



IHA

Ithaca Health Alliance 2010 Annual Report



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A Short History of the IHA

In 1997, area residents founded the Ithaca Health Alliance as a cooperative membership program. Concerned about the problems in our health care system, especially the hardships faced by the uninsured, these early adherents hoped to find ways to improve the quality of health choices available to the community.

Beginning with the Ithaca Health Fund program in 1998, members were offered grants for specific medical expenses, and these categories of grants expanded as the organization grew and prospered. Soon the IHA was able to provide educational programs, a newsletter, and a resource library with a view to better informing people about health issues.

In 2006, the IHA opened the Ithaca Free Clinic, a medically integrated program where residents could receive conventional and holistic health services, according to their needs and preferences. In the five years since its inception, the IFC has served more than 4,000 people, becoming the medical home for many who otherwise have no other options for care.



Executive Director
Bethany Schroeder.
Photo: Jon Bosak

Major Changes in 2010

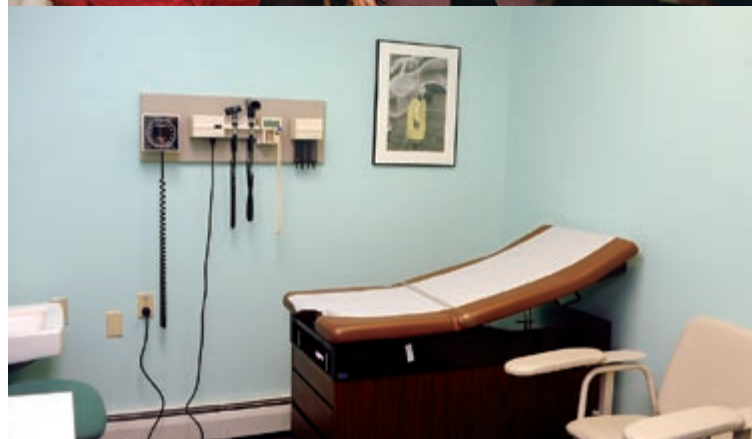
Two defining events marked 2010 for the Ithaca Health Alliance. After establishing financial support for the position and conducting a two-month search to fill it, the Board of Directors hired its first Executive Director, Bethany Schroeder. Having served on the Board for four years prior to accepting this position, Schroeder became responsible for daily operations, direction of other employees, and general development of the IHA. Beyond that, her initial mandate was to identify sources of funding and then lease space suitable to the expansion of the IHA and Ithaca Free Clinic. In completing this goal, the second hallmark of 2010 for the IHA was announced: offices were re-located to 521 West Seneca Street in September, in time to celebrate the fifth anniversary of IFC's original opening.

The new offices and clinic space include a comfortable waiting room complete with play equipment, periodicals, and lots of natural light; two medical rooms with sinks, exam tables, and stations for equipment; six holistic treatment rooms; a nursing assessment room; two bathrooms, one of which is ADA compliant; three IHA offices; and a conference room adjacent to a kitchen and laundry area. Layout of the rooms is flexible, allowing for re-allocation of

space depending on the needs of patients and the availability of clinicians. The conference room and kitchen are adaptable to patient care needs and multiple uses, including patient instruction, small classes, and community presentations.

Staff, members of the Board, and the many volunteers of the IHA are grateful to those who helped make the new and improved Ithaca Free Clinic and office suite for the IHA possible. Without the in-kind, material, reduced fee, and cash donations given to the IHA over the past two years, moving to the new location would have been impossible. Thank you to all the following good neighbors and citizens who contributed to this project:

