



ANNUAL REPORT

2022

Our Mission is to provide affordable, high-quality health services and remove inequities to improve the lives of all.

Our Vision is Healthy Lives. Thriving Communities. Mutual Trust.

Our Values are equity, integrity, collaboration, accountability, innovation, service excellence, stewardship.

Highlights

- Patient Satisfaction Scores
- UDS Measures
- Financial Stability
- 2022 Accomplishments
- 2023 Goals



Table of Contents

Page 1	Table of Contents/Our Partners
Page 2	Sharon Adams, CEO
Page 3	Board of Directors/Committees
Page 4	Financial Stability
Page 5	Patient Information
Pages 6-7	Services
Page 8	COVID-19 Support
Page 9	Diversity
Page 10	Employee Stats
Page 11-12 ...	Accomplishments
Page 13	Outreach & Enrollment
Page 14	Marketing
Page 15	Celebrations
Page 16	Clinical Operations
Page 17	Strategic Plan
Page 18	2023 Company Goals

OUR PARTNERS

- OSF Healthcare
- UnityPoint Health (Carle Health)/Methodist
- The University of Illinois College of Medicine
- Peoria City/County Health Department
- Tazewell County Health Department
- Woodford County Health Department
- Advanced Medical Transport
- Heart of Illinois United Way
- East Bluff Community Center
- George Washington Carver Community Center
- Peoria Rescue Ministries
- Salvation Army
- Dream Center
- Esther House
- Phoenix Community Development Services
- Peoria Chamber of Commerce
- Pekin Chamber of Commerce

THANK YOU to our community partners and donors,

We would like to thank you for your continued support over the years. Without you, there would be no Heartland to provide the services we do to tens of thousands of patients in Peoria and Tazewell counties as well as many patients in outlying communities. Our mission is to "provide affordable, high-quality health services and remove inequities to improve the lives of all". Our vision is healthy lives, thriving communities, and mutual trust. Hopefully, Heartland has proven our ability to accomplish this. We are honored to be able to change lives in the communities we serve, but we could not do it without your ongoing support. Our hearts are full, and our hands are busy, but we would not change a thing. Please accept our sincere appreciation for you, and we look forward to a continuing partnership. We are proud to serve. Thank you!

Heartland Health Services

A Message from:

**Sharon Adams,
Chief Executive Officer**



In 2022, Heartland Health Services continued to provide high-quality care, excellent customer service, and outreach to the communities we serve to assist in the social determinants of health that may be needed. We also continued to administer COVID testing and vaccines. Our quality focus this year was breast cancer, cervical cancer, diabetes, and hypertension.

Some 2022 memorable accomplishments were:

- Moving our after-hours location from our East Bluff clinic to our Knoxville clinic
- Adding patient transportation as a service
- The implementation of a Medicaid Innovation Collaborative with the State of Illinois, OSF Healthcare, and three other Federally Qualified Health Centers
- The growth of our Diversity, Equity, and Inclusion committee
- The implementation of an inhouse Certified Medical Assistant training program
- East Bluff clinic renovation including the front façade of the building and the parking lot
- Interior renovation of our Garden clinic
- Celebration of Heartland's 30th anniversary
- The growth of our OB/Women's Health department
- The growth of our behavioral health department
- Continued work on our strategic plan

Heartland could not accomplish all we do without the partnership and support of so many. We thank our providers, staff, board members, partner organizations, and our patients. Without all of you, Heartland would not be able to fulfill our mission of "providing affordable, high-quality health services and remove inequities to improve the lives of all." We are truly thankful for you!



