

Celebrating 35 Years Together A Message from Richard J. Cohen, Ph.D., FACHE



PHMC is honored and privileged to be celebrating 35 years of service and commitment to improving the health of communities through outreach, education, research, planning, technical assistance and direct services. Over the last 35 years, we have connected more than a million people to the vital services they need, and PHMC's extensive health data and research have influenced hundreds of public health interventions and policies across the region. As we reflect on these accomplishments, we realize that none of them would be possible without the enormous work of our staff and generous support from our board members, funders and community partners, all of who help us respond to the needs of the communities we serve.

PHMC's anniversary celebration and slogan, "35 Reasons to Celebrate," provide a wonderful opportunity for us to take pride in our values and achievements, and to promote a greater awareness of the programs and resources we offer to communities across Pennsylvania, New Jersey and Delaware. Examples of our 35 Reasons—from 15 years of making children healthier through ChildLink to 20 years of Federally-funded HIV research to our commitment to health care for all—surround us everyday at PHMC as we work in health centers, schools, people's homes, on the City's streets, or wherever we need to be to serve the region's most vulnerable populations.

Of course, we also know that there are many more reasons to come together as we honor this milestone. For us, it's not just about acknowledging 35 years of what we've done—it's also about recognizing how much more we can do and understanding that the only way to do it is together. So we hope you will join us as we celebrate and discover better ways to meet the region's public health needs and make us all stronger and healthier.

Warmest Regards,

Richard J. Cohen, Ph.D., FACHE
President and CEO of the Philadelphia Health Management Corporation

Staff News

- Tinesha Peterson, M.P.H., Deputy Director of the Health Promotion Council, and Michael Stinson, MSPH, CHES, Director of Prevention Services at the Joseph J. Peters Institute, were elected to the Board of Directors of the Pennsylvania Public Health Association in December 2006.
- PHMC welcomes Michael Ogden as the new program director of The Bridge, a PHMC affiliate. Ogden comes to The Bridge with nearly 15 years of experience managing treatment programs for adolescents and adults with drug and alcohol issues and co-occurring mental health and drug and alcohol disorders.

New Grants and Programs

- In August, PHMC's Research and Evaluation component was awarded a new two-year grant from the Centers for Disease Control and Prevention to test the use of respondent-driven sampling to recruit and interview men who have both male and female sex partners.
- In August, La Comunidad Hispana, a PHMC affiliate, received a four year, \$489,000 matching grant from the Robert Wood Johnson Foundation in support of a new bilingual workplace health initiative designed to improve the health of Mexican immigrants who work in the mushroom industry and their families.
- The National Nursing Centers Consortium's Autism First Steps program received a \$150,000 grant from the Pennsylvania Department of Public Welfare.

PHMC Salutes 35th Anniversary Honorees

PHMC is thrilled to honor Andrew Swinney, Susan Sherman and Sam Tiru for their work in the public health community.

Andrew Swinney *The Philadelphia Foundation*

Andrew Swinney is the President of The Philadelphia Foundation, the primary provider of philanthropic services in Bucks, Chester, Delaware, Montgomery and Philadelphia counties since 1918. The Foundation is currently helping more than 750 families and businesses give something back to their communities by managing their charitable giving and participating in their financial and estate planning. These 750 charitable funds have assets in excess of \$300 million; last year the Foundation used revenue generated by these funds to award \$21 million in grants and scholarships.



Swinney came to The Philadelphia Foundation from The Oshkosh Foundation, where he tripled that community foundation's assets during his seven-year tenure as Executive Director. Prior to entering the community foundation field, he spent twenty years in the hospitality industry.

Born in Albuquerque, N.M., he spent his formative years in England and Scotland. Following high school there, he received a degree in Political Science from the University of Essex in Colchester. He then crossed back over the Atlantic to obtain a degree in Hotel Administration from Cornell University in Ithaca, N.Y.

He has long been active in foundation work on the national level, and currently chairs the Community Foundations Service Corporation. He also serves on the Board of Directors of Delaware Valley Grantmakers and on the Board of Trustees of Goodwill Industries of Southern New Jersey/Quaker City.

Swinney is married with a son and a daughter, both of whom were born in Philadelphia. He enjoys playing rugby and squash, skiing, canoeing, traveling and reading.

Susan E. Sherman *Independence Foundation*

Susan Sherman has served as President & CEO of the Independence Foundation since 1996. The Independence Foundation, a private philanthropy with annual giving of over \$8 million, is dedicated to supporting programs in Philadelphia and the surrounding Pennsylvania counties that provide services to people who ordinarily do not have access to them. The four specific areas of funding are: Culture & Arts; Health & Human Services; Nurse-Managed Primary Health Care and Public Interest Legal Aid.