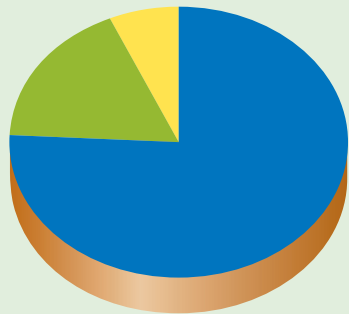
- Ithaca Urban Renewal Agency
- The Park Foundation
- The Brooks Family Foundation
- Friends and Admirers of Lou Munchmeyer
- Claudia Brenner, Architect
- Holt Architects
- Ciappa & Marinelli Builders, Ltd.
- Bloom Designs
- Cayuga Medical Center
- Cayuga Medical Associates
- First Presbyterian Church
- Tompkins County Public Health Department
- Kappa Sigma Chapter of SUNY Cortland
- Veterinary Radiology Consultation
- ReUse Center
- Pat Dolson
- Red Feet Wines
- Six Mile Creek Winery
- Wegman's
- Boal's Florist
- Shay Enterprises
- Zolar Moving
- Geoff Jones
- Christina Munk
- Ithaca Rotary Club
- Thayer Appliances
- Daniel Simpson Cleaning Services
- Sign Pros
- Word of Mouth Catering



Open house at the new clinic. Photos: Tom Hoebbel (top 3), Jon Bosak (bottom).

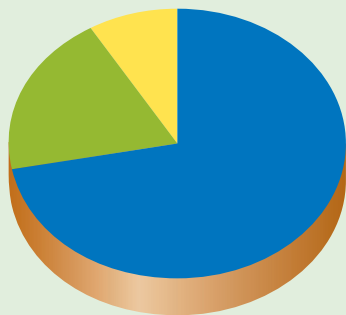
Financial Status of the IHA

Community donors, IHA members, and two local foundations provided the necessary support to ensure solvency of the IHA's operational budget. 2010 was the second year since the IFC's inception in which member contributions were not required to compensate for funding deficits in Clinic operations. We believe that building community solidarity for the IFC promises stability in meeting the needs of the community members we serve.



Ithaca Health Alliance 2010 Income by Program

- Clinic Income \$193,672.00
- Health Fund Income \$44,866.00
- Education Income \$16,470.00



Ithaca Health Alliance 2010 Expenses by Program

- Clinic Expense \$161,535.00
- Health Fund Expense \$43,671.00
- Education Expense \$18,708.00

IHA and IFC Volunteer Hours

Up to 80% of IHA's work is achieved with the contributions of time and creative energy of clinical, administrative, and committee volunteers. Volunteers fold laundry, distribute supplies, file charts, and provide patient care services to IFC patients. They also participate on the Board, on various committees, and in special project activities.

IHA Volunteers	2010 hours
Board of Directors in meetings	182
B of D outside meetings	786
Administrative volunteers at Ithaca Free Clinic	1,064
Student Interns	358
Community Relations	23
Education Subcommittee	80
Clinic Operations	42
Finance	20
Ithaca Health Fund	92

Clinical Service Volunteers, by profession	2010 hours
Physicians	440
Nurse Practitioners	24
Registered Nurses	404
Holistic practitioners (herbalists, chiropractors, acupuncturists, licensed massage therapists)	424
Registered Dieticians	43
Occupational Therapists	72
Total Professional Hours	1,407



Program Reviews

Ithaca Free Clinic

IFC patients primarily hail from the ranks of the working poor. According to data submitted upon registration, 45% report very low income, almost 30% low income, about 15% moderate income, with a little over 4% reporting near or above median income. In 2010, 6% of IFC patients provided incomplete financial data. One poverty index widely used in the region defines these levels by income as a percentage of median. For a family of four, the following apply:

Income	percent of median
\$21,350 (very low income)	30%
\$35,550 (low income)	50%
\$56,900 (moderate)	80%
\$71,125 (median)	100%

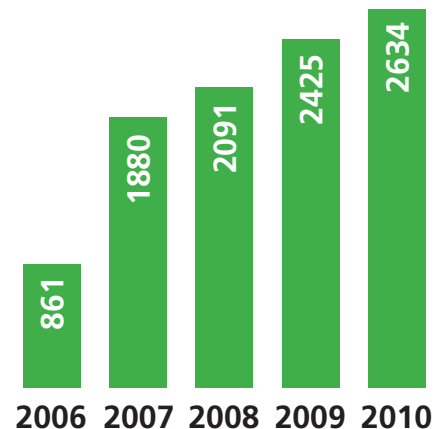
In 2010, 281 patients reported at discharge that they would have visited the local emergency room had the IFC not been open to them. Based on the care we estimate these patients would have required elsewhere, the minimum savings to the hospital and to patients who sought care at the IFC was \$112,400. We also estimate that the minimum billable value of all services provided at the IFC in 2010 was \$157,898. Fifty-one percent of patients said they would not have sought care had the IFC been unavailable to them, citing fear of unmanageable medical debt as the limiting factor.

