



# BUILDING TOMORROW

Annual Report 2022



*visit* [www.crchc.org](http://www.crchc.org)



**CABARRUS ROWAN  
COMMUNITY HEALTH CENTERS INC.**

# Letter from CEO

*"Nothing is impossible. The word itself says 'I'm possible!'" — Audrey Hepburn*

CRCHC has truly been supported by our Board, team members, and communities across the region. It is through these relationships that I realize we are changing lives while making our community a healthier place for generations to come. The transitions, triumphs, and trials of the past year have revealed how deeply interconnected we are. We have come together to care for the vulnerable people in our community; this resulted in forming, encouragement, skills, creativity, financial support, prayer, and whatever else was necessary to care for those who need us.



Our organization hit several milestones in 2022. In addition to several other badges of accomplishments, CRCHC was awarded the HRSA BRONZE badge for the high quality of services we deliver. We surpassed over 15,000 unique users and over 47,000 patient visits that access our network of services last year. Our touchpoint reached residents in over 65 zip codes throughout North Carolina; our largest patient touchpoints coming out of Cabarrus, Rowan, and Mecklenburg counties. We did not do this alone! It took daily conversations, continuous support, servant leadership, a committed community, over 150 team members, and the imagination of a dedicated Board of Directors to reach this point in 2022.

In 2023, we are ready to “Raise the Bar” by working towards being the healthcare provider and employer of choice in the communities we serve. Our focus is on launching our urgent care and our fourth dental clinic at our McGill location, along with adding a host of ancillary and specialty services to our scope in 2023. We are hitting the ground running with a planned direction to expand services and continue to improve the lives and health of the community we serve. My challenge to you, in this new year, is to resolve to continue selflessness and to align yourself with the needs of our community, which is ultimately our shared goal and responsibility.

As we are stepping into a new year of success and accomplishments, I want to thank you for continuing to support CRCHC every step of the way; whether you are a staff member, patient, provider, donor, or somewhere in between, we thank you for being an advocate of CRCHC and the work we do!

*Sincerely,*

A handwritten signature in black ink that reads "Don Holloman". The signature is written in a cursive, flowing style.

**Don Holloman, M.Ed, CHCEF**  
Chief Executive Officer



# CRCHC LEADERSHIP



- Don Holloman**, Chief Executive Officer
- Danita K. Washington**, Chief Operating Officer
- Dr. Lydia H. Adams**, Chief Medical Officer
- Will Thompson**, Chief Financial Officer
- Amber Washington, DNP**, Assistant Medical Director
- Rashida Mungin**, Director of Nursing
- Dr. Carlton Bruce**, Chief Dental Officer
- Jamie Stevens**, Director of Behavioral Health
- Ritchie Glaspy**, Chief Compliance Officer
- Brittany Payne**, Director of Administration
- Toni Maddox**, Human Resource Manager
- Zachery Talley**, Regulatory Affairs / Legal Compliance Manager

I am honored to be on the board of an organization that provides integrated, holistic, effective, assessable points of care to communities that would, otherwise not have the opportunity to receive it. The board and the employees of Cabarrus Rowan Community Health Centers remain committed to our mission and to the patients we serve.

**Robert Freeman**

*Robert Freeman*

Chairman of the Board



## BOARD OF DIRECTORS

Robert Freeman | Stewart Allison | Angela Jones-Graham | Mario Lopez | Patrick Lynch  
Rick Parker | Jessica Perez | Jane Sellers | Katherine Tracy-Pepper



# WHO WE ARE

**OUR MISSION** The mission of CRCHC is to positively impact the health of our community, one patient at a time.

**OUR VALUES** Our vision is to be an integrative team that works in partnership with our community to meet the health care needs of our patients and families in an affordable and accessible manner.

## CORE VALUES

### ▶ Patient-Centered Customer Service

Directly or indirectly, we work to support the delivery of an excellent patient experience to everyone served by the organization.

### ▶ Caring and Compassion

We provide empathetic comfort to those in distress and share kindness in all interpersonal interactions.

### ▶ Respectful Communication

We communicate openly, honestly and without judgment while honoring each individual's uniqueness and assuming the best of those with whom we interact.

### ▶ Teamwork

We are members of a diverse interdisciplinary team working together to meet a common goal.

### ▶ Accountability

We accept our individual and team responsibilities and we meet our commitments. We take responsibility for our performance and actions.

### ▶ Customer Safety

We recognize and address potential hazards to protect ourselves and our customers.



