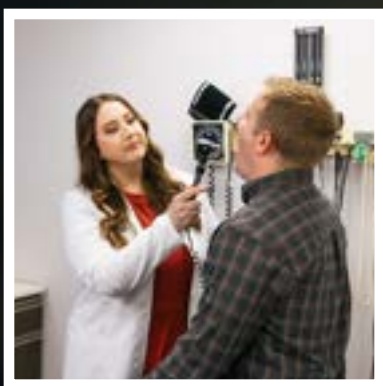


LEADING THE CHARGE

IN COMMUNITY HEALTH



Southern West Virginia
Health System

ANNUAL REPORT 2024



SENIOR LEADERSHIP

.....

Lisa Leach, MBA

Chief Executive Officer

Julia Barrett

Chief Financial Officer

Walt McGrady, CPA, MHA

Chief Administrative Officer

Courtney Reynolds, PA-C, MBA

Chief Operations Officer

Greg Elkins, MD

Chief Medical Officer

Karyn O'Dell

Chief Communications Officer

Chris Harper, PharmD

Chief Development Officer

Jill Adkins, RN, BSN, MHA

Chief Nursing Officer and Corporate Compliance & Risk Prevention Officer

BOARD MEMBERS

.....

Brian Vance

President

Priscilla "Penny" Byrnside

Vice President

Audrey Robinette

Secretary

Nancy Godby

Treasurer

David Boggess

Lori Huffman

Christy Laxton

Karl Melkus

Dana Snyder

Larry Stutler

Debrina Williams

OUR PROVIDERS

.....

Family Medicine

Gregory Elkins, MD, *CMO*

Shashi Bhavsar, MD

Melissa Kijewski, DO

George McKay, MD

Bill Rollyson, MD

Ron Stollings, MD, *FACP*

Brittany Thornhill, *FNP-BC*

Quality & Risk Director

Lisa Adkins, *FNP-BC*

Jackson Austin, *PA-C, Clinical Director*

Renea Christian, *FNP-BC*

Jerome Cline, *FNP-C, BC-ADM*

TJ Deskins, *PA-C*

Jack Doty, *PA-C*

Leevetta Holstein, *FNP*

Steven Jarvis, *APRN-CNP*

Michelle Justice, *APRN*

Chris Kelly, *PA-C*

Waylon Kincaid, *PA-C*

Chassity Kirk, *APRN, FNP-BC*

Mary Phipps, *FNP-BC*

Leanna Profitt, *APRN, FNP-BC*

Lisa Queen, *FNP-BC*

Jerry Quisenberry, *PA-C*

Courtney Reynolds, *PA-C, MBA, COO*

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*
Medical Director

Ob/Gyn

Allan Chamberlain, MD

Dentistry

Sean Senator, DDS

Richard Smith, DDS

Jamie Justice, RDH

Pharmacy

Chris Harper, PharmD, *CDO*

Polly Anderson, PharmD

William Joey Anderson, RPh

Cody Coffman, PharmD, *Pharmacy Director*

Kayla Daniels, RPh

Eleanor Triplett, RPh

Taylor Duncan, PharmD

Rich Finley, RPh

Brian Miller, PharmD, *Pharmacy 340B Director*

Jerry Skeenes, RPh

Joshua Stafford, PharmD

Alex Todd, PharmD

Behavioral Health

Joanie Gallion, *APRN-CNP, PMHNP*

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

A MESSAGE FROM OUR CEO

As I reflect on the past year, I am filled with an overwhelming sense of gratitude and pride for all we have accomplished together, despite the challenges we've faced. This year has been one of growth, resilience, and profound transformation. It's also been a year of loss, as we said goodbye to our beloved Chief Medical Officer, Dr. Gregory Elkins. His leadership, vision, and compassion shaped so much of what we've become, and we will always honor his legacy in our work.