	2006	2007	2008	1009	2010
New Patients	n/a	805	769	849	833
Repeat Visits	37%	43%	63%	42%	34%



Top: Martin Ginsburg, MD, examines a patient
Bottom: 7 Song, Director of Complementary Medicine, prepares herbal remedies. Photos: Jon Bosak.

Visits Provided



Program Reviews

The Ithaca Health Fund

In considering the entire history of the Health Fund since its inception in 1998, the top five of 22 grant categories available to members included grants for dental exams, broken bones, emergency room visits, root canals, and emergency stitches.

Grant Category	Number of Grants	Total Grant \$
Dental Exams	493	\$13,750
Broken Bones	128	\$57,730
Emergency Room Visits	99	\$19,512
Root Canals	88	\$17,600
Emergency Stitches	66	\$26,243

Members have routinely characterized the Fund program as “very easy to use” and “simple to work with,” noting that “it makes more sense” than insurance. In November, 2010, the IHA passed the \$175,000 mark in grants awarded for medical and dental costs, representing almost 1,200 individual grants to members.

Left: Chris Lynch, DC, treats a patient.
Right: Susan Soboroff, MD, with a patient. Photos: Jon Bosak.





In 2010, the Ithaca Health Fund awarded 111 grants and one loan, for a total value of \$18,623.39. Consistent with trends seen over the past five years, subsidized or donated memberships increased this year. Forty-five percent of Fund grants were awarded to area residents who had received donated memberships.

2010 Emergency Medical Grants	
Emergency Room Visits	16
Emergency Stitches	4
Ambulance Rides	2
Broken Bones	8
Emergency Appendectomy	1
2010 Emergency Grant Total \$	\$13,414.86

2010 Dental Grants	
Dental Extractions	6
Root Canals	5
Dental Implants	1
Dental Crowns	4
2010 Dental Grant Total \$	\$2,657.00

2010 Preventive/Wellness Grants	
Dental Exams	42
Medical Exams	8
Eye Exams	6
Vasectomy or Tubal Ligations	1
Genitourinary Exams	1
Periodontal Exams	1
Complementary Care	3
Cancer Palliation	1
2010 Preventive/Wellness Total \$	\$2,551.53

As an adjunct to Fund grants, the IHA has routinely provided patient advocacy services when catastrophic health expenses occurred. The IHA facilitated more than \$60,000 in charitable discounts or forgiven bills for IHA members and IFC patients in 2010.

“When I came to the Free Clinic with a broken arm, I didn’t know what I would do. Another person in the waiting room made a donation to the Health Fund in my name, and the Health Alliance made grants to cover my emergency room visit and orthopedic bills. The IHA is the best thing ever!”



Top: Ron Floyd, Licensed Massage Therapist.
Bottom: Anthony Fazio, Acupuncturist.
Photos: Jon Bosak.

Community Grants

Each year the IHA sets aside funds that other community educators can apply for in order to conduct health and wellness activities. In 2010, the IHA awarded grants to a group of TC3 students and faculty in order to promote healthy eating and exercise habits through the college's "Panther Fitness Challenge." A second grant was made to the organizers of the Community Wellness Day, held in May and designed to educate the community about health options specific to our region.

Outreach and Education

Staff and volunteers helped to educate hundreds of residents at area fairs and local events in 2010. Among other topics, instruction included information about health and food security, health and society, the history and programs of the IHA, the public health effects of gas drilling, managing lung health, and integrative medicine. In May, the IHA participated in the first annual Community Wellness Day and, in July, helped to organize the Dragon Boat Festival's Healing Tent. Staff and Board members collaborated with Cornell's Free Clinic Initiative to develop a promotional video, which was added to the IHA website.