BOARD OF DIRECTORS

Todd Baker, President
Jeanine Spain, 1st Vice President
Gale Thetford, 2nd Vice President
Dave Stenerson, Treasurer
Laurie Covington, Secretary
Alneida Ford, Executive Committee Member
Linda Fox, Executive Committee Member
Sally Snyder, Executive Committee Member

Blanca Aranda
Tiffany Chandler
Vicki Crum
Dr. Francis McBee-Orzulak
Victor Noguera
Andrew Rand
Rev. Craig Williams

EXECUTIVE COMMITTEE

Todd Baker, President, Chair
Jeanine Spain, 1st Vice President
Gale Thetford, 2nd Vice President
Dave Stenerson, Treasurer
Laurie Covington, Secretary
Alneida Ford, Director

Linda Fox, Director
Sally Snyder, Director
Jeanine Spain, Director
Sharon Adams, Chief Executive Officer, Ex-Officio
Jennifer Lee, Executive Administrative Assistant

FINANCE COMMITTEE

Dave Stenerson, Treasurer, Chair
Todd Baker, President, Ex-Officio
Rob Grove, Director
Sally Snyder, Director
Kevin Anderson, Non-Director
Rick Cloyd, Non-Director
Eric Dubrowski, Non-Director

Rob Quinn, Non-Director
Garrett Ringness, Non-Director
Sharon Adams, Chief Executive Officer, Ex-Officio
Michael Cohlman, Chief Financial Officer
Tony Bartlett, Controller
Dr. Gregg Stoner, Chief Medical Officer
Jennifer Lee, Executive Administrative Assistant

QAUR COMMITTEE

Jeanine Spain, Director, Chair
Laurie Covington, Director
Alneida Ford, Director
Sally Snyder, Director
Dr. Rodney Lorenz, Director
Dr. Francis McBee-Orzulak, Director
Dr. Stephen Bash, Non-Director
Tony Howard, Non-Director

Joan Ruppman, Non-Director
Kandy Coleman, Patient Access Manager
Dr. Brad Oliver
Sharon Adams, Chief Executive Officer, Ex-Officio
Dr. Gregg Stoner, Chief Medical Officer
Melody Shake, VP of Quality and Compliance
Kristina Williams, VP of Clinical Operations
Cindy Jasberg, Clinical Administrative Assistant

NOMINATING COMMITTEE

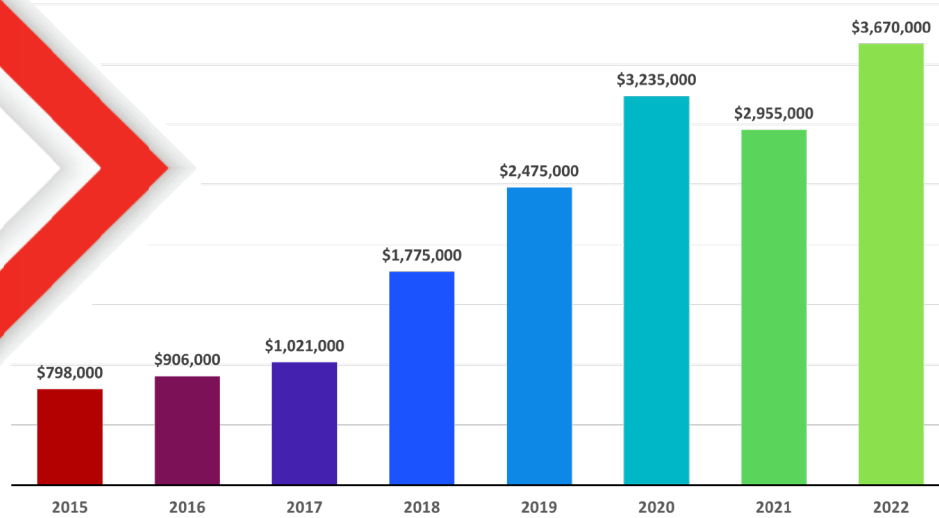
Sally Snyder, Director
Jeanine Spain, 1st Vice President, Chair
Sharon Adams, Chief Executive Officer, Ex-Officio