Sherman is a member of the Board of Directors of the Philadelphia Zoological Society, the Greater Philadelphia Cultural Alliance, the Greater Philadelphia Chamber of Commerce, the Philadelphia Health Management Corporation, and the Advisory Committees of the Metropolitan Aids Neighborhood Nutrition Alliance Inc., Commonwealth of PA Cost Containment of Health Care and Health Care Insurance Advisory Panel, and the Mayor's Children's Commission. She is a Fellow of The College of Physicians of Philadelphia. Susan previously served as a member of the National Advisory Committee of the Robert Wood Johnson Foundation's, Colleagues in Caring Project, the Chairperson of the Council of Associate Degree Nursing Programs and a Board member of The National League for Nursing.

Sherman has been the recipient of Community College of Philadelphia's 40 Leaders Award, MANNA's Outstanding Community Leadership Award, the Womens Way of Philadelphia: Moving Women Forward Award, The Pennsylvania Legal Services Excellence Award, the New York University: School of Nursing Alumni Award, the American Academy of Nursing Civitas Award, and the Ross Laboratories Institutional Long Term Care Award. She is a member of the Pennsylvania Womens Forum, the Sunday Breakfast Club, Delaware Valley Grantmakers, and Grantmakers in Health.

Sam Tiru *Philadelphia Health Management Corporation*

For the past 18 years, PHMC Outreach Worker and Care Access Specialist Sam Tiru has been spreading HIV prevention messages to the most vulnerable populations in the City of Philadelphia. According to Tiru, outreach workers "are on the frontlines of the AIDS epidemic." Like many outreach workers, Tiru has found himself in tough situations over the years. From shooting galleries to crack houses in some of Philadelphia's toughest neighborhoods, Tiru is on the city's streets educating intravenous drug users on the ways they can reduce their risk of HIV transmission and passing out bleach kits and information on other available resources.



Tiru, a North Jersey native raised in New York City, spent eight years in the U.S. Army as a weapons specialist before joining PHMC. In addition to HIV/AIDS prevention and education, Tiru specializes in behavioral change, adherence and addiction counseling. Sam and his wife and four children live in Philadelphia.

PHMC Helps People in the Community in Recovery

If you ask Karl Howard what he does, he'll probably say "Whatever the shoe fits. I do a little bit of everything." Howard is a clerk at PHMC's newest behavioral health program, WestHaven, a long-term structured residence that serves adults with severe disabilities due to mental illness. Howard was the facility's fourth patient when it opened its doors in 1990. He graduated from WestHaven in 1996 and has been working there ever since.

Cynthia*, a close friend of Howard's and also a former resident of WestHaven, is now an emergency medical technician (EMT) supervisor at a local ambulance company. She has a nursing degree and is about to complete a paramedic education program. Cynthia also graduated in 1996.

The on-site residential therapeutic program at WestHaven has helped dozens of adults with mental illness achieve their highest level of functioning and transition into the community. WestHaven's warm and caring environment, goal-oriented structure, and comprehensive services are vital factors in the participants' recovery.

Social and leisure activities are also a major part of the program's design. Participants take at least two field trips a month to different sites in the Philadelphia area. Walt Disney World, Busch Gardens, Ocean City, NJ, New York City, Washington, DC, and shore points in the tri-state area are among the other destinations that the WestHaven participants have had the pleasure of visiting. Members of the staff also seek opportunities for participants to attend spiritual worship services of their choice.



Cynthia and Karl Howard.

WestHaven holds to the philosophical approach that the community represents the best opportunity for reintegration, rehabilitation, autonomy and independence for adults in the program. "The emphasis on the community is interwoven into the philosophical treatment approach with all WestHaven participants," says Randy Baird, L.S.W., CCDP-D, Director of Clinical Services for Behavioral Health at PHMC. "The list of agencies that we collaborate with continues to grow."

"We are always looking for new activities to offer our residents," said Trina Dow, WestHaven's Program Director. "For example, last year, we were able to obtain a grant from the Board of Women Visitors to provide weekly pet therapy through Pals for Life."

For more information about WestHaven, please call Trina Dow at 215.662.8630. *Name changed.

PHMC Makes Healthy Connections in North Philadelphia

In December 2005, PHMC welcomed PHMC Health Connection, formerly known as Temple Health Connection, to its growing network of nurse-managed health centers, which include Mary Howard Health Center, Philadelphia's primary care center for the homeless, Rising Sun Health Center, a health center in Philadelphia's Logan/Olney neighborhood, and Project Salud, a Chester County health center that is part of PHMC affiliate La Comunidad Hispana. PHMC Health Connection, which has served North Philadelphia residents for ten years, provides comprehensive primary health care, family planning, disease management, and social services to men, women and children.