In the face of grief, we have persevered and achieved so much for our community. We've opened the doors to our brand-new Guyan Valley Wellness Center & Pharmacy, expanded our services with new pharmacies in Oceana and Whitesville, and continued to improve the care and access available to those who need it most. None of this would have been possible without the dedication of our talented staff, engaged board members, community partners, and of course, our valued patients.

This year has tested us in ways we could never have anticipated, yet it's also been a year of immense growth and opportunity. Serving Southern West Virginia communities comes with its own set of challenges, but it also brings unique rewards. Despite the limited resources and increasing complexity of patient needs, we have risen to every occasion. From expanding access to care through a new clinic and three new pharmacies to adding new services, we've stayed focused on our mission: to provide quality care and to serve as a leader in improving the health and wellness of our communities. Every step of our growth has been guided by our commitment to holistic care—treating the whole person, not just their condition.

But even as we look to the big milestones, it's the small moments that truly define our success: the caring word shared with a patient, the team members lifting one another up, and the countless ways we come together to support each other in times of need. These are the moments that remind us of the true heart of healthcare and why we do what we do.

Rural healthcare has always faced its share of hurdles—staff shortages, financial pressures, and the evolving demands of an ever-changing landscape. This year, these challenges have been compounded by the loss of a key leader, yet we have stood strong. Through it all, our team has shown remarkable resilience. Our providers, nurses, support staff, and community partners have worked tirelessly to ensure that our neighbors continue to receive the highest quality care possible.

We've learned to be more resourceful, more collaborative, and more creative. We've worked closely with other organizations to bridge gaps in care, expanded our outreach, and invested in technology that strengthens our ability to connect with patients—always with the personal touch that is so vital to rural healthcare.

As we look toward the future, I feel an unwavering sense of hope and commitment to the journey ahead. While there will always be challenges in rural healthcare, I am confident that we will continue to overcome them with integrity, compassion, accountability, respect, and excellence. We remain steadfast in our commitment to improving access to care, advancing our services, and further enhancing the well-being of the people we serve.

Our recent expansion, the loss we've experienced, and the challenges we continue to face all point to one undeniable truth: we are more than a healthcare system. We are a lifeline to our communities. And I am truly honored to lead us as we continue to grow, evolve, and serve with heart.

To our incredible team—thank you. Your passion, dedication, and resilience are the heart of everything we do. To our patients and their families—thank you for trusting us with your care. And to our partners and supporters—thank you for your unwavering belief in our mission and your continued support as we move forward together.

In the spirit of this journey, we will keep moving ahead—hearts full of hope, hands ready to help, and minds focused on making our community healthier and stronger.