Dr. Craig Williams, Director
Jennifer Lee, Executive Administrative Assistant

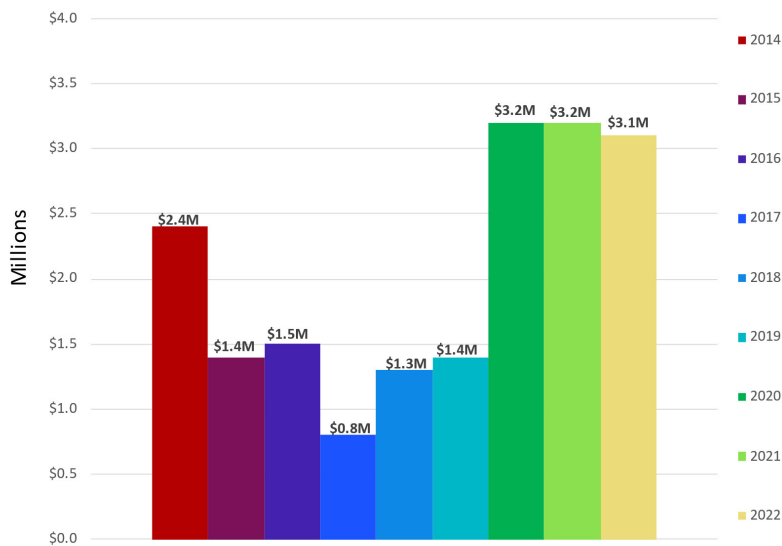


**Financial
Stability**

340B Net Contributions



Net Income



Patient Metrics

	2021	2022	2023 Budget
Patients	21,635	20,739	22,239
Encounters	65,514	61,600	65,199

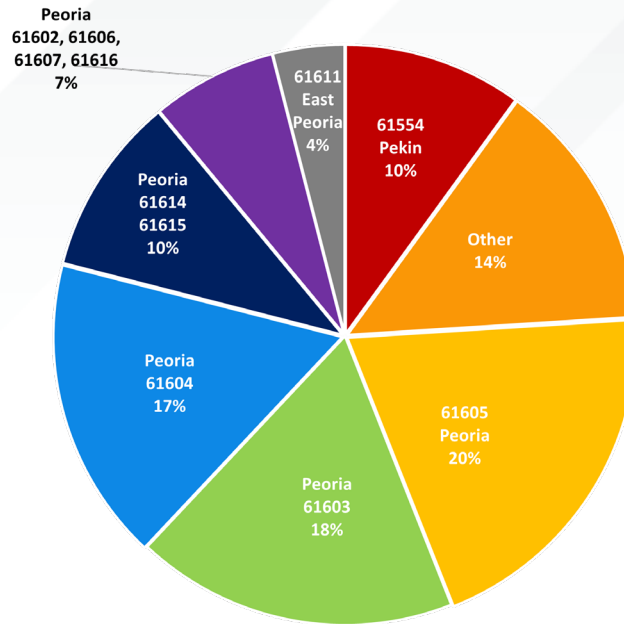
Revenue Metrics

	2021	2022	2023 Budget
Patient Service	\$15.5M	\$16.7M	\$16.8M
Grant	\$8.2M	\$8.9M	\$7.0M
Other	\$2.0M	\$1.8M	\$2.1M
TOTAL REVENUES	\$25.7M	\$27.4M	\$25.9M



2022
Patient
Information

PATIENTS BY ZIP CODE



PATIENT INFORMATION

Patient Satisfaction Score

Spring 2022 91.82%
Summer 2022 90.83%
Fall 2022 92.69%

2022 Final 91.78%
Goal = 90%



Services

Acute and Chronic Illness Care (all ages)
Well-Child Check-Ups
Adult Preventive Care/Wellness Visits
Immunizations
Physical Exams
Prescription Medication Assistance
Referral Assistance
Program Enrollment and Supportive Services
Counseling/Behavioral Health
Telepsychiatry (child and adolescent)
Medication Assisted Therapy (MAT)
Substance Abuse Disorder Treatment
Obstetrical Services
Gynecological Care/Women's Care
STD Prevention and Treatment
Cervical Cancer Screening
Family Planning Services
Pregnancy Testing
Centering Pregnancy Programs
Childbirth and Parenting Education
Diabetic Education and Case Management
Dietitian Support
Pulmonary Function Testing
Asthma Care
Sports Medicine
Podiatry
Ophthalmology
After-Hours Care (walk-in and by appointment)
Transportation Services
COVID Testing and Vaccines