Lisa Sullivan, CRNP, Adult & Gerontological nurse, provides services to a patient at PHMC Health Connection.

Donna Brian, Ph.D., CRNP, Clinical Director at PHMC Health Connection, says the health center is a great setting for nurse practitioners and is unique when compared to traditional primary care providers. Located in the Norris Apartments complex, the health center provides accessible, affordable, quality health

care in collaboration with a community advisory board made up of patients, tenant council members, clergy and other community members. The center always involves the community and advisory board in decisions about services, research and programs.

"We're never imposing our thoughts and decisions about what we think the community needs. Everything is based on what the community says it needs," said Brian.

"The center has been a big blessing for our community and has saved many lives—including my own," said Diane Gass, president of the tenant council for Norris Apartments and a center patient. The

blessing for Ms. Gass was being properly diagnosed and treated at the Health Connection for a condition that had been misdiagnosed for years. She says countless others have received life-saving preventive care screenings, vaccinations and other services at the health center. "It's like a miracle house for us. The center helps us to function as a well community," she said.

PHMC Tidbits

New Grants and Programs continued

- In October, Resources for Children's Health (RCH), a PHMC affiliate, received \$250,000 from the U.S. Department of Health and Human Services for its Focus on Fathers program.
- In July, RCH was awarded funding from the Philadelphia Department of Public Health's Division of Maternal, Child and Family Health for the Health Intervention Program (HIP), which provides home visiting and case management to families who have a child with special health care needs. HIP staff provide services in English, Spanish, and Indonesian languages.
- In October, PHMC was awarded funding from the U.S. Department of Health and Human Services' Center for Substance Abuse Treatment (CSAT) to support the expansion of Philadelphia Juvenile Treatment Court and to develop a new Kensington-based intensive outpatient drug and alcohol treatment program for youth with juvenile drug arrests.
- The Bridge, a PHMC affiliate that provides substance abuse treatment to at-risk adolescent males, received \$2,500 from the George W. Rentschler Foundation to support the Bridge-Big Picture Alliance project, which provides at-risk youth with educational opportunities by learning the art of filmmaking.
- The Health Promotion Council (HPC) was awarded a \$50,000 grant from the Chestnut Hill Foundation to build on its work in implementing BodyWorks, an evidence-based program that focuses on healthy nutrition and physical activity goal setting for the family, especially women and their daughters. HPC will partner with Interfaith Housing Alliance to pilot and implement the BodyWorks program.
- HPC's Asian American Women: Breast for Life program was awarded \$40,000 from the Susan G. Komen Breast Cancer Foundation to link Asian American women to important breast cancer screening and treatment services.
- PHMC would like to thank WOMEN'S WAY, the nation's oldest and largest women's funding federation, for its \$14,000 grant to Interim House, a PHMC residential substance abuse treatment center for women located in Mt. Airy, and its \$15,000 grant to the Nurse-Family Partnership, a program of the National Nursing Centers Consortium.

Awards

- The National Nursing Centers Consortium (NNCC), a PHMC affiliate, was the recipient of the American Journal of Nursing's 2005 Book of the Year Award for *Community and Nurse-Managed Health Centers: Getting Them Started and Keeping Them Going*, by Tine Hansen-Turton, Executive Director of NNCC and Donna L. Torrisi, director of the Family Practice and Counseling Network. Also, NNCC was recently awarded the American Public Health Association (APHA) Public Health Nursing Section 2006 Lillian Wald Service Award.
- The Health Promotion Council, was the recipient of the Southeast Region American Cancer Society's 2005 Community Service Award for its Asian Health Projects initiative.
- In April, Richard J. Cohen, Ph.D., FACHE, President and CEO of PHMC, was recognized by the College of Physicians of Philadelphia for outstanding service to public health.

"It's like a miracle house for us. The center helps us to function as a well community.."

Lisa Sullivan, a nurse practitioner who has worked at the health center for seven years, says that the camaraderie with the other nurse practitioners and the work with this patient population is very gratifying. "They [patients] tell us all the time that they appreciate our treating them with care and respect—not just as a number. We're part of this neighborhood," she says.

Ms. Gass agrees. "The nurses are a part of our extended families. They take the time to get to know you well—and don't let you leave [the office] until they know what's wrong with you. It doesn't matter if it's a medical problem or you're just stressed out. They help, and we appreciate that," she said.

For more information, contact Donna Brian at 215.765.6690 or via email at dbrian@phmc.org.

PHMC Celebrates 10th Survey

Reason #10: A Commitment to Research

residents and communities. To fill this gap, PHMC created the Community Health Data Base Project (CHDB).

