

# HEALTHY COMMUNITIES

*It's Why We're Here*



Southern West Virginia  
**Health System**

ANNUAL REPORT 2023

## SENIOR LEADERSHIP

**Lisa Leach, MBA**  
Chief Executive Officer

**Julia Barrett**  
Chief Financial Officer

**Greg Elkins, MD**  
Chief Medical Officer

**Courtney Reynolds, PA-C, MBA**  
Chief Operating Officer

**Walt McGrady, CPA, MHA**  
Chief Administrative Officer

**Chris Harper, PharmD**  
Chief Development Officer  
and Pharmacy Director

**Jill Adkins, RN, BSN, MHA**  
Chief Nursing Officer and  
Corporate Compliance & Risk Prevention

**Karyn O'Dell**  
Communications & Leadership Strategist

## BOARD MEMBERS

**Brian Vance**  
President

**Penny Byrnside**  
Vice President

**Jerry Lawson**  
Treasurer

**Audrey Robinette**  
Secretary

**David Boggess**  
**Rebecca Farmer**  
**Nancy Godby**  
**Lori Huffman**  
**Dana Snyder**

## A MESSAGE FROM OUR CEO

Since opening our first clinic doors as Lincoln County Primary Care Center in Hamlin, West Virginia in 1975, Southern West Virginia Health System has been committed to providing local access to quality-driven healthcare services to the residents of the communities we serve.

As a Federally Qualified Health Center (FQHC), our purpose is to positively impact the health and wellness of the residents in the areas we serve by providing healthcare services and programs in an accessible and equitable manner.

We accomplish this by providing well-child visits, immunizations, school-based health, walk-in care for sudden illness and minor injuries, annual wellness exams, women's health, the management of complex disease diagnosis, specialty care through pulmonary services, and much more. Our people, working together in a team-based approach, make that care happen.

Our strong commitment to our purpose has guided our investment in expanding our footprint throughout southern West Virginia, and we continue to look for sustainable approaches to extend our reach and improve the patient care experience for our residents.

We are proud of the foundation we have built and will continue to strive to keep healthcare local and equitable in the decades to come.

**—Lisa Leach, MBA**  
Chief Executive Officer



## OUR PROVIDERS

### Family Medicine

Gregory Elkins, MD, CMO  
Shashi Bhavsar, MD  
Laura Given, MD  
Melissa Kijewski, DO  
George McKay, MD  
Ron Stollings, MD, FACP  
Charles Vance, DO  
Robert Walker, MD  
Brittany Ables, FNP-BC  
Lisa Adkins, FNP-BC  
Jackson Austin, PA-C  
Renea Christian, FNP-BC  
Jerome Cline, FNP-C, BC-ADM  
Shawn Cline-Riggens, FNP-BC  
TJ Deskins, PA-C

Jack Doty, PA-C  
Christy Holstein, FNP  
Leevetta Holstein, FNP  
Michelle Justice, APRN  
Chris Kelly, PA-C  
Waylon Kincaid, PA-C  
Chassity Kirk, APRN, FNP-BC  
Mary Phipps, FNP-BC  
Leanna Proffitt, APRN, FNP-BC  
Lisa Queen, FNP-BC  
Jerry Quisenberry, PA-C  
Jacqueline Ranson, FNP-BC  
Courtney Reynolds, PA-C, MBA  
Alyssa Skeens, FNP  
Nicolas Smith, PA-C  
Candice Stacy, APRN

Hannah Steffey, FNP-BC  
Austin Tiller, PA-C  
Chris Tipton, PA-C  
Mara Wright Sutphin, PA-C

### Ob/Gyn

Allan Chamberlain, MD

### Dentistry

Lisa Haddox-Heston, DDS  
Jamie Justice, RDH

### Pharmacy

Chris Harper, PharmD, Pharmacy Director  
Polly Anderson, PharmD  
William Joey Anderson, RPh  
Cody Coffman, PharmD  
Kayla Daniels, RPh

Eleanor Triplett, RPh  
Taylor Duncan, PharmD  
Rich Finley, RPh  
Brian Miller, PharmD  
Jerry Skeenes, RPh  
Joshua Stafford, PharmD  
Alex Todd, PharmD

