

LEAP AWARD

2008 RECIPIENTS

Honorable Aurelia Greene
Honorable Luis Diaz
Honorable Maria Baez
Dr. Ruth Lubic
Jennifer Dohrn

*Celebrate Morris Heights Health Center:
Where ACCESS and QUALITY CARE Begin*

National Health Center Week

August 13th, 2009
70 W. Burnside Avenue
Bronx, NY 10453

11:00 a.m.

Celebrate with us as we join hands with our community to recognize
Community Health Centers across our nation.



**COMMUNITY HEALTH CENTERS CHART THE FUTURE
ACCESS FOR ALL AMERICA**

BETTER CARE FOR LOWER COSTS: THE BEST OF BOTH WORLDS

It is clear that expanding the role of Community Health Centers would benefit millions of people. It is also a good deal for all of America. The numbers speak for themselves.

Community Health Centers have actually improved health outcomes and lowered the costs of treating patients with chronic illnesses, and have compiled a remarkable record of achievement in providing care of superior quality, with exceptional cost effectiveness and efficiency. Their costs of care rank among the lowest, and they reduce the need for more expensive emergency room, hospital in-patient and specialty care. Both the Institute of Medicine and the General Accountability Office have recognized Community Health Centers as effective models for reducing health disparities and for managing the care of people with chronic conditions such as diabetes, cardiovascular disease, and HIV; and the White House Office of Management and Budget has ranked them as one of the 10 most effective government programs. The American Academy of Family Physicians' Robert Graham Center recently found that the total cost of care for health center patients is 41% lower annually than the total cost of care for individuals served by other providers. Community Health Centers serve as living proof that providing high-quality, continuous care to people and communities without adequate sources of health care improves health outcomes, narrows health disparities, and generates significant savings to the health care system – up to \$18 billion last year alone – while bringing much-needed economic benefits to the low income communities they serve. Once health centers reach the ACCESS goal of serving 30 million patients by 2015, the cost savings they generate for the health care system will double to \$40 billion annually.

Program

INVOCATION

Claudette Phipps
Vice President, Development Director, MHHC Foundation

WELCOME

Joseph Orlando
1st Vice Chair, MHHC Board of Directors & Chair Government
Affairs Committee

INTRODUCTION

Dr. Marcia Keizs
2nd Vice Chair, MHHC Board of Directors

REMARKS

Audrey Puente
Chief Weather Anchor, WWOR-TV/My 9 News

GREETINGS

Hon. Aurelia Greene
Deputy Bronx Borough President

KEYNOTE ADDRESS

Dr Tosan Oruwariye
Medical Director, MHHC School Based Health Network

CHCANYS Childhood Obesity Initiative

Jaquel Patterson, ND
Special Projects Manager, Morris Heights Health Center

LEAP AWARD

Verona Greenland
President & CEO, Morris Heights Health Center

PRESENTATION OF AWARDS

Verona Greenland, Joseph Orlando & Dr. Marcia Keizs

ACKNOWLEDGEMENT

Verona Greenland
President & CEO, Morris Heights Health Center

CLOSING REMARKS

Audrey Puente
Chief Weather Anchor, WWOR-TV/My9 News

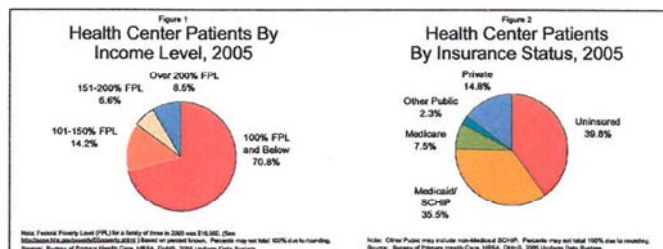
MORRIS HEIGHTS HEALTH CENTER

Morris Heights Health Center, after two years of planning under the rubric of Morris Heights Neighborhood Improvement Association (MHNIA), opened its door to business in March 1981, at the intersection of Harrison and Burnside Avenues. With a staff of fifteen – including two physicians, one nurse practitioner, one registered nurse, one nutritionist, and a part time obstetrician and gynecologist physician, the Center began in earnest to meet the health and social needs of the community residents. At this period in time, the population had shrunk to about 28,000 due to the abandonment that accompanied social unrest of the 60's and 70's. In August of the same year, dental services were added and a general dentist was added to the provider staff.