For more than two decades, data provided by CHDB have helped health care providers across the region plan programs, market services and assess need. CHDB's central component, the Southeastern Pennsylvania Household Health Survey, is the largest local health survey in the country. It is an extensive health survey conducted every two years that provides timely information on more than 13,000 residents—children and adults—living in the five-county Southeastern Pennsylvania (SEPA) region, encompassing Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

The survey provides primary data on a broad range of health topics such as health status, access to care, utilization of services, personal health behaviors, health screening information, health insurance status, women's health, children's health, and older adult health and social support needs. These data are available at the census tract, ZIP code, county and regional level.

New in 2006

2006 marks PHMC's tenth health survey. The survey was also conducted in 1983, 1987, 1991, 1994, 1996, 1998, 2000, 2002, and 2004. Several new questions, as well as an over-sample of older adults and Latinos, were included in the 2006 survey to learn more details about health practices and factors affecting these subgroups.

New questions covered topics such as:

- Children and hypertension
- Use of recreational drugs
- Experiences of racial/ethnic discrimination
- Religious service attendance
- HIV testing
- Sexual identity and gender identity
- Sleep quality
- Medicare Part D

The following is a selection of 2006 findings on the health status of SEPA residents relating to access to care, chronic health conditions, obesity, childhood asthma, and preventive screenings among women.

In 1983, PHMC recognized that local, population-based data were generally unavailable for health planning, policy and program development, and that this lack of information greatly reduced the capacity of local organizations to plan and design health programs to address the needs of local

Access to Care

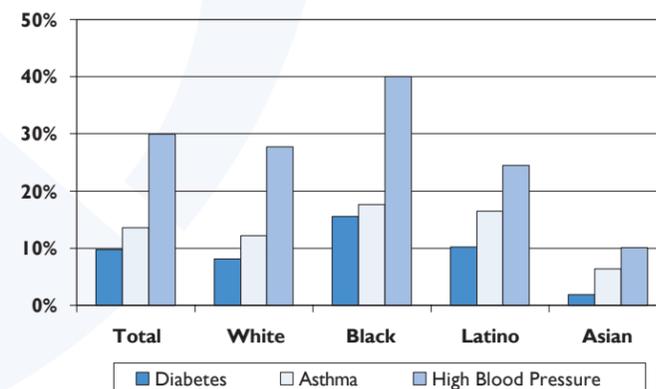
According to 2005 Census data, the total number of Americans without health coverage is approximately 47 million (15.9%). Nationally, about 8 million children (11.2%) lack health coverage. One of the goals of Healthy People 2010 (see sidebar) is to increase the proportion of insured persons under age 65 to 100%.

Lack of health insurance coverage is a major cause of disparities in access to care, with such disparities being more prevalent among certain population subgroups. In SEPA, 9.4% of adults age 18-64 and 3.9% of children age 0-17 are uninsured. This represents about 225,000 adults and about 37,000 children without any private or public health insurance. Among adults, men (10.5%) are more likely than women (8.4%) to be uninsured. Also, Latino and African-American adults (27.8% and 11.8% respectively) are more likely to be uninsured than white or Asian adults (4.2% and 3.6% respectively).

Chronic Health Conditions

Similar to the nation's health, the health of our region's residents has not improved much despite advances in medical care. In SEPA, nearly one in three adults (29.6%) have high blood pressure, and about 10% have diabetes. African-American (40.0%) adults disproportionately have high blood pressure, compared to white (27.7%), Latino (21.5%), and Asian (10.1%) adults. African-American adults (15.6%) are also more likely to have diabetes than their Latino (8.9%), white (8.1%), and Asian (1.9%) counterparts.

Figure 1. Prevalence of Chronic Health Conditions



Asthma Among Children

Asthma is the most common chronic illness among children—6.5 million children in the U.S. have asthma—and controlling asthma is one of the objectives of the Healthy People 2010 initiative. According to the Centers for Disease Control and Prevention (CDC), asthma accounts for 14 million school absences annually and is the third leading cause of hospitalization among children. According to

Healthy People 2010

For the past decade, PHMC's Community Health Data Base project has served as an impartial data source for monitoring progress toward public health goals such as Healthy People 2010, a national initiative designed to monitor and measure improvements in the health status of the American population over a ten-year period from 2000 to 2010.