# OUR LOCATIONS

Your Medical Home, Close to Home.



## McGill Family Medicine and Dental Clinic

202D McGill Ave, NW  
Concord, NC 28025  
704-792-2315



## McGill Urgent Care

202D McGill Ave, NW  
Concord, NC 28025  
704-216-1720

## Salisbury Health Center

330 W Jake Alexander Blvd  
Salisbury, NC 28147  
704-519-2366



## China Grove Family Medicine & Dental Clinic

307 E. Thom Street  
China Grove, NC 28023  
704-855-5200



## Mobile Unit

202D McGill Ave, NW  
Concord, NC 28025  
704-792-2242



## Logan Family Medicine and Dental Clinic

298 Lincoln St, SW  
Concord, NC 28205  
704-792-2313



## Patterson Farm Migrant Clinic

3060 Millbridge Road  
China Grove, NC 28023  
704-855-5200



## Homeless Clinic at Rowan Helping Ministries

226 N Long St.  
Salisbury, NC 28144  
704-792-2242



## Northern Rowan Family Medicine

300 N. Salisbury Ave.  
Spencer, NC 28023  
704-216-2630





# OUR SERVICES

## **Medical Services**

Primary Care/ Adult & Pediatrics  
Prevention & Wellness  
Immunizations  
Telehealth  
COVID-19  
Chronic Disease Management

## **Behavioral Health Services**

Substance Abuse  
Telehealth  
Psychiatry  
Adult & Adolescent Psychiatry  
Mental Health  
Addiction Medicine

## **Dental Health Services**

Preventative Services  
Restorative Services  
Emergency Services

## **Imaging Services**

Mammography

## **Special Population Health Services**

Homeless Health  
Migrant Health  
Public Housing Health

## **Other Services**

Referral Coordination  
Care Coordination  
Medication Assistance Program  
ACA Marketplace Insurance  
Health Coaching  
Mobile

# I Chose CRCHC

I love working for CRCHC because of our mission to provide quality and compassionate primary care to our community, especially to the underserved and medically vulnerable. I love providing care for our patient population and being able to make a positive difference in the community. For instance, with the various services that we provide such as primary care, dental, behavioral health, mammography services and urgent care, our patients are able to access services that could save their lives and/or improve their quality of life. Also, our patients are so grateful for the care they receive. It is rewarding both personally and professionally in a career that could often lead to burnout. However, CRCHC's mission and purpose as well as serving our patient population is truly why I love working for CRCHC.