SERVICES BY THE NUMBERS

Measure	Goal	Final Score
Diabetes (reverse measure)	25%	22.65%
Hypertension	75%	75.25%
Breast Cancer	61%	61.19%
Cervical Cancer	65%	68.55%

Uniform Data System (UDS) Matrix

UDS Measure	National 2021	Illinois 2021	HHS 2021 Final	Current 2022 Scores
Prenatal Care	74.08%	79.68%	77.10%	74.06%
Low Birth Weight**	8.57%	8.74%	11.66%	10.37%
Colorectal Cancer Screening	41.93%	42.27%	51.66%	51.51%
Cervical Cancer Screening	52.95%	58.78%	70.75%	68.55%
Adolescent Weight Screening	68.72%	76.41%	68.58%	79.29%
Adult BMI with Follow-up	61.32%	65.22%	89.05%	88.05%
Tobacco Screening	82.34%	82.96%	99.59%	99.38%
Childhood Immunizations	38.06%	32.72%	34.04%	27.56%
Depression Screening	67.42%	76.05%	93.81%	91.43%
Cholesterol Treatment	73.10%	74.09%	79.30%	79.98%
Heart Attack/Stroke Treatment	78.25%	81.66%	91.37%	92.32%
Blood Pressure Control	60.15%	58.64%	75.11%	75.25%
Diabetes **	32.29%	34.64%	23.41%	22.65%
HIV Linkage to Care	82.70%	85.14%	100%	100%
HIV Screening	38.09%	49.19%	40.34%	42.72%
Depression Remission	13.84%	14.42%	5.99%	21.36%
Breast Cancer Screening	46.29%	39.88%	57.63%	61.19%

** Reverse Measure

HHS score is better than State AND National Averages

*Manual Audit Pending

Perfect or Better than Last Year's HHS Final



The Uniform Data System (UDS) is an annual reporting system that provides standardized information about the performance and operation of health centers delivering health care services to underserved communities and vulnerable populations.



COVID-19 SUPPORT



3000+ COVID-19
vaccines
administered

1000+ COVID-19
tests
ordered/resulted

1350+ COVID-19
rapid kits
distributed
(employees,
shelters,
community,
patients)

9 different COVID
vaccine/booster
changes

VACCINE DISTRIBUTION

Goal

Every eligible patient who wants a vaccine receives one.

Priority

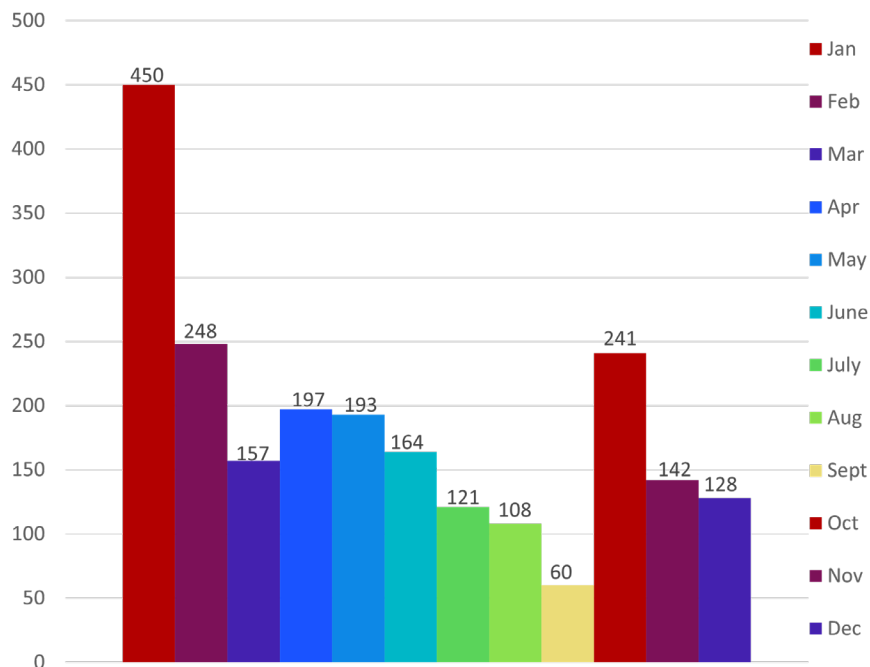
Patients/Community over the age of 6 months old

