everything done — medications, transportation, referrals to Boston.”

continued on page 3

Welcome

Dear Supporters and Other Friends,



The arrival of our new fiscal year on July 1 is a time for Families First staff and board members to look back at the challenges we faced in last 12 months and set goals for the coming year, keeping in mind the new challenges that lie ahead.

Although we achieved many goals last year and continued to help more people, I have seen trends in the community and in health care that are causes for concern. You may have read in our spring appeal letter that we saw a 32% increase last year in the number of visits from uninsured patients, requiring us to absorb an additional \$200,000 in unreimbursed costs.

Families First's mission is to provide health care for everyone, regardless of ability to pay. To do this, we must maintain sufficient revenue to help the people who need us most while providing high-quality care for *all* our patients.

One way we are trying to meet the financial challenge is to encourage more people who have health insurance — be it private insurance, Medicaid or Medicare — to come to Families First. Not only is a good mix of insured and uninsured patients essential to our financial health, but we firmly believe that our experienced and respected staff and state-of-the-art equipment such as electronic medical records and a digital EKG machine provide high-quality health care that *anyone* would be fortunate to receive.

I have also asked my staff to look at ways to improve efficiency in our day-to-day operations without sacrificing service and care to our patients. We have already seen what some small changes — for example, new policies that reduced no-show rates — can do for our bottom line.

Finally, of course, you as donors are a critical part of this equation. Your response to our appeal has helped us absorb the cost of serving more uninsured patients this year.

As the new fiscal year unfolds, we will keep working to ensure we can meet these challenges in an uncertain future. I believe that visits from uninsured patients will continue to increase. We will need your help more than ever to ensure that each person has access to the best primary, prenatal and dental care and to family support services that help them be happy, healthy and productive members of our community. As donors, your personal gifts and your business support make all the difference, each and every year. Thank you.

Helen B. Taft

Helen B. Taft
Executive Director

Fund-Raising & Friend-Raising

Van Donation Among Broad Support from Portsmouth Regional Hospital

U.S. Sen. **John Sununu** and U.S. Rep. **Jeb Bradley** joined us June 1 on the lawn of the Community Campus to celebrate Families First's acquisition of a brightly painted van nicknamed "Helen."

Families First had been leasing the van from AIDS Response-Seacoast in order to bring health care to homeless people in Rockingham and Strafford counties. Now, thanks to donations of \$10,000 each from **Portsmouth Regional Hospital** and **Blythe and Dan Brown**, Families First is the van's proud new owner.

The donations used to purchase the van represent only a portion of the support provided this year by both the Browns and Portsmouth Regional Hospital.

The hospital, Families First's largest supporter in the business community, donated a total of \$180,000 in fiscal year 2006. Most of the money was used to serve uninsured patients, including some in the Health Care for the Homeless program, and to provide dental care at Families First. The hospital also supports Families First through its annual Billy Cheverie Memorial Golf Tournament, donation of photocopying services, sponsoring the *Artists of the Seacoast* fundraising calendar, and lending Chief Financial Officer Richard Senger to Families First's Board

of Directors for the past 22 years. The hospital also provides discounted services for Families First patients facing financial constraints.

Author Dan Brown and his wife, Blythe, donated \$40,000 in November and asked Families First to use the money wherever it was needed most. The \$30,000 that remained after purchasing the van helped Families First offset the costs of providing a growing number of health care visits to uninsured patients.



Leslie Pope, a vice president at Portsmouth Regional Hospital, affixed a sign to the van commemorating Families First's ownership of the van and the hospital's support.

Artists of the Seacoast Art Sale

More than 100 people attended our first *Artists of the Seacoast* Spring Art Sale on May 18 at **Banks Gallery** in Portsmouth. Fifty artists exhibited their works and donated at least 50% of the sale price to Families First. (Some even donated the entire sale price.) A spectacular array of food and wine was donated by **Anneke Jans** of Kittery, **The Green Monkey** and **Ceres Street Wine** of Portsmouth, and **C'est Cheese** of North Hampton. **Jamie LaFleur** graciously donated the gallery space. More than \$3,000 was raised by bringing the love of art and spirit of giving together to help Families First. This first-time event is sure to be repeated.



Foster's Daily Democrat / Beth Lorden

Artist **Julie Cyr** reacts to the news that her painting "Three Boats in Belfast" will grace the cover of the 2007 *Artists of the Seacoast* calendar. She later sold the painting at the Spring Art Sale and donated the entire proceeds to Families First.



Casey Davies, age 8, bought a raffle ticket at Children's Day and was the lucky winner of a quilt generously donated by **Mary Ann Rossi** to benefit Families First.



Exeter Health Resources, under the leadership of president and CEO **Kevin Callahan**, recently donated \$25,000 to help Families First serve people from the Hampton/Exeter region. *Exeter Hospital* has been a longtime supporter, having contributed to our endowment campaign in 2004, sponsoring our annual calendar fundraiser, and lending us a van for our Health Care for the Homeless program.