Over the 28 years of its existence, Morris Heights Health Center has grown from a small storefront operation to a multi site business with facilities in several locations in the Central Bronx. The Center currently operates eight school based programs, a Mobile Unit, four primary care sites and two Community Based Units that provides Facilitated Enrollment, and home visiting services with a focus on parenting and early child development. Collectively, these sites serve over 60,000 individuals with primary, social, dental, and mental health services annually.

Major Milestones

- 1981:** First site opened at 70 West Burnside Avenue. Basic medical practice— staff of 15.
- 1982:** School Based Health Clinics established at PS 229 at Richmond Plaza.
- 1984:** The Center became JCAHO accredited. First community health center in New York City to be so accredited. MHNIA's Health Committee became incorporated as MHHC & assumed ownership from MHNIA
- 1987:** Moved into 85 West Burnside Avenue site, serving approximately 12,000 patients with a staff of 54. The Center provided a full complement of primary care services.
- 1988:** Expanded into labor and delivery with the Childbearing Center (CBC), co-sponsored with the Maternity Center Association. Full HIV services implemented; 1 of 3 centers funded in the nation for this HIV demonstration program.
- 1989:** The Center begins providing Mental Health services in response to right sizing of the Mental Health hospitals in the borough.
- 1992:** MHHC assumes full ownership of the Child Bearing Center (CBC).
- 1995:** Established Walton Ave. primary care site at the Annex building; a microcosm of the main site.
- 1997:** Relocated Walton Ave. Annex to its current establishment.
- 2002:** Established Health Connections at Grand Ave., the Community Based Services which provides:
 - Parenting and child development
 - Facilitated Enrollment
 - Mobile Unit- post 9 /11
- 2002:** Women's Health & Birthing Pavilion- amalgamation of women's services with labor & delivery.
- 2004:** Acquired space for Harrison Circle.
- 2005:** Opened St. Ann's (137th Street), a primary care site.
- 2006:** School Based Health clinics established at PS 396/MS 390 and PS 90
- 2007:** Obtained Article 31 approval
- 2008:** Groundbreaking for Harrison Circle; Construction underway.
- 2008:** School Based Health Clinic established at Health Opportunities High School
- 2008:** Women's Health & Birthing Pavilion celebrated 20th anniversary
- 2008:** Received funding to establish 2 new School Based Health Clinics at Truman
- 2009:** School Based Health Clinic established at Truman High School
- 2009:** Establishment of administrative Community Based Services site - 2306 Walton Ave.



WHY IS INVESTING IN COMMUNITY HEALTH CENTERS IMPORTANT?

An expansion of Community Health Centers would quickly address the needs of the underserved and be a critical step in transforming the nation's health delivery system. Health centers improve the health of the patients and communities they serve by providing cost-effective, primary and preventive health services that translate into reduced hospitalizations, lower use of emergency rooms, and fewer referrals to specialists – reducing overall health care spending and producing positive health care outcomes. As a result, pressure on local emergency rooms will be reduced, saving taxpayer dollars. Health centers are an excellent public investment that generates substantial benefits for patients, communities, insurers, and governments – indeed, for all of America.

The bottom line is this: The current health care system in America is not working. Too much money continues to be spent, while the number of uninsured and underserved people continues to rise, and the quality of care received remains inadequate. America now has the chance to make a public investment that will pay off in the future. Investment in the growth of Community Health Centers today is a smart choice for a healthier America tomorrow.



Celebrating National Health Center Week

The second week of August each year is dedicated to recognizing the service and contributions of Community, Migrant, Homeless and Public Housing Health Centers in providing access to affordable, high quality, cost-effective health care to medically vulnerable and underserved people in the U.S. This year's commemoration is especially important as we set our sights on the goals of our ACCESS for All America plan to serve 30 million people by 2015.