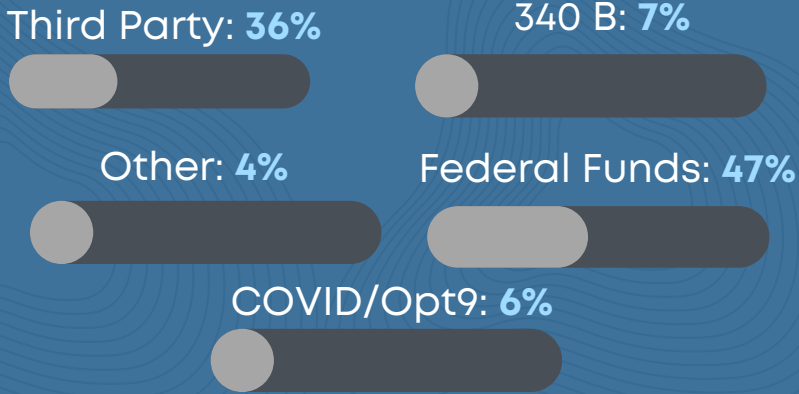


Amber Washington  
Assistant Medical Director

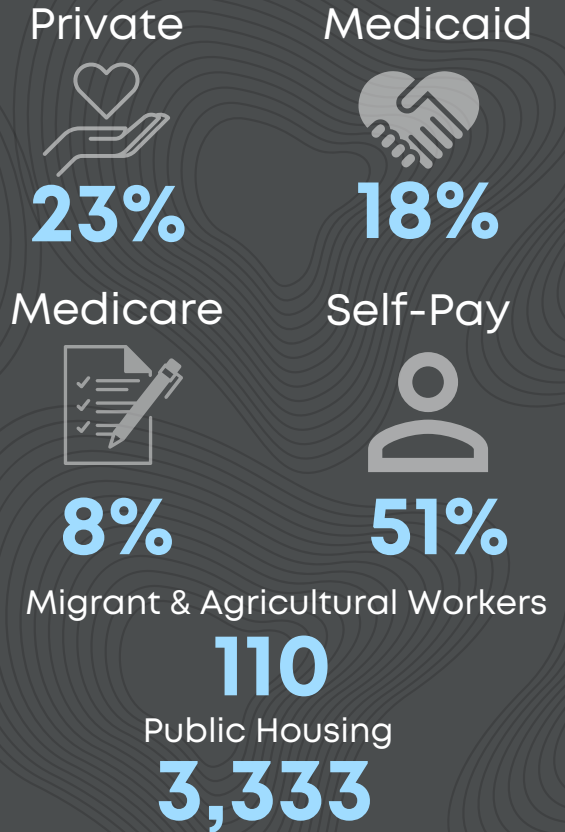


# BY THE NUMBERS

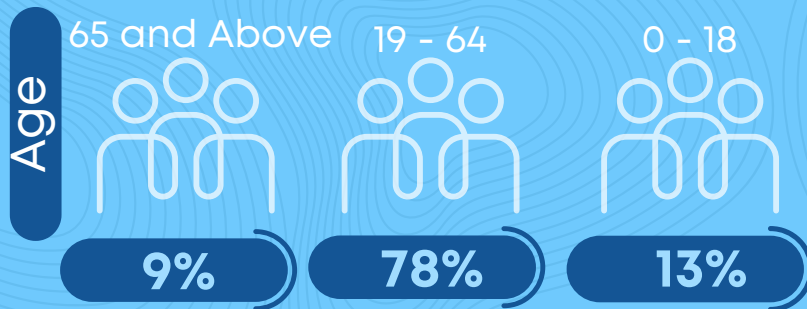
## PAYER MIX



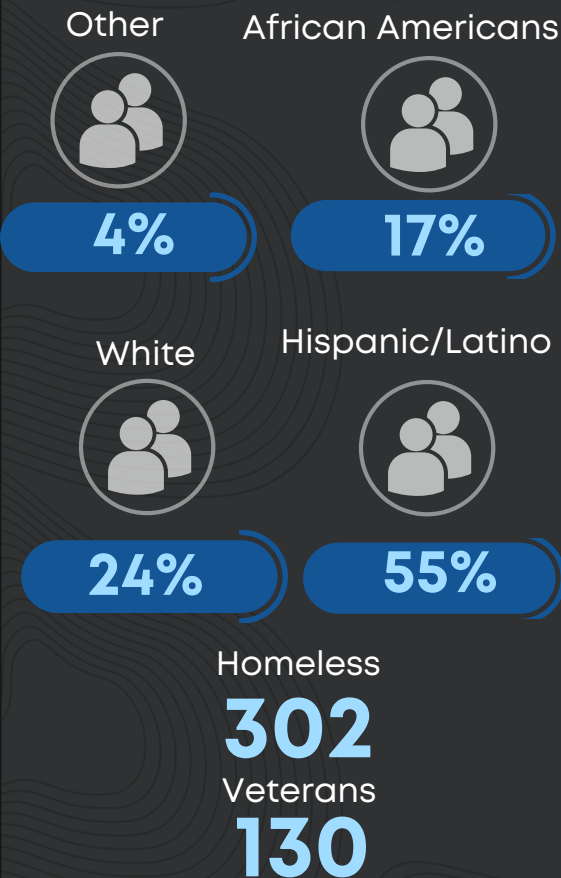
## Organizational Payor Mix



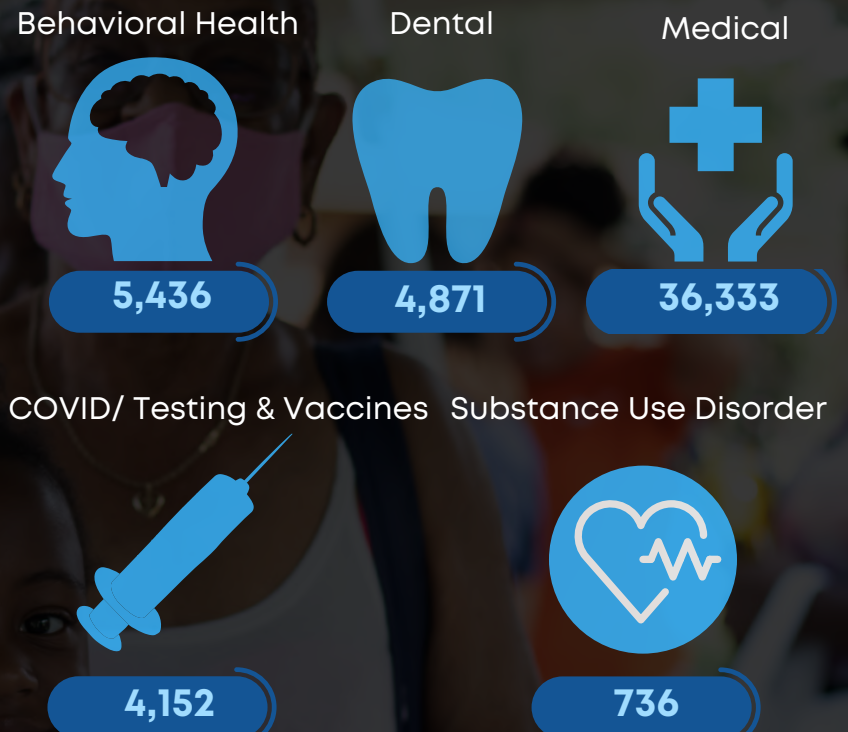
## 15,314 UNIQUE USERS



## PATIENT ETHNICITY



## PATIENT ENCOUNTERS





## HEALTH WITH A PURPOSE

# Reflecting on 2022

**Q**uality and service are two key components that make us who we are. We were awarded the 2022 Community Health Quality Recognition (CHQR) BRONZE badge(s) and certificate(s) for ranking among the top 30% of health centers across the country for best overall clinic performance.

CRCHC has surpassed over 15,000 unique users and over 47,000 patient visits that accessed our network of services. Our touchpoint reached residents in over 65 zip codes throughout North Carolina with our largest patient touchpoints coming out of Cabarrus, Rowan, and Mecklenburg counties. We continue to break down barriers that hinder the community from receiving the care that they need. We implemented essential services into our Primary and Dental Care catalog such as Mammography, Dental Hygiene and Behavioral Health Addiction Medicine.