"Estate Planning To Die For"

Nationally recognized attorney **Sally Mulhern** gave a dynamic presentation called "Estate Planning To Die For" at our first planned-giving seminar on May 10. More than 40 people attended. Look for more estate-planning events as we build our Healthy Futures Endowment.

Granite Springs Foundation "All For One" Auction

Families First was one of six organizations fortunate to be chosen as a recipient of the **Granite Springs Foundation's** "All For One" Auction on June 26. Having attended many fundraising events in the community, **Renee Riedel**, owner of **Two International Group**, came up with the idea of hosting an auction benefiting numerous community groups. Ten unique items were auctioned off by **Joe Shanley**, including tickets to *Oprah* and a Nantucket trip. More than \$24,000 was raised, to be shared by the six organizations. We are grateful to be chosen by Renee and her team, and we thank them all for their hard work and generous spirit!

Supporters

On this page, we gratefully recognize the generous individuals, businesses, community organizations and foundations that donated \$100 or more to Families First between January and June 2006. We are grateful for contributions of any amount and regret that space doesn't permit us to list every donor here. All donors will be listed in the annual report this fall. We apologize for any errors or omissions.

ANNUAL FUND \$110,000

Portsmouth Regional Hospital

\$25,000

Exeter Health Resources

\$10,000 - \$15,000

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ENDOWMENT FUND

Donations and pledge payments received from January through June 2006 are listed. A complete list of endowment campaign donors is at www.FamiliesFirstSeacoast.org/documents/AnnualReportFY05.pdf.

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Donate to Families First and Make a Difference Today!

We are grateful for the many contributions we receive throughout the year from individuals, businesses and organizations. Each gift, large or small, allows us to continue offering our valuable services to thousands of individuals and families throughout the Seacoast.

You can financially support Families First Health and Support Center in a number of ways. Make a general donation by writing a check, or consider making monthly payments by credit card. Give a gift of appreciated stock, or include Families First in your will.

Your gift will make a difference in the life of an individual or family and the community we live in.

To make a donation or for more information, please contact Development Director **Ginny MacDonald** at 603-422-8208 ext. 144 or gmacdonald@FamiliesFirstseacoast.org; write to the address on back of this newsletter; or go to www.FamiliesFirstSeacoast.org, click on *Donate*, and then click on *Download a printable donation form*.

All donations are tax deductible to the fullest extent allowed by law.

Profile



Martha Fuller Clark and Geoffrey Clark

“Work, wealth and wisdom” are the three contributions all nonprofits need from community members. Families First has been lucky to find all three in one couple: Senator Martha Fuller Clark and Dr. Geoffrey Clark. Not only are the Clarks among our most generous financial supporters, but both have worked hard on our behalf and lent their political and medical wisdom to our cause.

As a member of the New Hampshire legislature from 1990 to 2002, and now as a state Senator and member of the Health and Human Services Committee, Martha has been a strong advocate for measures that would strengthen community health centers and their programs. In particular, during the past two years she has argued for bringing Department of Health and Human Services reimbursement rates for community health centers into line with the actual costs of care that the state contracts with these centers to provide.

“It is a privilege and a responsibility to advocate in Concord for service organizations like Families First to get the state support they need and deserve,” she says.

Meanwhile, Jeff Clark is nearing the end of his second three-year term on the Board of Directors and will then join our Advisory Board. A gastroenterologist for 33 years until his recent retirement, Jeff was able to make many valuable suggestions about policies and procedures while serving on the Board's Quality Improvement Committee.

What he found most gratifying during his time on the Board was to see “how the Health Center has evolved and improved and is providing better services,” Jeff says.

He believes the need to operate within a tight budget actually provides Families First with an opportunity: “Because we have less money, we have to be more efficient and focus on what is truly important, such as preventive care, better care coordination and helping patients manage chronic diseases,” he says. “That’s where progress can be made. When programs like these are managed well, you can get a very good return for the dollar.”

By the same token, the Clarks perceive a great return on the dollars they give to Families First. “It’s an investment that we’re proud to make because we believe the dollars are very, very well spent,” Martha says.

“It’s great to be able to help make things happen, things that wouldn’t otherwise get done,” Jeff adds. “To be able to make a difference, whether in nitty gritty stuff like health care, or in fun stuff like the Music Hall — that is what really counts. We’ve never regretted a single dollar we’ve given away.”

Health Care for the Homeless (continued from page 1)

Rewards

Dr. Schwartz, who has been in private practice for 25 years, currently with **Portsmouth Internal Medicine Associates**, has found volunteering on the van so rewarding that he says, I plan to spend one of my days off volunteering in this program every month for the rest of my life.”

For Maureen Keating, the reward comes from “helping people feel strong enough to step up to the plate of their own life.”