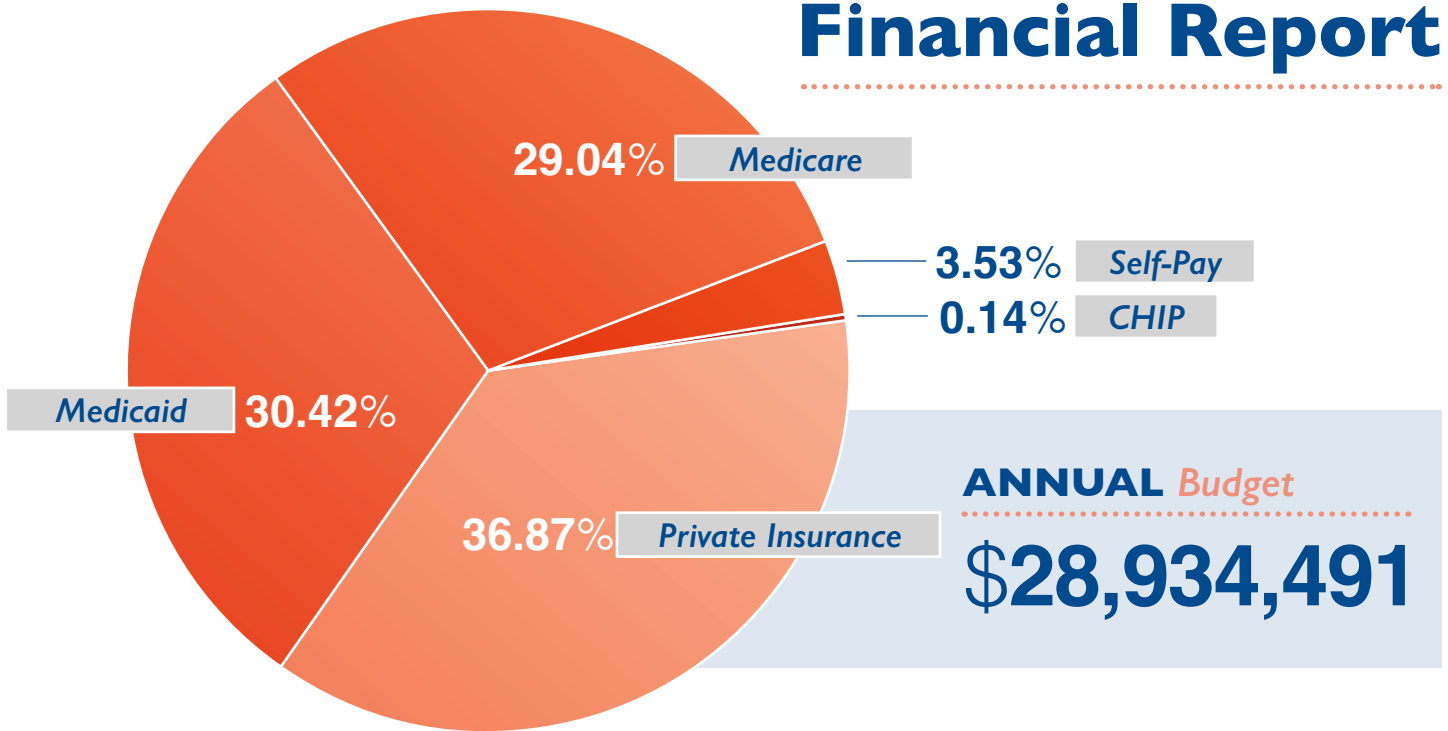
With deep appreciation,

Lisa Leech, MBA

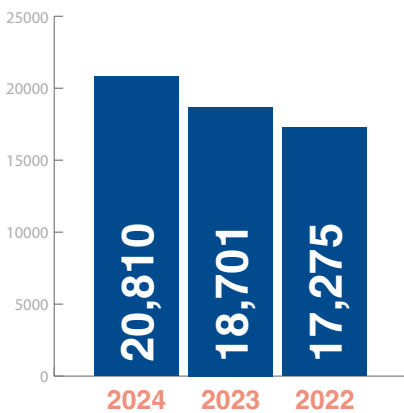
Chief Executive Officer



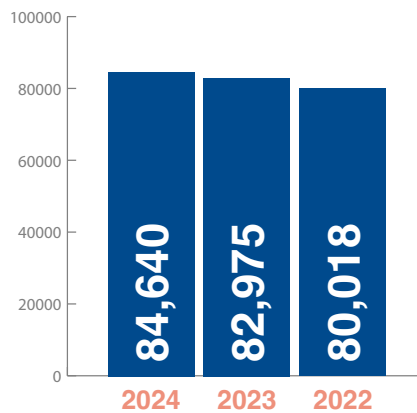
Financial Report



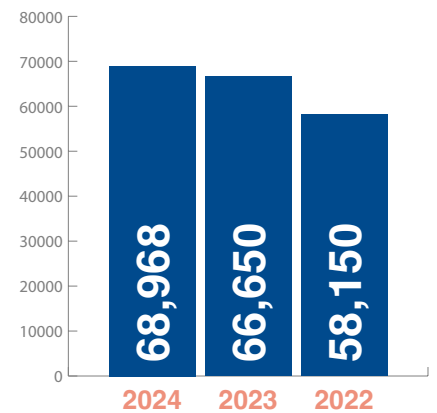
TOTAL Patients



PATIENT Visits



PATIENT Encounters



Employees
231



Sports Physicals
383



Prescriptions Filled
190,552

QUALITY

As a Patient-Centered Medical Home (PCMH), we are committed to continuously improving the quality measures of our patients in order to help them live their happiest and healthiest lives. Through our partnership with the West Virginia Program to Increase Colorectal Cancer Screening (WVPICCS), Southern West Virginia Health System implemented a colorectal cancer screening birthday card reminder initiative to educate patients about when they need to get their colorectal cancer screening and a call-to-action to schedule an appointment.

“The team at SWVHS has been an inspiration to us here at the WVPICCS,” said Catherine Whitworth, Program Coordinator, Cancer Prevention Control, WVU Cancer Institute, WVPICCS. “Their compassion for and commitment to their patients is evident in the energy they bring to their work. Their creative, evidence-based interventions have improved outcomes for their patients in rural Appalachia. The team’s work in reaching younger patients in need of colorectal cancer screening has been highlighted in presentations to peers, success stories to the Centers for Disease Control, and most recently recorded in the Library of Congress through StoryCorps Oral History Project.”

Beginning in March of 2024, Southern West Virginia Health System mailed out 165 birthday cards. From the cards that were sent, 28 patients participated in a colorectal cancer screening.

QUALITY Metrics



Diabetes A1c > 9%

Goal: 23%
Actual: 27%



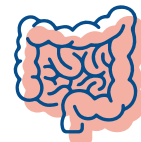
Depression Screening*

Goal: 95%
Actual: 94%



Cervical Cancer Screening

Goal: 30%
Actual: 21%



Colorectal Cancer Screening

Goal: 48%
Actual: 40%



Hypertension Management

Goal 60%
Actual: 61%

*Southern West Virginia Health System has the highest depression screening rate in the state and is above the national average for depression screening.

Community Needs Assessment: Why It Matters

At the heart of our mission is providing access to quality primary care-based family medicine in the communities we serve. But delivering exceptional care requires more than just treating patients – it involves truly understanding the unique needs of the people who live, work, and navigate daily challenges in our service areas. To ensure our efforts align with those needs, we depend on the voices of our community members.