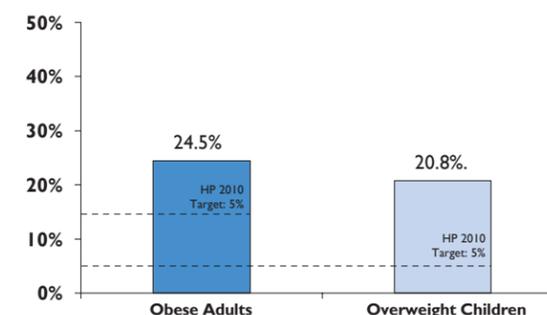
PHMC's 2006 survey, more than 150,000 children in SEPA suffer from asthma—representing 16.3% of all children in the five-county SEPA region. A quarter of poor children in SEPA (25.1%, representing 37,000 children) have asthma compared to 14.6% of non-poor children.

Obesity and Overweight

Nationally, one-third of adults are obese and approximately 30% of children are overweight. Childhood obesity has more than doubled in the past 25 years, and the number of obesity-related diseases has increased dramatically. Adult obesity is defined as a score of 30 or greater on the Body Mass Index (BMI) scale, and children with a BMI in the 95th percentile or higher are considered overweight.

The Healthy People 2010 goal for obesity is to reduce the proportion of obese adults (age 20+) to 15% and overweight children (age 6-17) to 5%. In SEPA, nearly 700,000 adults (24.5%) are obese, and one in five children (20.8%) are overweight—well above the Healthy People targets. An additional 14.8% of children ages 6 and older are considered at-risk of becoming overweight. African-American and Latino adults in SEPA (35.2% and 25.7%, respectively) are more likely to be obese than white (21.2%) adults.

Figure 2. Obesity¹ Among Adults (20+) and Overweight Children



¹ Adult obesity is defined as a score of 30 or greater on the Body Mass Index (BMI) Level.

² Children who score in the 95th percentile or higher on the Body Mass Index (BMI) Level are considered overweight.

Throughout the year, CHDB will highlight additional data findings from the 2006 Southeastern Pennsylvania Household Health Survey and other important public health issues in Directions and the CHDB e-newsletter AccessNotes. Special reports covering trends and disparities related to physical and mental health conditions, prescription drug coverage and Medicare Part-D, tobacco and alcohol use and other health behaviors, as well as comparisons between the health of SEPA residents and the Healthy People 2010 objectives, will also be disseminated throughout the year.

Preventive Health Screenings

Cancer is the second leading cause of death in the United States. Early detection greatly increases the survival rate, yet many women are not receiving their recommended cancer screenings. According to PHMC's 2006 survey, in SEPA, about 430,000 women (27.1%) age 18 and older did not receive a breast exam and 524,000 (33.3%) women did not receive a Pap smear in the past year. Of women age 40 and older, 350,000 (35.0%) did not receive a mammogram.

Did you know...

Almost one in five adults (19%) in SEPA with health insurance did not seek medical care or get prescription drugs in 2006 due to cost barriers?

In SEPA, about 156,000 eligible older adults have enrolled in Medicare Part-D, while nearly twice as many (291,500) have not enrolled in the plan. Also, women are slightly more likely to enroll than men, and white and Asian older adults are more likely to enroll than African American or Latino older adults.



For more information on the Community Health Data Base or to sign up for AccessNotes, visit www.phmc.org/chdb or e-mail Johanna.Trowbridge@phmc.org



In celebration of the 10th Household Health Survey, CHDB would like to thank the Pew Charitable Trusts, William Penn Foundation, United Way of Southeastern Pennsylvania, and all of its other funders for all of their support



PHMC Makes a Difference for Homeless Teens

In Philadelphia, there are more than 2,000 homeless children and youth in homeless shelters across the city on any given day. Many of them have moved around frequently, switched schools often, have poor grades and excessive absences, or have dropped out of school altogether.

“Most shelters and transitional housing services are adult-focused,” said Deborah McMillan, M.S.W., PHMC’s Assistant Vice President for Social Services. “But the Philadelphia School District’s homeless liaison, Dorette Ligons Ham, saw the need for more focus on homeless teens, so it contracted with PHMC to develop and administer the Homeless Teen Education Project.” This special initiative provides intensive case management and services to 13 to 18-year old homeless teens who are living with their parents in emergency shelters or transitional housing. Currently, the program is housed and implemented at two of the city’s largest family shelters, Stenton Family Manor and the Traveler’s Aid Family Shelter.

According to McMillan, No Child Left Behind’s Title I and the McKinney-Vento Act require all school districts to have a liaison for homeless students in an effort to help them achieve the same educational standards expected of all children. The Homeless Teen Education Project provides homeless teens with tutoring, mentoring, and educational case management services, including intensive interventions to improve attendance, behavior, and academic performance.