"Celebrating America's Health Centers: Where ACCESS and QUALITY CARE Begin" is our theme for National Health Center Week 2009. It highlights the record of Health Centers in providing affordable, high quality, cost-effective health care to all people, regardless of ability to pay. National Health Center Week 2009 will also provide an opportunity to shine a light on our "Access for All America" plan to provide a health care home to 30 million patients by 2015.

This year's Health Center Week also sets aside two days to focus on special populations who are often left outside of the mainstream health care system. Health Care for the Homeless Day will be observed on Wednesday, August 12th, followed by Farmworker Health Day to be observed on Thursday, August 13th, 2009.

America's Health Centers serve 18 million people (including 925,000 farmworkers and nearly 940,000 people who are homeless) in 7,000 communities in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam.

We invite you to join in a weeklong celebration, August 9th - 15th, to focus the public spotlight on America's Health Care Heroes.



**Council Member
MARIA BAEZ**

Council Member Maria Baez grew up in the 14th Council District and attended P.S. 109, J.H.S. 82 and Walton High School. She later studied at Monroe College and CUNY Lehman College.

Baez' education and presence in the community motivated her to form the 2300 Tenants Block Association. During her time with the Association, she created after school programs for the children in the community and sponsored voter registration drives.

Baez' worked as an administrator with Assemblyman Jose Rivera. When Assemblyman Rivera was elected to the New York City Council, she became his Chief of Staff. After years of working for better living conditions and quality affordable housing for the residents in her community, she joined the Housing Workshop, a not-for-profit affordable housing organization, as the body's Executive Director.

After years of service to her community and political involvement, Baez was the first Latina appointed to the position of Chief Clerk of the Bronx Board of Elections. Over a period of approximately five years, she developed an in-depth understanding of the rules and regulations for city-wide elections. Working at the Board of Elections increased her understanding of the electoral process, but her commitment remained with the community she had been actively involved in throughout her life.

In 2003, Baez was encouraged by the people in her community to run for the New York City Council. In her first year at the City Council, she became the first woman to chair the Committee on State and Federal Legislation. As chair of the committee, Baez held post 9/11 hearings and press conferences that ultimately led to federal economic aid to New York City. After stepping down as Chair of the Committee on State and Federal Legislation, she was appointed to Chair the Committee on Aging. As chair of this committee, Baez is responsible for overseeing senior centers, programs, and services for older adults throughout New York City.



**Pediatrician/Medicine Specialist
DR. TOSAN ORUWARIYE**

Dr. Tosan Oruwariye, a pediatrician/preventive medicine specialist currently working in school based health care, joined Morris Heights Health center in July 2005 as the supervising physician for the school health network. Dr. Oruwariye, completed her residency training at Montefiore Hospital and worked there as an academic physician with published abstracts and articles to her credit. Dr. Oruwariye's interest in preventive medicine led to her work at the Montefiore School Based Health program before joining the MHC organization.

Under her leadership the SBHC network has expanded with 8 SBHC and 3 School linked programs. There are currently 2 new SBHC scheduled to be opened in early 2010. Over the last few years, the quality of care provided to students at the SBHC;s has improved with the SBHC presenting a workshop of our work at the National School Based Health Center convention in 2008. As we seek to expand the network of SBHC, Dr. Oruwariye wishes to acknowledge the wonderful team that has made this possible, the hardworking providers and staff at the various SBHC's. Their dedication and commitment to the students they serve has led to the growing recognition of MHC being one of the leaders of SBHC in the city. The excellent administrative leadership of Ms. Alida Quinones-Reyes and the rest of the administrative support staff.



**Deputy Bronx Borough President
AURELIA GREENE**

Deputy Bronx Borough President Aurelia Greene comes to her new position with a wealth of governmental experience.

A native Bronxite, Greene served as New York State Assembly Member representing the 77th District from 1982 to 2009, which includes the communities of Highbridge, Claremont, East/West Concourse and Morris Heights.

Prior to her election to the State Assembly, Greene served as the Female Democratic District Leader for the 76th Assembly District.