That's where the Community Needs Assessment comes into play.

Every three years, we conduct a comprehensive survey designed to gather feedback on the key factors that influence health and wellness in our service area. In addition to questions related to access to healthcare, the community needs assessment also focuses on physical, social, emotional, and psychological well-being. In rural communities like ours, where resources such as grocery stores, green spaces for exercise, public transportation, and safe housing may be limited compared to urban areas, these drivers play a critical role in shaping health outcomes.

For example, if survey respondents report having access to primary care but lack nearby grocery stores offering fresh fruits and vegetables or safe spaces for exercise, it becomes clear that addressing conditions like Type 2 diabetes through lifestyle changes is an uphill battle. This insight drives us to seek strategic solutions – such as securing grant funding or forming partnerships – to deliver fresh produce or establish community wellness programs that directly address these barriers.

In March of 2024, we completed our latest Community Needs Assessment, with 261 participants representing all seven counties we serve. In addition to the survey, we hosted two in-person focus groups with PreK–12 educators and administrators to gain deeper insights into the health and wellness challenges facing our youngest populations.

The findings from this assessment laid the foundation for our 2025-2028 Strategic Plan and spurred the launch of several new initiatives aimed at improving health and wellness across Southern West Virginia.

Healthy communities – it's why we're here. By working together with patients and community members, we remain steadfast in our commitment to creating meaningful improvements that support the health and well-being of everyone we serve.

PATIENT EXPERIENCE SURVEY

Twice a year, Southern West Virginia Health System, in partnership with the West Virginia Primary Care Association, conducts a Patient Experience Survey to gather feedback on our patients' experiences. This survey helps us understand how patients perceive their care, including satisfaction with our clinics, providers, staff, and services. It also allows us to identify areas for improvement and address patient concerns about local healthcare needs.