“Some schools don’t know that they have homeless teens. Some kids don’t want officials to know [that they are homeless],” says PHMC Teen Education Specialist Elaine Colbert. Her job is to intervene on behalf of the students to let counselors know their situations, feelings and the importance of confidentiality. Colbert is the essential link between the teens and the schools they attend.

“My goal is to involve everyone—parents, case managers, school counselors, and shelter staff—to initiate team work. We must all



Teen Specialist Elaine Colbert counsels a group of students at the Traveler’s Aid Family Shelter.

work together for the benefit of the student,” Colbert says.

In the program’s first three months, Colbert identified more than 60 teens living in the two shelters. She has met one-on-one with most of them to assess their needs and help them with everything from getting tokens for school transportation to getting after school tutoring and obtaining school uniforms, coats and shoes. She even helps older students with ACT/PSAT/SAT registrations and college grant and scholarship information.

“Homeless teens have dreams and aspirations too. That doesn’t stop or change just because they are homeless,” Colbert says. “The most rewarding part of my job is when I see that the intervention I’ve had with the kids has made an impact. They come to me with good news, like ‘I graduated’ or ‘I got good grades,’ or ‘I’m back in school now,’” she says, adding that she finds it particularly rewarding when she doesn’t see a student’s name on a school’s absence list in the mornings.

The program is seeking volunteers for activities including mentoring and sponsoring a teen for career shadow day. Anyone interested in volunteering should contact Deborah McMillan at 215.985.2559 or via email deborah@phmc.org.

Women at Interim House, a PHMC affiliate and residential substance abuse recovery program, hold up their certificates after completing “People & Stories: Gente y Cuentos,” a reading, discussion and writing program that uses literature and group dialogue to encourage creative expression and enrich participants’ lives. Local author and journalist Anndee Hochman (center) facilitated the eight-week program that immersed the women into conversations on the works of Langston Hughes, Chinua Achebe, Linda Hogan and other contemporary short story writers. In December, Interim House hosted a special event where the women read their own personal stories aloud. The participants’ stories and poems were compiled into a booklet distributed at the event. In January, Interim House received a substantial clothing donation from the J.Jill clothing store at the Willow Grove Mall. The clothing will help women graduating from the program interview for job opportunities.



Creative Expression Helps Aide Recovery for Women at Interim House

Health Promotion Council Joins Statewide Effort to Fight Effects of Tobacco

Smoking kills more people than alcohol, HIV/AIDS, car crashes, illegal drugs, murders, and suicides combined. Nationally, cigarette smoking continues to be one of the two leading causes of preventable death, accounting for more than 440,000 deaths each year. The overall smoking rate among Pennsylvania residents is 22.7%, higher than the national average of 20.8%. Despite tremendous efforts, health disparities continue to persist in the rates of tobacco-related chronic diseases among different populations. Underserved populations, such as African Americans, Latinos, Asians, and Lesbian Gay Bisexual and Transgender (LGBT) communities, continue to die and get sick at higher-than-average rates because of cancer, diabetes, cardiovascular disease, and other tobacco-related illnesses.

“Eliminating [these] disparities requires a health promotion approach that emphasizes strengthening capacity and infrastructure in communities. It involves public agencies coming together to promote policies that improve health and build supportive environments,” says Tinesha Peterson, M.P.H., Deputy Executive Director of the Health Promotion Council (HPC), a PHMC affiliate. HPC was recently awarded funding from the Pennsylvania Department of Health to fight tobacco-related illness statewide.

HPC and its partners created the Bringing Evidenced-Based Research Initiatives to Disparate Groups with Evaluation (BE-A-BRIDGE) Partnership Project. BE-A-BRIDGE aims to improve the health of Pennsylvanians disproportionately affected by tobacco-related chronic disease by linking organizational resources within and across communities to successfully build capacity to fight tobacco-related diseases.

BE-A-BRIDGE is a multi-disciplinary collaborative made up of local, state and national organizations. The program, which began in October, has successfully engaged health, medicine, social and human services professionals, as well as members of the populations themselves. With such an extensive network of partners, BE-A-BRIDGE is able to maximize efforts in education, advocacy, training, and technical assistance for Pennsylvania organizations that serve these vulnerable populations.

“Building the capacity of organizations to identify, deliver and evaluate effective population-specific, evidence-based interventions and best practices will be the first, and perhaps the most critical, step in reducing the burden of tobacco-related chronic illnesses,” says Peterson.

BE-A-BRIDGE partners include: the PA Cancer Control Consortium; the University of Pennsylvania; Cheyney University; PHMC’s Research and Evaluation component; the National Nursing Centers Consortium; the National Ministries American Baptist Churches USA; the Southeast Asian Mutual Assistance Associations Coalition; Congreso de Latinos Unidos; the Mazzoni Center; NPower; the Pennsylvania Medical Society; the American Heart Association; the American Lung Association; and the American Cancer Society.