Along with adding new services, CRCHC recruited providers to support our diverse patient population. Dr. Frank Oliver provides Substance Abuse services via Telehealth services throughout all CRCHC sites. Dr. Anthony Patterson was onboarded as our Adult Psychiatrist and Dr. Chimo Ekechukwu serves as the organization's child & adult psychiatrist.

**"Presence is a quality of working with one another to move us forward."**

Don Holloman, M. Ed, CHCEF

## Staying Engaged

Each and every effort counts. CRCHC implemented mobile dental services to make dental care accessible to patients. Our migrant clinic at Patterson targets our special population and ensures quality care is provided. We've partnered with Rowan Helping Ministries, Salvation Army Shelter Health Services, Head Start of Rowan County, Cabarrus Charter Academy, Opportunity House, and Love Feast on the Street of Concord to further our involvement in the community.





# Care Goes a Long Way



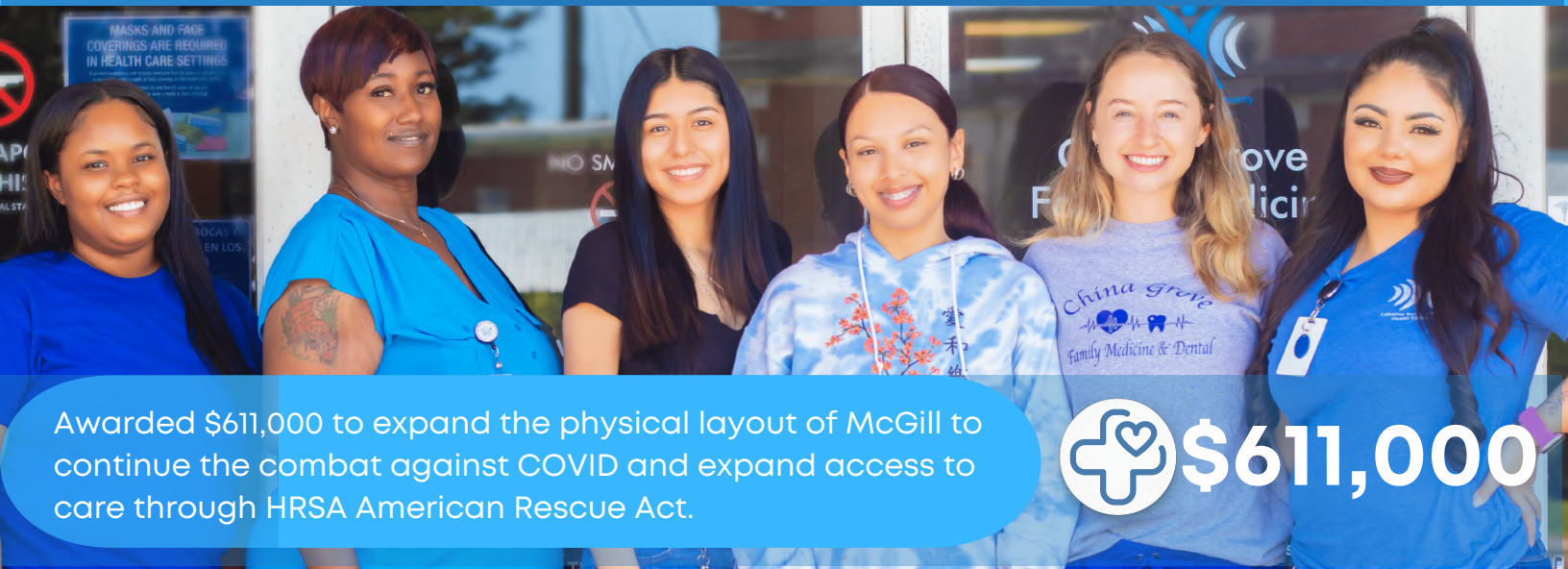
Received BRONZE Badge of Quality from the Health Resources and Services Administration (HRSA).