FALL 2023

605 Surveys Completed

91% Definitely Recommend

Delbarton: **54**

Gilbert: **97**

Guyan Valley: **62**

Logan: **90**

LPCC: **94**

Madison: **98**

Man: **110**

Oceana: **95**

Sand Plant: **83**

Wharton: **17**

By measuring satisfaction and collecting insights on community health issues, we aim to enhance the quality of care we provide and ensure that we are meeting the evolving needs of our patients. The results of this survey guide our continued efforts to improve patient outcomes and strengthen our services in Southern West Virginia.

SPRING 2024

2,439 Surveys Completed

90% Definitely Recommend

Delbarton: **63**

Gilbert: **368**

Guyan Valley: **231**

Logan: **219**

LPCC: **188**

Madison: **214**

Man: **334**

Oceana: **353**

Salt Rock: **16**

Sand Plant: **205**

Wharton: **176**

Whitesville: **72**



Guyan Valley Wellness Center & Pharmacy Opening

In February of 2024, we began seeing patients in our brand-new Guyan Valley Wellness Center & Guyan Valley Pharmacy. The 7,736 square-foot facility has 12 patient rooms and an on-site pharmacy with drive-thru service, providing patients and community members with convenient access to medical care and pharmacy services at one location.

“We’re incredibly proud to serve the communities surrounding our Guyan Valley Pharmacy,” said Cody Coffman, PharmD, Director of Pharmacy Operations. “In a rural community where quality healthcare and pharmacy options are limited, convenient access to essential medications and pharmacy services is crucial. At Guyan Valley Pharmacy, our pharmacists and pharmacy technicians are committed to bridging that gap and ensuring our community members can easily get the medications they need.”

Since 2010, Guyan Valley Wellness Center has been working alongside the residents of both Lincoln and Cabell counties and is proud of its commitment to providing quality-driven healthcare services in the community.

“As I think about our past and look to our future at the Guyan Valley Wildcat Center, I am excited that we have been able to grow from a small area in the basement of the school to the modern facility we have now,” said Courtney Reynolds, PA-C, MBA, Chief Operations Officer. “We hope this new facility will not only enable us to continue delivering the same exceptional care but also expand our services in the future.”

Guyan Valley Wellness Center serves patients of all ages and stages of life including newborns and school-aged children requiring well-child exams and vaccinations as well as members of the adult population who are managing their health and wellness through routine screenings and primary care check-ups.





ADDRESSING THE SOCIAL RISK FACTORS OF HEALTH

SWVHS Launches a New Community Social Risk Outreach Program

In July of 2023, Southern West Virginia Health System launched a new Community Social Risk Outreach program in partnership with Marshall University School of Medicine Department of Family and Community Health, Division of Community Health, and Aetna Better Health WV with funds from the Claude Worthington Benedum Foundation. At its inception, our Gilbert, Delbarton, and Man service areas were the primary focus of the program with Hamlin and Guyan Valley being incorporated shortly after.

The Community Social Risk Outreach program utilizes non-clinical Community Health Workers (CHWs), who are vested members of the community, to assist high-risk patients in their journey to achieving their optimal level of health.

CHWs play a vital role in helping patients address Social Drivers of Health—non-medical factors that impact health outcomes—by working to reduce social barriers to a patient's healthcare.

CHWs also encourage and promote positive self-care and self-management behaviors, provide resource linkage, and function as liaisons within our health system.

Between the program's launch in July 2023 and June 2024, SWVHS enrolled 11 patients providing 77 home or community visits. As more insurance providers come on board and patients and providers become more familiar with the program, we anticipate this number will grow.

SWVHS Brings Medically Indicated Food Box Program to the Community

At SWVHS, we utilize a nationally recognized patient risk assessment tool called PREPARE to engage patients and identify Social Drivers of Health. The data collected through this tool helps us implement targeted programs and build meaningful partnerships to better serve our communities.