Outreach efforts were conducted regularly at Tompkins County Workers' Center events, at Loaves and Fishes, and at various round-table opportunities. In an effort to bring printed material to the community, the quarterly newsletter was distributed to all IHA members and made available without charge at libraries, book stores, and in health settings.

IHA Staff

Rob Brown, Office Manager

Betsye Caughey, Outreach Coordinator

Sadie Hays, Clinic Coordinator

Bethany Schroeder, Executive Director

2010 Board of Directors

Govind Acharya, Board Secretary

Barbara Alden, Board Treasurer and
Chair of Finance

Alexandra Clinton

Robert Hest

Scott McCasland-Bodenstein

Fran Spadafora Manzella

Bethany Schroeder, Board President
through June 2010

Deirdre Silverman, Board Vice-president
through June 2010, then Board President

Ammitai Worob

Top: Valarie FitzRandolph with Daisy Fan, volunteers.

Bottom: Rob Brown, Office Manager.

Photos: Jon Bosak.



2010 Volunteers and Student Interns

Tamara Beardsley
Joan Bechhofer
Stephanie Begley
Nadine Bennett
Ida Bernstein
Mary Besemer
Jon Bosak
Monica Bosworth
Cynthia Brookhouse
Ellen Clark
Nicholas Colangelo
Anne Costley
Nick DeVito
Julie Dorsey
Daisy Fan
Anthony Fazio
Robyn Fiedler
Ron Floyd
Jim Fogel
Sara Schewel Foster
Patricia Gee
Martin Ginsburg
Michael Goettelman
Penny Goldin
Judy Gonyea
Barbara Griffin
Cathy Haines
Joanne Hallock
Kathy Halton
Margaret Hammond
Brooke Hansen

Beth Harrington
Judy Hoffman
Sonya Nahid Islam
Ravdeep Jaidka
Meg Jastran
Suzana Jelovecki
Arthie Jeyakumar
Sehj Kashyap
Lara Kelingos
Sharon Kellog
Stephanie Kelly
Jud Kilgore
Molly Kilroy
Linda Knewstub
Diane Kohl
Jamie Langenhan
Julia Lapp
Alexandra Larkin
Katherine Leger
Adrian Lucas
Amanda Lynch
Christopher Lynch
Ellen Matuszac
Sheila McCue
Beth McKinney
Carolle Mok
Emily Moran
Lauren Morris
Lance Ngo
Teresa Olaf-Bennett
Carly Pacanowski

Hyeongsu Park
Dorothy Pasternak
Julie Peng
Karen Pomeroy
Shailly Prasad
Amy Rayo
Monique Rembert
Esti Ross
Daniel Roth
Gail Salk
Justine Schaff
Sara Schewel-Foster
Susan Schuster
Lucia Sciore
Jacqueline Seely
Ruth Shipley
Deb Siegart

Susan Soboroff
Martin Stallone
Patricia Stefek
Rosie Taam
Charlene Temple
Mary Beth Tierney
Shawn Tubridy
Kansas Underwood
Ana Villa
Jenny Wang
Jessica Weston
Christine Wheat
Barbara White
Helen Wyvill
Cora Yao
7Song



Community Partnerships

Arnot Ogden's Ivy Program

Cancer Resource Center of the Finger Lakes

Cayuga Medical Center

Cornell University's Free Clinic Initiative

Cornell University's Public Service Center

Human Services Coalition

Ithaca College's Anthropology
and Nutrition Departments

Ithaca College's Occupational
Therapy Department

Planned Parenthood

STAP

Tompkins County Workers' Center

Tompkins County Health Planning Council

TC3

Opposite page: Sylvia Miller, volunteer.
This page, left: Ira Kamp, IHA Provider-member,
with staff. Right: Sadie Hayes, Clinic Coordinator.
Photos: Jon Bosak.





It is the mission of the Ithaca Health Alliance to facilitate access to health care for all, with a focus on the needs of un- and underinsured community members.

Ithaca Health Alliance

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www.ithacahealth.org