Total Vaccines Given Year-to-Date

Includes 1st dose, 2nd dose, and boosters (including bivalent boosters): 9,399

Total Boosters Given Year-to-Date

2,588





Diversity, Equity, and Inclusion at Heartland Health Services

Diversity, equity, and inclusion within a community may start as a seed, but with continued support our community will grow healthy and strong.

Diversity

DEI Advisory Committee meets on a quarterly basis. Sub-Committees meet regularly and report out at the quarterly DEI Advisory Committee meeting.

Sub-Committees:

Education Committee

Diverse Organization Committee

Outreach Committee

EDUCATION

DIVERSITY & INCLUSION PANEL:

www.bigtablegp.com

REGISTER NOW



JOSHUA GUNN
PRESIDENT & CEO
PEORIA AREA CHAMBER OF
COMMERCE & CEO COUNCIL



DERIC KIMLER
EXECUTIVE DIRECTOR
CENTRAL ILLINOIS FRIENDS



SHARON ADAMS
CHIEF EXECUTIVE OFFICER
HEARTLAND HEALTH SERVICES



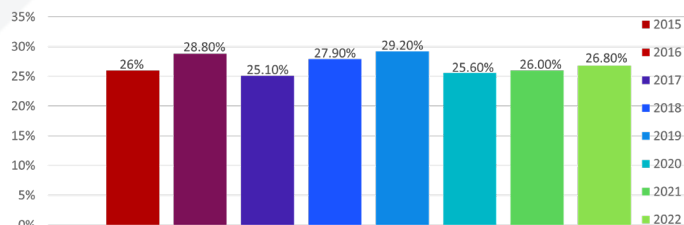
MONICA HENDRICKSON
PUBLIC HEALTH ADMINISTRATOR
PEORIA CITY/COUNTY HEALTH
DEPARTMENT