Launched Mobile Mammography services.



Implemented Addiction Medicine Program through partnership with UNC- Chapel Hill.



Awarded \$611,000 to expand the physical layout of McGill to continue the combat against COVID and expand access to care through HRSA American Rescue Act.

 **\$611,000**

The NC Breast and Cervical Cancer Program awarded \$24,725 to CRCHC to provide breast and cervical cancer screening services for the NC Division of Public Health.

Awarded \$65,500 UDS Plus funding from HRSA to improve the organization's information technology position with respect to improving regulatory reporting outcomes through increased staff, focusing on data output, improving IT workflows and integration models along with updated equipment to assist our organization with improving access to care.

Awarded a \$62,000 grant through the state of NC to support services to our uninsured population through a Safety Net Grant.

Awarded \$150,000.00 capital construction award for the Cannon Foundation to assist CRCHC with the McGill Expansion Construction Project.



# Shining

CRCHC Health Coaches hold a Wellness Hour from 6 PM - 7 PM designed to help the community reach their health goals. Our health coaches cover topics such as diabetes, high blood pressure, nutrition, and weight loss.



# Positive

During National Health Center Week, CRCHC distributed over 300 bookbags filled with school supplies. CRCHC held a ribbon cutting ceremony to celebrate the opening of the Salisbury Health Center clinic. We held a clinic at the Patterson Farm location to show our appreciation to the agricultural workers.

# Light

CRCHC held a ground breaking ceremony for the expansion of the McGill site. The clinic increased by 2,566 sq. ft. It includes 3 dental exam rooms; 1 dental x-ray room; 1 dental lab; 3 medical exam rooms; 1 drive up/isolated exam room; 1 vaccination/testing/freezer room; 2 offices; 1 nursing station; 1 call center; 1 workflow processing area; and 2 bathrooms.

# Noble Like Nadine

Nadine's main goal was to lose weight. When COVID took its toll, she started to develop bad eating habits and increased her sedentary behaviors. She gained 30 lbs. throughout the pandemic and felt as if she lost control of her health. She sought out different resolutions to make changes. When she began health



coaching sessions, the main focus was dietary changes. Over the course of the sessions, it was notable that she did not have the necessary resources in order to reach her wellness goals. Once the health coaches simplified health terms, Nadine became hopeful about the possibility of feeling like herself again.

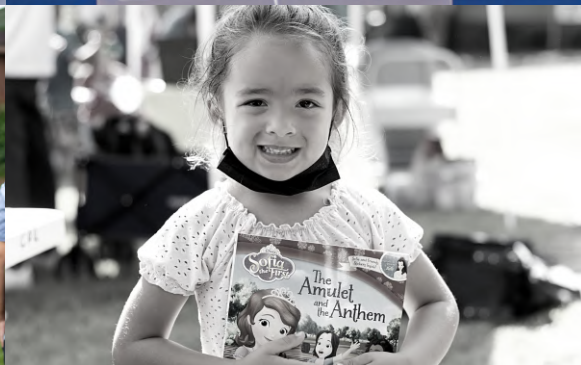
The Health Coaches used visual diagrams and drawings to aide in her understanding. Slowly, they set goals that were comfortable to her, but also pushed her just enough. Now, Nadine enjoys eating healthy and is down 7 lbs.