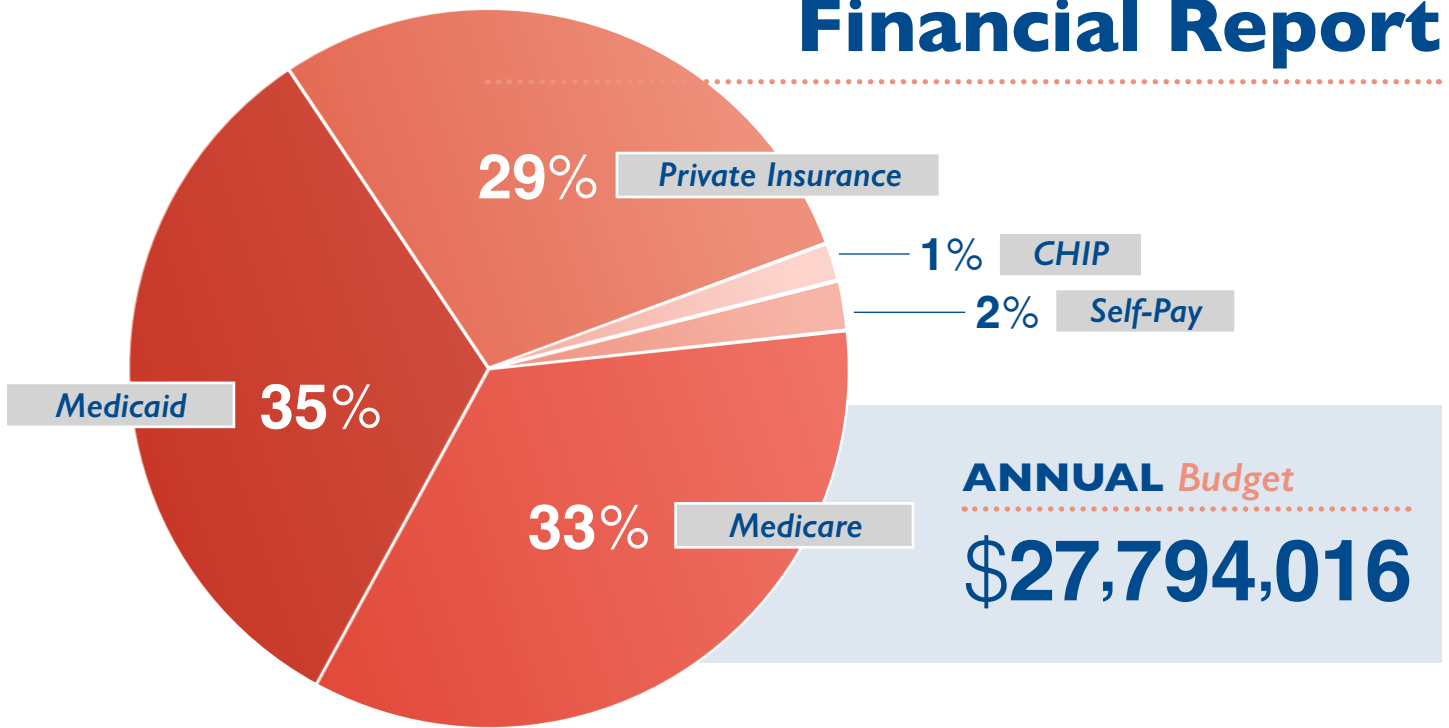
### Behavioral Health

Mary Aldred-Crouch, MSW,  
MPH, LICSW, MAC, AADC

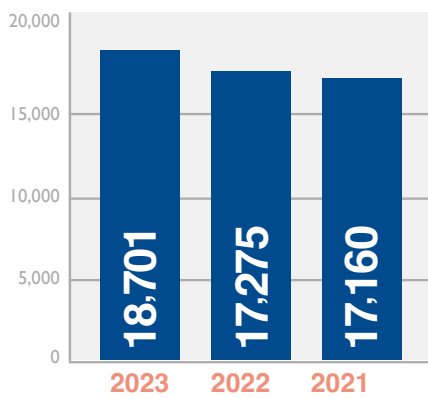
### Pulmonology

Kerri Donahue-Wood, MD  
Brandi Bell, RRT, CPFT, BS  
Sheila Morgan, PFT, PCT, EMT-B  
Johnny Mullins, CRT