OCTOBER 20
PEORIA CIVIC CENTER

DIVERSE ORGANIZATION

Employee Diversity



OUTREACH

Events and Tabling Engagements

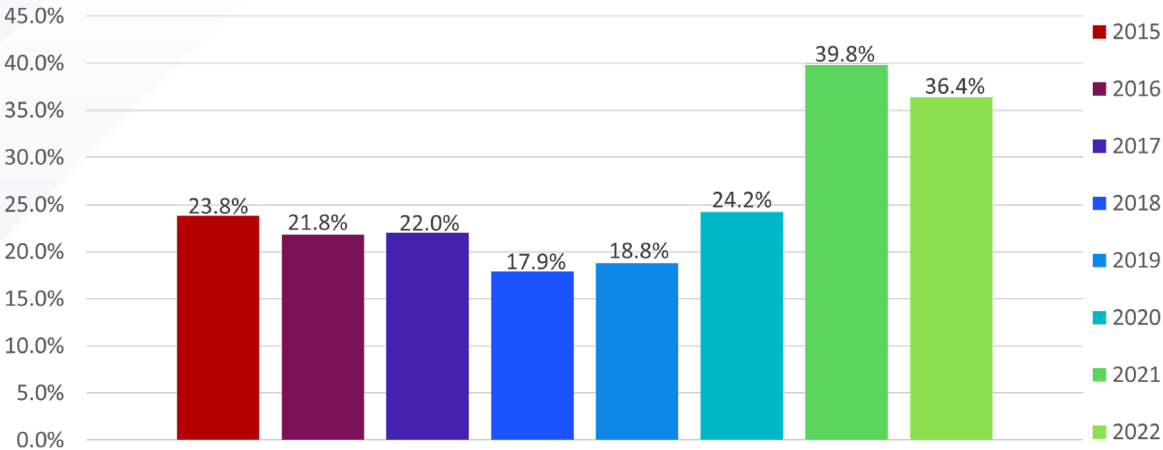
Hispanic Heritage Month
Senior Care Network
Central Illinois Pride Festival
“Get Yourself Tested” at area high schools
Resource Fairs
Community Centers Program Sponsorships and Tabling
Food Drive-Throughs
Fight the Fight
River City Soul Festival
Back to School supply giveaways
And more!



Employee Stats

Heartland Health Services' (HHS) employee turnover has increased over the past few years. However, our turnover has been lower than the Illinois Federally Qualified Health Center (IL FQHC) average. This is a testament to our team's commitment to our patient population and each other. With COVID, the healthcare landscape has changed dramatically. Since the pandemic began, the turnover and burnout of clinical staff increased dramatically nationwide. HHS is excited to continue to work to retain and grow our team within the next few years.

Employee Turnover



NOTE: Illinois Primary Health Care Association (IPHCA) clinical turnover averaged 42% in 2021, which is the highest level since they started tracking in 2014.



2022 Accomplishments

ADMINISTRATION

- Constructed space for Genoa Pharmacy in our East Bluff clinic for patient use
 - Hired an Assistant Chief Medical Officer
 - Implemented a provider/facility plan
- Created a workflow of roles and responsibilities for clinical leads
- Coordinated a formal orientation for new board of directors
- Our Diversity, Equity and Inclusion Committee (DEI) includes three key sub-committees: Education, Diverse Organization and Outreach



Genoa Pharmacy

HR/RECRUITMENT

- Recruited 5 physicians and 6 additional providers
- Implemented an employee retention program
- Offered CMA Training Program through NIMAA
 - Increased availability for child psychiatry



Provider Recruitment

FACILITIES

- Engaged with Peoria Police Department for active shooter training
- Enhanced security at each of our locations



Garden Interior

PROJECT MANAGEMENT/FACILITIES

- Renovation of our East Bluff location to include enhanced lit parking lot, green space, new facade, and on-site pharmacy
- Renovation to the interior of our Garden location to include new floors, lobby, reception, exam rooms, and more



East Bluff (before)



East Bluff (after)



Garden Renovation



Accomplishments (cont)

Patient Centered Medical Home (PCMH)

Heartland Health Services has achieved yearly re-recognition status through NCQA (National Committee for Quality Assurance) for Patient Centered Medical Home. Five of our sites currently have recognition status (Knoxville, East Bluff, Carver, Garden, and Human Service Center). The PCMH model emphasizes team-based care that reduces fragmentation and leads to better care, higher quality, and lower cost.



The rigorous yearly data collection process spans across approximately 15 different data sets/reports and is a representation of the performance of the clinical teams.