During her 27 year career in the New York State Assembly, Greene used her urban planning skills to negotiate for affordable housing and effective tenant groups, quality education, employment opportunities, affordable healthcare and housing, senior services, youth services, economic development and worked hard for a strengthened business community. She was a regular sponsor of educational and informational seminars to aid her constituents on issues of current concern.

During her legislative career, Greene introduced a number of important bills which later became state law to improve the quality of life for residents of New York State. After many years of rising through the ranks of the New York State Assembly, in January 2006, Greene was elevated to the position of Speaker Pro Tempore by Speaker Sheldon Silver. The first African-American to hold this prestigious position, Greene became responsible for officiating over the Assembly session proceedings in the absence of Speaker Silver.

At the close of her tenure in the New York State Assembly, Greene served as a member of the Rules, Ways & Means, Social Services and Cities Committees and was Ranking Member of the Education Committee. Greene also served as the Chair of the State Assembly's Bronx Delegation and, prior to becoming Deputy Bronx Borough President, was the longest serving Member of the Assembly in Bronx County.

Greene has taught at Antioch College, as well as lectured at numerous universities and colleges in the metropolitan area. She has also served as a major proposal writer and experienced social counselor for numerous organizations.

Greene is a graduate of Livingston College at Rutgers University, where she majored in Community Development; and a former Public Agency Administrator. She was married to the late Reverend Jerome A. Greene, a prominent minister, administrator and educator in The Bronx. Greene is the proud mother of two children, Rhonda and Russell, and grandmother of five.



**Majority Leader
JOEL RIVERA**

Majority Leader Joel Rivera has already made his mark in history by becoming the youngest New York City elected official at the age of 22. At the age of 23, he was unanimously selected by his colleagues to become the Council's youngest ever Majority Leader.

Rivera is the Chairman of both the State & Federal Legislation and the Charter Revision committees. Elected in 2001 in a special election, Rivera wasted no time in building relationships with his constituents. He meets with students to discuss issues including high tuition, smaller classes and the need for qualified teachers. He has taken tours with the Borough Parks Commissioner to advance beautification projects, lobbied for increased personnel, and has secured funding for projects at Poe Park, Crotona Park and local community gardens. Rivera takes a special interest in seniors and joins them at senior centers for lunch.

He has constantly been involved in community activities, such as The People's Convention for Housing, the first "Not in My Neighborhood You Don't" Anti-drug Campaign, of which he is still a member, the "March Against Apartheid" with Rev. Jesse Jackson, and voter registration drives. At age fifteen, Rivera traveled to Israel where he visited day care centers and orphanages. He was active in the struggle to remove the Navy from Vieques and has participated in toy drives to benefit the less fortunate in both the Bronx and in Puerto Rico.



**Region Executive of Banco Popular
MICHELLE F. IMBASCIANI**

Michele F. Imbasciani is the Region Executive of Banco Popular North America's New York Metro Region with bank branch and commercial lending operations throughout New York and New Jersey. In her capacity, Michele responsibilities include the administration, operation, sales and marketing and supervision of the retail branches in New York and New Jersey and management of the regions business banking team, which specializes in C & I,

Commercial Real Estate, Construction and Community Development lending; in addition she oversees the expansion efforts for the region.

Michele has over twenty years of banking experience. Prior to her appointment at Banco Popular, Michele was Senior Vice President, Market Manager, Fleet Boston Financial having supervised over 150 bank branches in Northern New Jersey. While at Fleet, Michele also served as a District Manager for Manhattan and the Bronx and for Bergen and Passaic counties in New Jersey.

She combines her banking experience with an impressive Marketing background having held the positions of Marketing and Project Manager for Manufacturers Hanover Corporation from 1986 to 1991, and Marketing and Communications Director for NatWest Bank's mortgage division from 1992 to 1995. Throughout her career Michele has held various community development positions by contributing her expertise to community-based organizations to better the quality of life of the communities she serves.

Michele currently serves on the Board of Directors for Junior Achievement of New York and the Executive Committee of the Better Business Bureau of New York Metro.

Michele has a BA degree in Communications and a BA degree in Legal Studies from the State University of New York at Buffalo. She earned her MBA in Marketing and Management from New York University - Stern School of Business.

Michele lives with her family in Tuxedo Park, New York.