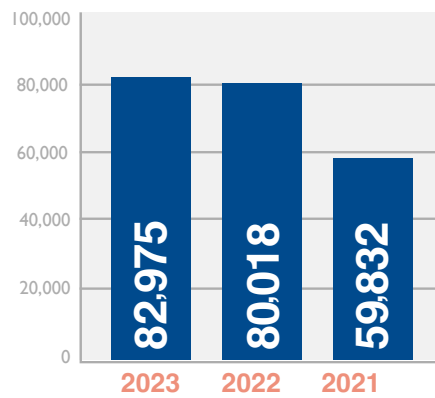
# Financial Report



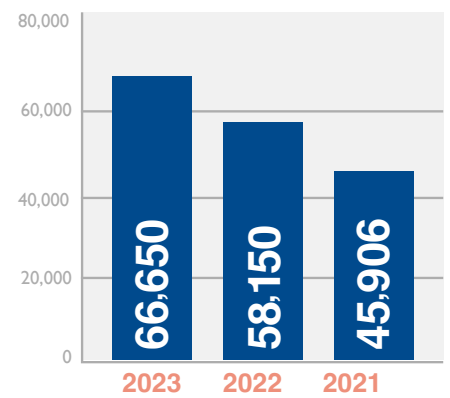
**TOTAL Patients**



**PATIENT Visits**



**PATIENT Encounters**



**Employees**  
**201**



**Sports Physicals**  
**1,236**



**Prescriptions Filled**  
**177,883**



## QUALITY Metrics



### Diabetes A1c > 9%

Actual: 26%

Goal: 27%



### Depression Screening

Actual: 95%

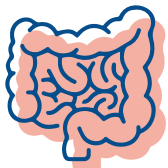
Goal: 93%



### Cervical Cancer Screening

Actual: 23%

Goal: 30%



### Colorectal Cancer Screening

Actual: 34%

Goal: 60%



### Hypertension Management

Actual: 57%

Goal: 60%

# QUALITY

As a Patient-Centered Medical Home (PCMH), we follow evidence-based standards of care and measure quality initiatives to assist our patients in achieving more positive health outcomes and to promote continuity of care initiatives. However, quality measurements are not just about hitting a number; they are about reaching a person, one patient at a time. By doing that every opportunity we get, we are improving the health and wellness of the people we call family and friends throughout southern West Virginia.

Sometimes, it takes more than one visit to help a patient overcome an apprehension about a screening or a test; or more than one cholesterol reading to help a patient understand why creating a patient care plan today to address that reading can greatly reduce their likelihood of having a stroke in the future; or more than one conversation about the importance of getting the COVID-19 vaccination to help reduce the risk of severe illness and death from that virus in our communities.

Setting the quality goal is how we measure the success of our efforts in assisting our communities to achieve their best health outcome. Our commitment to achieving those goals is what sets us apart from other primary care facilities.



# COVID-19 Vaccination Education & Awareness Campaign

Southern West Virginia Health System received \$203,125 from the Expanded Covid Vaccination (EVC), grant program funded by HRSA to support efforts to increase access to, confidence in, and demand for updated COVID-19 vaccines within our service areas.

Our marketing message for this initiative was rooted in the concept: “We’ve come a long way in reducing the severe impact of the COVID-19 virus on our communities, but there is still more we can do!”

The campaign utilized a call-to-action statement: “Together, by becoming fully vaccinated and receiving booster doses along the way, we can help protect each other from severe illness, hospitalization, and death from COVID-19.”

The advertising mix consisted of full-page newspaper ads featuring a question-and-answer education format to address frequently asked questions, 30-second television commercials that aired on three different broadcast channels (WSAZ, WQCW, and ESAZ) as well as several streaming channels to continue visual and audio messaging, and updated outdoor billboard messaging that referred the public to our website for more information.



## PATIENT EXPERIENCE SURVEY

Twice a year, Southern West Virginia Health System, in collaboration with the West Virginia Primary Care Association, conducts a Patient Care Survey to learn how we are perceived through the patients’ experience. We look to measure patient satisfaction with their clinic, provider, staff, and services offered; identify areas for improvement; and learn what concerns our patients have for their communities with regard to healthcare services.

These surveys are a requirement to apply for and receive Patient-Centered Medical Home accreditation through the Health Resources and Services Administration (HRSA).