One such partnership that grew from this model is our collaboration with Facing Hunger Food Bank. After identifying a significant need, and thanks to a generous donation from Courtney Pelley, we launched the Medically Indicated Food Box (MIFB) program in Logan County at our Logan and Man sites. The program quickly expanded to include Guyan Valley and Lincoln Primary Care Center locations. The first boxes were distributed in May of 2023.

The MIFB program provides patients with boxes containing non-perishable food items, fresh produce, meat, and occasionally eggs. We currently distribute 30 boxes per location, and with strong interest from both patients and staff, we expect the program to continue growing.

We remain committed to breaking down barriers to health by expanding access to nutritious food and supporting our patients in achieving better health outcomes.

Remembering Dr. Gregory Elkins

The Southern West Virginia Health System community was greatly impacted this year by the passing of our Chief Medical Officer, Dr. Gregory Elkins in March of 2024.

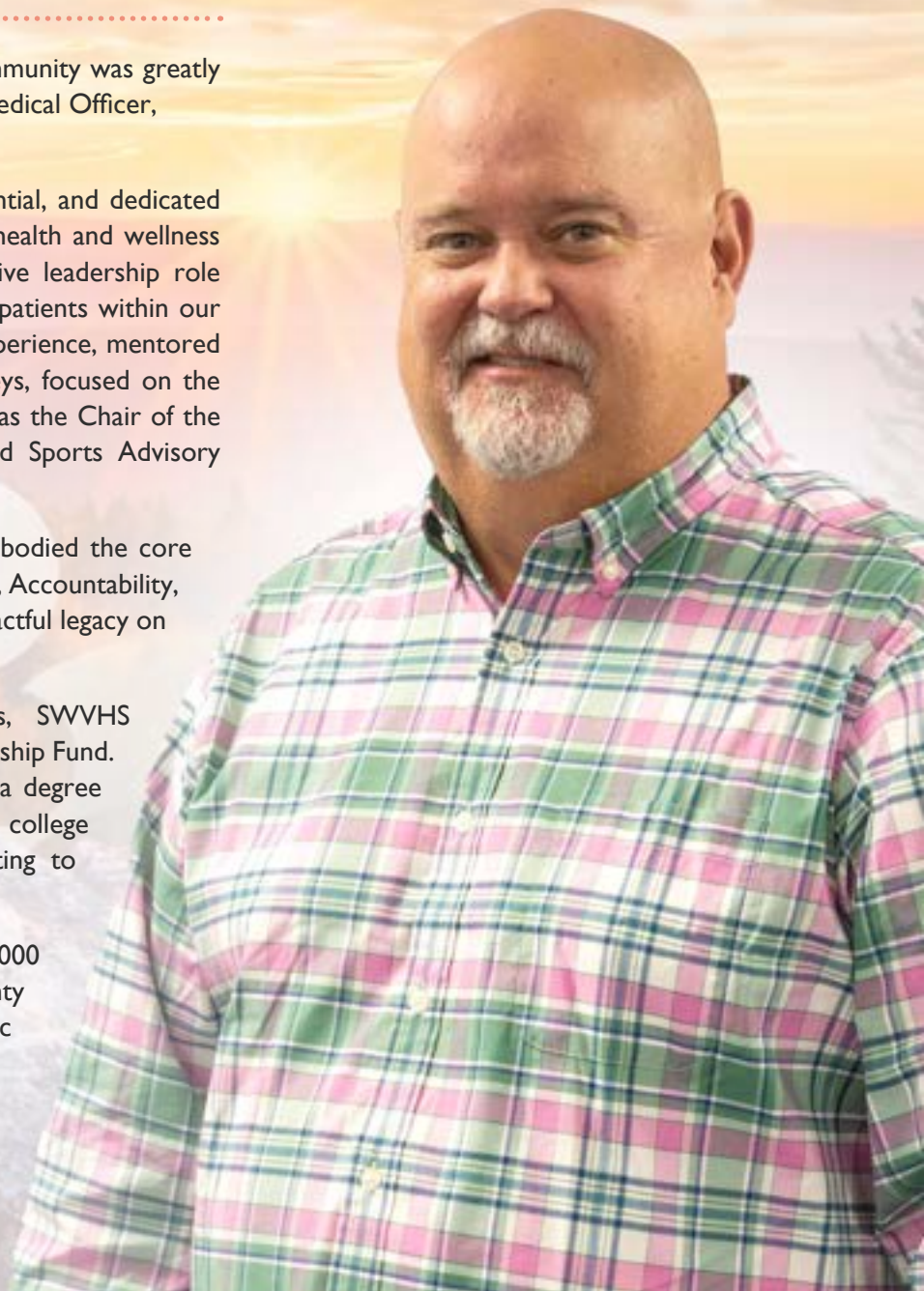
Dr. Elkins, a well-known, compassionate, influential, and dedicated provider at SWVHS, played a vital role in the health and wellness of our communities. He served in the executive leadership role as our Chief Medical Officer, provided care to patients within our community with over thirty years of medical experience, mentored medical students along their educational journeys, focused on the health and safety of student-athletes by serving as the Chair of the National Federation of High School Associated Sports Advisory Committee, and much more.