For more information, contact Tinesha Peterson at 215.731.6192 or via email at tpeterson@phmc.org.



35 Years with 35 Reasons!

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PHMC’s anniversary celebrations will not be complete without YOU there! We invite you to join us as we look back at our first 35 years and plan for the future together. From mingling and celebrating at the April 18th anniversary party to networking with colleagues and hearing provocative discussions from public health experts at our Future of Public Health discussion series, PHMC staff and supporters will find 2007 to be a year of truly exciting events. So stay tuned for the most up-to-date information at www.phmc.org/35reasons. We look forward to seeing you there.



Training at PHMC

The following seminars and training are open to the public. To register or for more information, email training@phmc.org or call 215.731.2115.

April 24

Drug and Alcohol Confidentiality

9:00am - 4:00pm

Richard Greer, CAC

Review legislation protecting individuals seeking substance abuse treatment. PA Department of Health approved curriculum.

COST: \$25

May 8

Child Sexual Abuse Prevention: Family Dynamics and Communication

1:30pm-4:00pm

Michael Stinson, MSPH,
Program Director, Stop It Now, JJPI

Examine family dynamics and communication in the prevention of child sexual abuse.

COST: \$25

May 10

Boundary Issues in Professional Relationships

9:00am-12:00pm

Lloyd Lyter, PhD,
Professor of Social Work,
Marywood University;
Director, Institute for Social Work Research

Explore boundary and relationship issues between workers and clients.

COST: \$30

May 16

Ethics

9:00am-4:00pm

Lloyd Lyter, PhD,
Professor of Social Work,
Marywood University;
Director, Institute for Social Work Research

Explore ethical and legal issues including clinical decision-making models. PA Department of Health approved curriculum.

COST: \$20

May 14

Tuberculosis and Sexually Transmitted Diseases

1:00pm-5:00pm

Brad Putt and Chelly Perry,
Health Educators and Training Specialists,
AACO

In-depth review of the most recent TB, STD, Hepatitis, and HIV trends. PA Department of Health approved curriculum.

COST: \$30

May 19

HIV / AIDS

9:00am-4:00pm

Brad Putt,
Health Educator and Training Specialist,
AACO

In-depth presentation, including testing procedures and treatment/legal issues. PA Department of Health approved curriculum.

COST: \$30

Registration/ Confirmation Information

Email training@phmc.org and indicate training, organization, and person(s) attending. Prior to training, please send check payable to PHMC with name and training to:

Anne Saporito at 260 South Broad Street, 19th floor, Philadelphia, PA 19102.

You will receive an email confirmation. All trainings are located at PHMC.

Publications and Presentations

- In November, PHMC, in partnership with the Philadelphia Black Gay Men's Leadership Council, the Office of the Mayor and the City of Philadelphia, released findings from its Black Men's Health Survey, a project funded by the Centers for Disease Control and Prevention. More than five hundred Black Philadelphia men participated in the survey and shared information about their lives, experiences, strengths, and challenges. For more information on project findings, contact Lee Carson at lcarson@phmc.org.

Events

- On November 20, PHMC hosted its third annual Family All Stars Event, which honored clients who have overcome obstacles to build better lives for themselves and their families. Twenty-six clients were recognized at the awards ceremony, which took place at First Baptist Church in Center City. Each received a certificate and gourmet pie from MANNA, a local nonprofit organization. PHMC purchased the gourmet pies from MANNA's Pie in the Sky fundraiser, which benefits individuals and families living with HIV / AIDS and other life-threatening illnesses in the Delaware Valley.

- On December 14, La Comunidad Hispana, a Chester County-based PHMC affiliate, held an open house and tour of its new health care clinics for mushroom farm employees located at the Kaolin, Phillips and To-Jo Mushroom Farms in Chester County. After touring each site, attendees were treated to a reception of delectable mushroom-inspired hors d'oeuvres prepared by To-Jo's chef.
- CHANCES, a PHMC substance abuse treatment program for women and their children, held an art opening in November to showcase photography taken by clients as part of a collaborative project with The Print Center, a non-profit gallery in Center City. The show represented the culmination of a six-week project in which the clients learned the art of camera obscura.
- On April 27, the Rising Sun Health Center, a PHMC nurse-managed primary care center in Philadelphia's Logan/Olney neighborhood, will host an open house. For more information on the event, contact Elaine Fox at 215.985.2553 or Elaine@phmc.org.
- On May 16, Resources for Children's Health will celebrate its 20th anniversary and pay tribute to longtime board chair Katherine "Kitty" Cone at a cocktail reception atop the city at the Penthouse at Two Liberty Place in Center City Philadelphia. For more information, contact Jeanne Ciocca at Jeanne@phmc.org or 215.985-2541.
- On May 10, La Comunidad Hispana (LCH) will host a party to celebrate Peggy Harris, Clinical Health Director of LCH and to honor her service to Latinos in Chester County and to the nurse-managed health care movement.