# Quality Starts Here



Our patients are our priority. We believe in making healthcare accessible as possible. We value patient feedback. We exude quality and positivity through our services and outreach.



"Wellness Hour helps me with exercise and with better eating habits so that I can get better and won't be at risk of another heart attack."

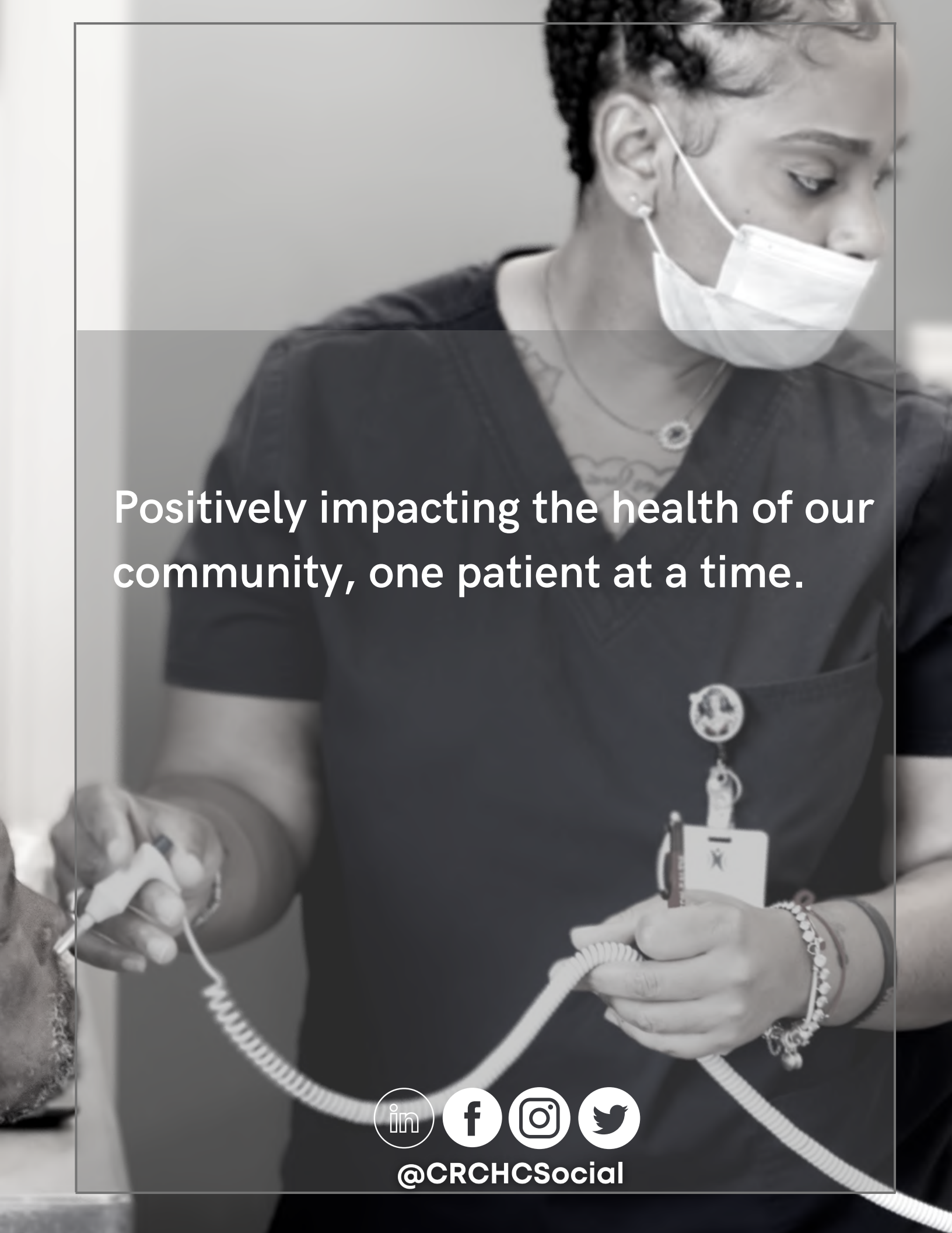
Larry Allison, Patient



Over  
**47,000**  
Patient Visits







Positively impacting the health of our community, one patient at a time.



@CRCHCSocial