Throughout his time at SWVHS, Dr. Elkins embodied the core values of our organization; Integrity, Compassion, Accountability, Respect, and Excellence (ICARE), leaving an impactful legacy on our organization and the community.

In honor and remembrance of Dr. Elkins, SWVHS established the Dr. Greg Elkins Memorial Scholarship Fund. Lincoln County High School students pursuing a degree from an accredited career/community/technical college or college/university with fields of study relating to healthcare were able to apply.

SWVHS was honored to award the first \$1,000 scholarship on May 21st, 2024, to a Lincoln County High School student who presented academic accomplishments, dedication to serving their community, and the aspiration of becoming a flight nurse.

*Dr. Greg Elkins,
you will forever be in our hearts.*



Thanks to a generous contribution, Southern West Virginia Health System established the Dr. Greg Elkins Memorial Scholarship, honoring Dr. Elkins' spirit and beliefs in teaching and inspiring our youth. The inaugural scholarship was awarded to a 2024 graduate of Lincoln County High School.



PHARMACY EXPANSIONS:

Whitesville Pharmacy, Oceana Pharmacy, and Contract Pharmacies

In the past year, Southern West Virginia Health System has made significant strides in expanding our pharmacy footprint, with the successful opening of new pharmacies in Guyan Valley, Whitesville, and Oceana. This strategic growth not only enhances our ability to serve existing customers but also brings our high-quality pharmacy services to new communities, ensuring greater access to essential healthcare. By broadening our reach, we are reinforcing our commitment to improving patient outcomes and meeting the growing demand for convenient, accessible pharmacy services. This expansion marks an important milestone in our long-term vision of becoming a trusted healthcare partner in more neighborhoods.

Building on this growth, Southern West Virginia Health System also established a network of contract pharmacies this year. Contract pharmacies are third-party pharmacies that dispense medications on behalf of healthcare organizations participating in the 340B Drug Pricing Program, allowing covered organizations to extend discounted drug benefits to patients. The additional savings generated by these partnerships enable us to expand the scope and quality of services we provide. By leveraging the established infrastructure of contract pharmacies, we are not only improving operational efficiency but also strengthening our commitment to stretching scarce federal resources to reach more vulnerable patients. This collaboration is an important step toward expanding our geographic reach and providing comprehensive, high-quality services to those who need them most.

GRANTS AND DONATIONS

In the past year, the generosity of our community, partners, and stakeholders has played a pivotal role in supporting our mission. Through these contributions, Southern West Virginia Health System has been able to enhance patient services, improve facilities, and ensure that every individual receives the care they deserve. We are so profoundly thankful for their commitment, which enables us to continue making a positive impact on the health and well-being of our communities.