PHMC's Targeted Solutions' Customized Billing Helps Non-Profits Automate Services

In response to an increased need among direct service providers to track client data for third-party payment, PHMC is making its Client Registry Service Billing (CRS Billing) available to nonprofit health and social service providers in the region. CRS Billing, which PHMC uses internally in its behavioral health and primary care networks, lets non-technical users track clients, services, and invoice third-party payors. Features include automated appointment scheduling, reporting, and record-keeping in a HIPAA-compatible environment.

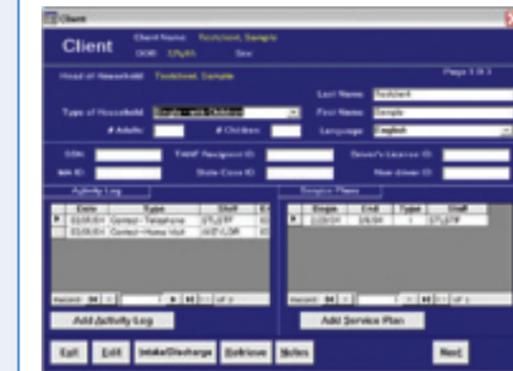
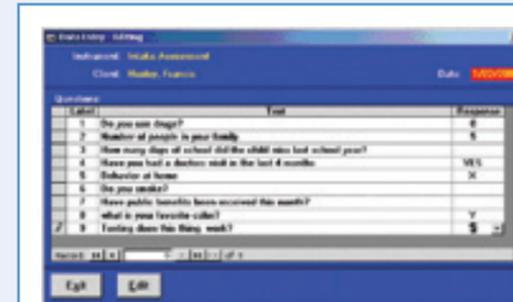
"CRS Billing is innovative and responsive to the pressures faced by the non-profit sector when it comes to the bottom-line demands of the fee-for-service system," said Amy Friedlander, PHMC Vice President for Management Services and Special Initiatives. "It takes the guess work out of critical concepts such as clinical productivity and third-party payor collection ratios. It also allows providers to quickly access client demographic and outcome data."

According to Friedlander, the software increases accountability at multiple levels, benefiting clients through improved service delivery and benefiting the organization through more timely, increased fee-for-service revenues.

Because of its experience in the nonprofit sector, PHMC is not a typical software vendor. All of its software products have been developed for internal use, and are

distributed to benefit other providers that deliver similar services but are not large enough to support an in-house staff of computer programmers.

"We know this is a valuable tool because we're using it ourselves," said Michael Bedrosian, PHMC's Vice President for Information Services, whose staff developed CRS Billing eight years ago for PHMC's substance abuse treatment centers. "We're always enhancing and updating the program to respond to rate changes, newly mandated reporting requirements, and other environmental changes. This benefits our CRS Billing clients because we do all the prototyping and testing required to keep the software current, and provide updates at no additional cost to our end users."



Key functions include:

- Authorization management
- Automated billing reporting
- Invoicing to third party payors
- Documenting and tracking client services
- Reconciliation and re-billing
- Appointment scheduling

Targeted Solutions, PHMC's technical assistance consulting arm, helps nonprofit organizations in the region address many of the challenges of today's changing health and human services environment.

PHMC's Targeted Solutions are real-life centered, proactive consulting services and products tailored to the needs of client organizations. Services and products include fiscal management, information systems, research and evaluation, marketing and communications, staffing, organizational development, and several software and database products.

For more information on Targeted Solutions, please contact Amy Friedlander at amyf@phmc.org or 215.985.2512.

"We are tremendously pleased with CRS Billing and excited about the prospect of better managing our client interfaces and information. The integration of CRS Billing with our existing systems allows Community Council to fully automate its revenue cycle, making our infrastructure one of the best in the area."

—Earle L. Bradford Jr., CEO, Community Council for Mental Health and Mental Retardation

The Community Council for Mental Health and Mental Retardation licensed CRS Billing in November and recently completed the first phase of implementation, which included customizing the software for their use. The organization provides comprehensive mental health, substance abuse and educational services for adults and children in Philadelphia.

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PHMC is a nonprofit public health organization committed to improving the health of the community through outreach, education, research, planning, technical assistance and direct services.



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Wednesday, April 18, 2007
6:00 - 9:00 p.m.
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For more information and to purchase tickets, please visit
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