Bill, the diabetic patient, is now in permanent housing, is sober, and has his diabetes and blood pressure under control. The rewards of his involvement with the homeless health care team are a better quality of life and reduced chance of

complications that could lead to hospitalization, amputation and premature death — rewards that benefit the entire community by reducing cost-shifting that leads to higher insurance premiums and taxes for everyone.

Since the mobile health care program began in January 2003, the vans have served 1,200 people in 4,500 visits.

If you would like to help the Health Care for the Homeless program, please call 603-422-8208. To discuss a financial contribution, contact Ginny MacDonald at ext. 144. To discuss volunteering medical services or other assistance, contact Maureen Keating at ext. 111.

Hunt for Health Fundraiser: A Seacoast First

Once in a great while, a fundraiser comes along that stands out from the rest. No black ties or babysitters are necessary for the Hunt for Health & Feel-Good Festival, which Families First will hold for the first time ever on Saturday, September 30.

This team-driven fundraiser begins at Flatbread Company with a city-wide scavenger hunt and ends with a celebration of feeling good that is open to the entire community. Pre-registered teams of families, friends, coworkers or other groups who have raised money for Families First will have three hours to complete a scavenger hunt which takes them out and about in Portsmouth. The hunt list is points-based to make the competition fierce and includes acquiring strange objects, taking photos of your team performing a fun task, and answering unique questions about Portsmouth. Hunters will uncover interesting Seacoast facts and visit local businesses and landmarks — all while working as a team to finish as many of the hunt tasks as possible before time is up!

By the stroke of 1 p.m., Hunt teams must report to the Community Campus to turn in their scavenger bags to the judges and join the Feel-Good Festival. The festival, which is open to the general public, will feature music, activities, demonstrations, food, games and much more.

At 3 p.m., the Hunt for Health winners will be announced, and prizes will be given to the three teams with the most Hunt points, the three teams that raise the most money, and the three individuals who raised the most money. Generous businesses are donating the prizes, which include airline tickets from Allegiant Air and skis from Putnam's.

Families First's goal for the Hunt for Health and Feel-Good Festival is to raise \$10,000 and have at least 40 teams participating, says Event Coordinator Laura Keller. "To do that, we still need a lot of help," she says. "There are many ways to get involved, from joining the planning committee, to donating a prize, to becoming an event sponsor, to putting together a Hunt for Health team, to just coming out and enjoying the afternoon at the Feel-Good Festival."

If you can help make the Hunt for Health a success by doing any of those things, please contact Laura Keller at 603-422-8208 ext. 132 or LKeller@FamiliesFirstSeacoast.org. For more details on participating in the Hunt for Health, please see below. At least 40 volunteers are needed to help out on September 30 before, during and after the event. Can you help???



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Support for Families ...
Health Care for All



Hunt for Health & Feel-Good Festival September 30, 2006

Are you creative, curious and caring? Then don't miss the Hunt for Health & Feel-Good Festival! This one-of-a-kind event includes a challenging scavenger hunt in Portsmouth, followed by a community-wide festival celebration. Mark your calendar, create a team to contend, and help make a difference by supporting Families First.

FORM A TEAM!

- Gather up to 5 friends, coworkers or family members
- Give yourselves a catchy team name
- Make sure you have a digital camera and a car
- Raise at least \$250 (per team)
- Compete for team and individual prizes

RAISE MONEY!

It's hard to ask friends and family for money, but it's easy to ask them for support. Included in your registration packet will be helpful hints on how to ask for support for your team and Families First.

HUNT FOR CLUES!

Teams will meet at Flatbread Company at 9 a.m. sharp. After enjoying breakfast munchies, beverages and a quick rally, your team will receive the official 2006 Hunt for Health clue list and bag. Teams will then venture into Portsmouth to see who can get the most items to match clues on the list. Items will include photos, objects and questions and will have different point values. It's up to your team to strategize how to get the most points to win — and it has to be done in three hours!

WIN PRIZES!

Awards will be given to:

- Top 3 teams with most points in the scavenger hunt
- Top 3 teams who raise the most money
- Top 3 individuals who raise the most money

Prizes include airline tickets, a ski package, and much, much more.

ENJOY THE FEEL-GOOD FESTIVAL!

This part of the day is a community-wide festival open to the general public. We welcome all to take part and share in the fun, food, activities, demonstrations, music and much more. We especially encourage friends and family of the Hunt for Health teams to attend to cheer their teams in and watch the Hunt for Health awards ceremony.

Stuff to Know:

- Pre-Registration highly encouraged!!!!
- GET A CLUE! Want to win an extra clue for your team? Be sure to pre-register your team by September 15.
- Save the evening of September 22 for the Team Bank (details with registration packet).
- The Hunt for Health is open to people of all ages.

To obtain a team registration packet, contact Laura Keller at (603) 422-8208 x132 or lkeller@FamiliesFirstSeacoast.org or visit www.FamiliesFirstSeacoast.org/HH/

BIG THANKS TO OUR GENEROUS HUNT FOR HEALTH SPONSORS

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