### FALL 2022

**940 Surveys Completed**  
**93.1% Extremely Likely to Recommend Us to Others**

Delbarton: 147	Madison: 53
Logan: 45	Man: 64
Gilbert: 364	Salt Rock Medical Center: 10
Guyan Valley: 154	Sand Plant: 37
LPCC: 66	

### SPRING 2023

**830 Surveys Completed**  
**91.08% Extremely Likely to Recommend Us to Others**

Delbarton: 55	Man: 95
Logan: 104	Salt Rock Medical Center: 5
Gilbert: 101	Sand Plant: 90
Guyan Valley: 92	Oceana: 33
LPCC: 109	Whitesville: 31
Madison: 101	Wharton: 14



# Keeping Access to Healthcare Services in Rural Communities Through Merger of Hygeia Facilities Foundation, Inc.

In March 2023, Southern West Virginia Health System completed the successful merger of Hygeia Facilities Foundation, Inc., into our organization. In addition to bringing three established primary care clinics and two school-based health centers under our umbrella of rural healthcare access points, the merger also provided an opportunity to extend our reach into Wyoming County.

As an FQHC look-alike, Hygeia Facilities Foundation, Inc. was operating within the requirements of the HRSA Health Center Program but was not receiving Health Center Program funding. Some of those requirements included being community-based in underserved areas, providing care on a sliding fee scale based on ability to pay, and operating under a governing board that included patients. These are all requirements by which Southern West Virginia Health System operates.

In a press release, Margaret L. Martin, Executive Director of Hygeia Facilities Foundation, Inc., said, “As changes in the healthcare system and marketplace have evolved, we felt the need to find a partnership with an established FQHC entity that could keep our spirit of providing patient care in our communities and allow for our legacy to expand and thrive.”



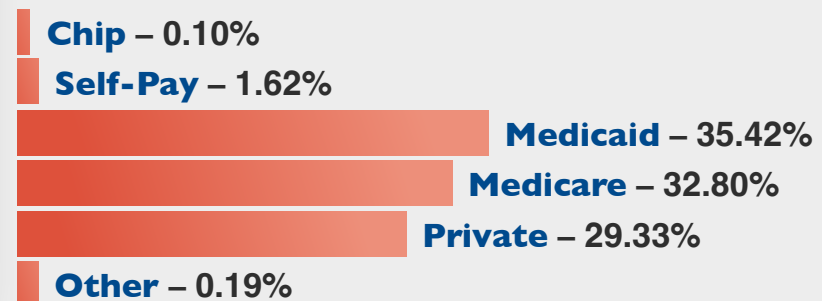
“It was important to Hygeia Facilities Foundation, Inc., to keep our established locations of Raleigh-Boone Medical Center, Oceana Medical Center, Wharton Medical Center, and our school-based health centers within Sherman Jr/ Sr High School and Sherman Elementary open and fully operational for our patient base while having this opportunity to grow.”

As the merger process unfolded, Martin’s sentiments were echoed by Dr. Greg Elkins, Chief Medical Officer for Southern West Virginia Health System, longtime employee, and advocate for the advancement of initiatives to keep local access to healthcare in rural communities.

“Healthy communities. It’s why we’re here,” said Dr. Elkins. “Our commitment to providing quality-driven family medicine, treatment of short-term illnesses and minor injuries, and management of chronic diseases for patients of all ages has never wavered. This merger has given us the opportunity to improve upon the foundations of care Hygeia Facilities Foundation, Inc., established as far back as 1955.”

Following the successful completion of the merger, Southern West Virginia Health System now serves the residents of 7 counties through 12 primary care health centers, 11 school-based health locations, and 6 340B pharmacies.

From March 1, 2023, to June 30, 2023, the payor mix for Hygeia Facilities Foundation, Inc. locations contributing toward the Southern West Virginia Health Systems payor mix was:



## New Clinic Construction & Facility Improvement Projects

As the medical needs of our communities continue to change with the development of new technologies and pharmaceutical solutions, so must the external and internal footprint of our facilities. Sometimes, this entails remodeling existing space without pushing outward from our structural footprint. Sometimes, the needs of the community require the construction of brand-new facilities. This year, we made significant financial investments in both.

After securing partial grant funding from HRSA American Rescue Plan Act Health Center Infrastructure Support, Southern West Virginia Health System broke ground in January 2023 on a brand-new 7,736-square-foot Guyan Valley Wellness Center in Branchland, West Virginia. The \$3.5M facility sits on more than a half-acre of land, in the same convenient location as the health center's previous location.

The new construction increases patient capacity with 12 total exam rooms, offers easily accessible parking, and provides new opportunities to bring additional healthcare providers to the area. It will also feature a new 340B pharmacy housed inside the clinic with drive-thru capabilities, allowing providers and pharmacists to work side by side to improve the health outcomes of patients and community members.