Examples of data submitted include:

- Patient medication lists up to date
- Case management plans and goals
 - Referrals management
 - Lab, imaging, and test tracking
- Clinical quality (selected UDS) measures
 - Financial reporting
- Providing evidence of at least one patient satisfaction or patient access improvement



Outreach & Enrollment

Stats

Social Determinants of Health Assists

2,180

Self Pay Assists

1,205

Enrollments

361

Outreach Events

Hispanic Heritage Month Celebration



Shelter Donations



Health Fair



Pekin Marigold Parade





Marketing

Social and Web Impact



Facebook Impact
1,635 followers and a reach of 43,735 people



Website Impact
60,346 sessions with 84.57% new users

Staff Volunteer Opportunities

Run the Bluff



Heartland Healthy Heroes



The Dream Center and the Hope Store





Celebrations

Garden Open House



Marketing (cont)

30th Anniversary



National Health Center Week





Clinical Operations



After-Hours Service Moved from East Bluff to Knoxville

Patient Transportation to Appointments via Quality Med Transport

Hired a Triage Nurse to Assist Patients After 4:30pm

Assisted Patients Post Hospital Discharge

Received Patient Centered Medical Home Recertification

Developed Strategies to Decrease the Number of No Shows

Developed Strategy to Reduce Phone Abandonment Rate

Modified Provider Schedule Changes to Better Suit Patients

Initiated Medicaid Innovation Collaborative (MIC) with OSF Healthcare

Continued Administering COVID Vaccines at Sites

Continued COVID Testing at Sites

Hired Patient Navigators

Implemented Telehealth Conversions for No Shows

Initiated Care Message to Communicate with Patients

Reduction in Hospital Readmission Rates



MIC
Medicaid Innovation Collaborative





Strategic Plan

2022 Strategic Plan

Implemented Strategic Plan Items

- Provide Board Resources
- Implement Board Orientation
- Upgrade East Bluff Façade and Parking Lot
- New Community Partners (Shelters/Phoenix Housing)
- Finalized OB Strategy
- Selection of 4 Uniform Data System (UDS) Metrics: Hypertension, Diabetes, Breast Cancer Screening, and Cervical Cancer Screening
- Increased MyChart Utilization
- Developed Reportable Heartland Health Services Metric Sheet
- Developed New Financial Reports
- Implemented DEI Committee with Subcommittees
- Orchestrated Patient Referral Program
- Developed Marketing Plan Brand Awareness
- Improved Workflow & Scheduling
- Constructed SMART Goals
- Built Resource Room at Garden Location
- Coordinated Community Engagement Calendar
- Optimized Scheduling Strategies





2023 Company Goals

F

inancial

Heartland Health Services will produce financial results that will **exceed** budget projections for 2023.

Q

uality

Heartland Health Services will provide **high quality** health care services and **improve** its Quality Metric rankings to the top quartile for FQHCs in the State of Illinois in 2023.

H

ospitality

Heartland Health Services will achieve patient satisfaction scores of 90% or **better** in 2023.

C

ommunity of Patient

Heartland Health Services will increase the number of patients it serves by **1,500** or **7.2%** in 2023.



Administrative Office: 2214 N University Street, Peoria, IL 61604

Clinics: Carver - 711 W John H Gwynn Jr. Avenue, Peoria, IL 61605

East Bluff - 2321 N Wisconsin Avenue, Peoria, IL 61603

Garden - 1701 W Garden Street, Peoria, IL 61605

Human Service Center* - 228 NE Jefferson Avenue, Peoria, IL 61603

Knoxville - 1800 N Knoxville Avenue, Suite A, Peoria, IL 61603

Olt - 19 Olt Avenue, Pekin, IL 61554

Tazwood - 3248 Van De Ver Avenue, Pekin, IL 61554

Clinic Hours: Monday thru Friday 8:00am - 4:30pm

*HSC Hours: Tuesday and Thursday 8:30am - 5:00pm

After Hours Care: Knoxville - 1800 N Knoxville Avenue, Suite A, Peoria, IL 61603

After Hours Care Hours: Monday thru Thursday 5:00pm - 8:00pm, Saturday 9:00am - 1:00pm

Scheduling: Call 309-680-7600

Website: www.HHSIL.com

Social Media: Facebook, Instagram, Twitter, LinkedIn, YouTube #HHSIL