Courtney Pelley Donation

Thank you for your generous support, which enabled Southern West Virginia Health System to begin the Medically Indicated Food Box Program in Logan County. This initiative provides SWVHS patients diagnosed with diabetes or high blood pressure access to locally sourced, nutrient-rich food products designed to support their health and well-being.

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.

MU Rural Health Care Practice Training

Thank you to Marshall University Research Corporation for supporting the training of resident Physician Assistants in southern West Virginia. Your investment in education and healthcare helps enhance the quality of care and expand access for communities in the region.

SKIP for PA

We are grateful for the support of the SKIP for PA Study grant, which helps enhance behavioral health services at our Bobcat School-Based Health Center. This initiative focuses on improving access to quality care for children ages 5 to 12 by integrating behavioral health services into school settings.

Additional Grant Funding Sources that Supported SWVHS Operations Fiscal 2024:

Federal 330 Grant

Federal HRSA Quality Improvement Dollars

HHS Bridge Access Program

Black Lung Clinics Program (BLCP)

MU Community Health Worker Grant

USAC Healthcare Connect Fund

WVPICCS Grant Cancer Screening

WVU Research Corp Opioid COAT

ADVOCACY

With patient advocacy at the forefront of Southern West Virginia Health System's strategic plan, members of our senior leadership team traveled to Washington, D.C., for the February 2024 National Association of Community Health Center (NACHC) Policy and Issues Forum. This year, the conference focused on a variety of topics, including behavioral health, artificial intelligence, and healthcare in rural America.

Grassroots advocacy held much of the space as local and regional engagement continues to recover beyond the social distancing of the pandemic. Board engagement, health center funding, and emerging policy sessions were conducted to increase the awareness of health center staff on the inner workings of legislative policymaking in healthcare delivery spaces.

In addition to the conference, representatives from the West Virginia Primary Care Association (WVPCA) and several West Virginia FQHCs, including SWVHS, met with Congressional members and/or their policy staff, Carol Miller and Alex Mooney, as well as Senators Joe Manchin and Shelley Moore-Capito. Their continued support and awareness of our work is evident.



Heat 'N the Hills Sponsors | Thank you to all our generous sponsors who helped make our annual family music festival, Heat 'N The Hills, possible in 2023.

Heat 'N the Hills Family Music Festival is a free community event that is filled with family-friendly activities, games, food, a full musical line-up, and more for attendees from across Southern West Virginia.

American Legion Post 111

Appalachian Mobile Home Transport

Armstrong

Billy's Upholstery

Branchland Lumber Co., Inc.

City National Bank

Community Trust Bank

Cooper Insurance Agency

Cremeans Auto

Cycle Junkies

D & E Electric

Davis Automotive Service, LLC

DD&S Contracting and Excavating

First Class Cleaning

Food Fair Supermarkets

Goal Technical

Hager Supply

Hamlin Advance Auto

Handley Funeral Home

Henry's Camping Retreat

Hometown Sportswear

Jag Coal Services / Stowers

Family

Jamie's Pizza

Joe Stevens, Attorney

KD Excavation and Dirt Works
Co.

Kelly J Dial-State Farm

Koontz Funeral Home

Lincoln Agency, Inc.

Lloyd & Trina Jackson

M&R Restaurant

McClellan Convenience Plus

Paula's Bloom Room

People's Bank

Ramey's Excavating

Ramey's Hound Supply

Robbie's Wrecker Service

Round Table Tavern

Service Glass Co. of Huntington

Sew Sassy & More

Spencer's Taxidermy

Steph's Country Kitchen

Stones Trucking, LLC

The Lincoln Journal

"The Nancy"

Tom's Building Supply

Trumpet Heating & Cooling

Walls & Associates

West Hamlin Auto Care



Southern West Virginia
Health System

304-824-5806 | **swvhs.org**