Southern West Virginia Health System began accepting patients in the new Guyan Valley Wellness Center in February 2024. The pharmacy is projected to open in Spring 2024.



### PROJECT Cost:

# \$3,552,254M

American Rescue Plan Health Center Infrastructure Grant (ARP Capital Funding): **\$717,987**

*(Approximately 20% of project funding)*

### Additional investment dollars for facility updates include:

LPCC: **\$169,261**

SWVHS – Oceana: **\$74,066**

SWVHS – Whitesville: **\$56,366**

Dennis' Pharmacy: **\$42,433**

SWVHS – Sand Plant: **\$42,383**

Bobcat Center for Health: **\$16,294**



## EXPANDING OUR PHARMACY FOOTPRINT

In addition to the 340B pharmacy opening at Guyan Valley Wellness Center, Southern West Virginia Health System has plans to expand its pharmacy footprint in two more communities within our service area.

**Whitesville Medical Pharmacy and Oceana Medical Pharmacy are expected to open in Spring 2024.**

These pharmacies will go beyond caring for the prescription needs of community members. Our customer-focused staff will be readily available to answer prescription questions, provide medication counseling, and offer medication therapy management services – all of which are vital to improving health outcomes.



## Chronic Care Management, a Plan Benefit for Medicare Patients, Added to Sliding Fee Program

We believe local access to quality-driven healthcare services in rural communities should be available to everyone who seeks care at our locations. The health and wellness of our families, friends, and neighbors depend on it!

Being a Federally Qualified Health Center (FQHC), we operate in a manner that no patient will be denied services due to an individual's inability to pay. Our patient sliding fee program is designed to assist patients who meet certain eligibility requirements based on household income and the number of people living within the household, to receive services at a reduced cost.

On November 8th, 2022, through unanimous support of our Board of Directors, we adopted Chronic Care Management into our sliding fee scale for the benefit of our Medicare patient base. Qualifying patients are now eligible for a reduction in co-pay fees based on a 1 to 4 scale. Patients may pay as little as \$1.00 co-pay to a maximum co-pay of \$5.00.





## QURE4U: Improving the Patient Check-In Process with New Technology

As technology has continued to evolve, so has the use of it in the delivery of primary care services. With the addition of hand-held devices such as cell phones and tablets, and desktop/laptop access within households, the ability to interact with all facets of healthcare has steadily increased. Since December 2022, Southern West Virginia Health System has been focused on streamlining the patient pre-arrival and check-in process.

Now, a patient with a valid email address or cell phone number that accepts text messaging can opt-in to receive appointment reminders, answer pre-appointment information and screening questions, pay their co-pay before they arrive, and more. The benefit of these steps being taken before patient arrival positively impacts more than just the check-in process at registration; it allows for more time to be spent in face-to-face interaction with the medical team.

Pre-Arrival Check-Ins: **1,004**  
Forms Completed: **24,832**  
Payments Collected: **4,414 (\$8,854)**

### Top Five Locations for Patient Adoption & Engagement for Co-Pay Collection:



## Black Lung Grant Funds Investment in Radiologic Technology

Coal Workers' Pneumoconiosis (CWP), commonly referred to as Black Lung, is considered an occupational lung disease.

The Black Lung Program provides medical, outreach, educational, and benefits services to active, inactive, retired, and disabled coal miners throughout the United States.

A chest X-ray is a key diagnostic tool used by medical professionals to determine if the presence of nodules or swelling in the lungs exists that could be indicating factors in a Black Lung diagnosis.

Southern West Virginia Health System received \$425,527 in grant funding through the West Virginia Black Lung Program, managed by The Division of Primary Care through the West Virginia Department of Health and Human Resources, that helped purchase new X-ray equipment and facility upgrades for our Black Lung programs at SWVHS - Whitesville and SWVHS - Oceana.



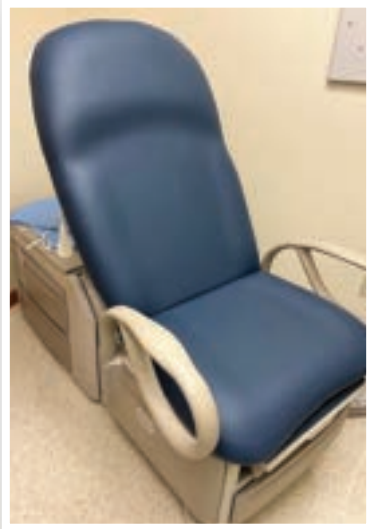
## GRANTS AND DONATIONS

It's through the generous support of grant funders, event sponsors, and private donors that Southern West Virginia Health System is continuously able to improve the patient experience and create a healthier, more vibrant community. We thank all those involved in recent contributions to Southern West Virginia Health System:

**Lawson Heirs & C. Pelly** | Thank you for your generous funding of projects that benefit the health and wellness of Logan County residents.

With your support, we were able to accomplish:

- The purchase and installation of a medical exam room chair specifically designed for Women's Health appointments and procedures. This innovative chair-to-table design takes a patient from consultation to examination allowing for an efficient and comfortable transition through the stages of a well-woman exam.
- The purchase and installation of new signage at SWVHS - Logan.
- The purchase of new computer equipment to improve patient flow and efficiency during the appointment cycle.



**Pallottine Foundation of Huntington** | Thank you for your capacity grant support that enabled us to redesign our organization's website.

In addition to offering a better overall user experience, our new website also features an education section that helps community members better understand health-related topics such as Diabetes, Hypertension, and Lung Conditions. To explore our new website, we invite you to visit us at: [swvhs.org](http://swvhs.org)

**The Greater Kanawha Valley Foundation, Lincoln County Board of Education, and Logan County Board of Education** | Thank you for your support of dental programs that address the need for accessible dental care through our school-based dental and rural dentistry initiatives.

**The Sisters of St. Joseph Health and Wellness Foundation of Parkersburg, Parkersburg Area Community Foundation, and WVU Extension Service** | Thank you for your support of our Families In Touch (FIT) Camps in Lincoln and Mingo counties. FIT Camp is a free, weeklong summer camp that focuses on teaching children how to have a healthy body and mind.







**Heat’N the Hills Sponsors** | Thank you to all the local businesses who helped us put on our annual family music festival, Heat’N the Hills, free of charge for attendees from all over southern West Virginia.

This event is filled with activities, food, and live music that provide families and community members an opportunity to come together and enjoy some neighborly fun.

- |                                     |                                 |                                 |
|-------------------------------------|---------------------------------|---------------------------------|
| American Legion Post 111            | Hager Supply                    | Sammies Pop & Stop              |
| Armstrong                           | Hamlin Advance Auto             | Save By Grace BBQ               |
| Billy’s Upholstery                  | Hamlin License & Title          | Service Glass Co. of Huntington |
| Blossom Junction                    | Hamlin Save-A-Lot               | Sew Sassy & More                |
| Branchland Lumber Co., Inc.         | Handley Funeral Home            | Spencer’s Taxidermy             |
| Jospeh Stevens, Attorney At Law     | Hometown Sportswear             | Steph’s Country Kitchen         |
| Carnivore BBQ                       | Jackson Management Company      | Stones Trucking LLC             |
| City National Bank                  | Kelly J Dial Agency-State Farm  | Stowers Trucking LLC            |
| Community Trust Bank                | Koontz Funeral Home             | The Hilb Groups of WV, LLC      |
| Courtney L Cooper Agency-Nationwide | Lincoln Agency                  | The Lincoln Journal             |
| Cremeans Auto                       | M & J’s Bait                    | “The Nancy”                     |
| D and E Electric                    | McDonald’s                      | Tom’s Building Supply           |
| DD&S Contracting & Excavating, LLC  | Pappy’s Antiques & Collectables | Trumpet Heating & Cooling       |
| Ed Mills Body Shop                  | Peoples Bank                    | Walls & Associates              |
| First Class Cleaning                | Redline Environmental Group     | West Hamlin Auto Care           |
| FoodFair Supermarkets               | Robbie’s Wrecker Service        |                                 |

**Additional Grant Funding Sources That Supported SWVHS Operations Fiscal 2023**

- |  |  |
|--|--|
| Federal 330 Grant                            | MURC Blessing Box                          |
| HRSA American Rescue Plan Act                | MU Community Health Worker Grant           |
| HRSA American Rescue Plan-UDS + Supplemental | USAC Healthcare Connect Fund               |
| HRSA American Rescue Plan Act Capital        | WV DHHR COVID-19 Community Testing Service |
| HRSA Expanded COVID Vaccination Grant        | WV PICCS Grant Cancer Screening            |
| Black Lung Grant                             | WV Research Corp Opioid COAT               |
| WV State Loan Repayment Program              |  |





Southern West Virginia  
**Health System**

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304-824-5806 | [swvhs.org](http://swvhs.org)