

# Annual Report 2023



## Whitewater Medical Clinic

1461 W. Main Street  
Whitewater, WI 53190  
262.472.6839

## Fort Atkinson Dental Clinic

520 Handeyside Lane  
Fort Atkinson, WI 53538  
920.563.4372

## Watertown Medical Clinic

415 South 8th Street  
Watertown, WI 53094  
920.206.7797

## Jefferson Medical Clinic

1541 Annex Road  
Jefferson, WI 53549  
262.472.6839

# A Milestone Year

RRCC continues to pave the way toward health equity in our community!

In reflecting on 2023, I am reminded of our tremendous progress and notable accomplishments, including:

- Transitioning all clinic services under our FQHC-LAL designation, providing critical benefits to our operations, patient care, staff support, and more.
- Beginning Behavioral Health services across all medical clinic locations, including via telehealth.
- Expanding our dental hygiene team and welcoming Marquette Dental Students (D2) as a rotation for clinical training.
- Becoming credentialed with ten medical insurance providers, including United Healthcare, Quartz, and Anthem.
- Recording the highest-ever net contributions & patient revenue.

While we are so proud of these accomplishments, we recognize that our work is only beginning. Each day, we see children and adults who have overcome incredible challenges and are working diligently to take back control of their health and their families' health. We are privileged to work in partnership with the families we serve and our many healthcare partners to provide quality, comprehensive health care for all.

Thank you for your continued support and devotion to a healthier, more equitable community.



With gratitude,

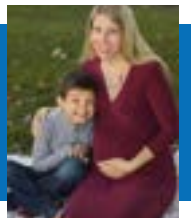
Olivia Nichols, PhD

## RRCC Leadership Team

Olivia Nichols, PhD, CEO/Executive Director  
Angel Martinez, Financial Director  
Donald Williams, MD, Medical Director  
Brian Turley, DDS, Dental Director  
Beth Lucht, PA-C, LCSW, Behavioral Health Director  
Traci Wilson, RDN, CD, Medical Operations Manager  
Dawn Kiernan, Dental Operations Manager  
Dawn Miller, Revenue Cycle Manager  
Jazmine Hartman, Referrals Manager



Cover photo brilliantly illustrated by Eston (age 7), son of RRCC dentist, Dr. Le'erin Voss, DDS, MPH



## Vision

A healthy community where all people thrive

## Mission

To provide quality, comprehensive health care for all

## Values

Respectful

Resourceful

Collaborative

Caring

At RRCC, we commit to (1) centering respect, belonging, trust, inclusiveness, and the celebration of cultural differences; (2) serving as a trusted steward of our various resources to promote sustainability and drive creativity; (3) working as a care team and a community health partner; (4) maintaining an environment that is patient-centered, empathetic, and caring.

## Board of Directors

Our eleven-person patient-majority board offers a wide range of expertise, experience, and devotion to improving access to health care.

Carol Quest, RN, Chair

Donene Rowe, MD, Vice Chair

Elizabeth Chilsen, MSN, RN, Secretary

Roberta Farnam, Treasurer

Rosalinda Martinez

Vannessa Machado

Franklin Machado Zarraga

Mark Bromley

Maria Victoria Mejia Franco

Jose Hurtado

Cesar Machado Zarraga





We provide cost-effective, comprehensive healthcare services to ensure everyone has access to high-quality care. As a community-run and community-driven health center, all are welcome at RRCC.

With four clinic locations, our direct service area spans from Watertown to Whitewater, encompassing 13 zip codes from Jefferson, Dodge & Walworth Counties.

**In 2023, we served 2,984 patients for a total of 7,642 visits between our medical and dental clinics, with 93% of our patients residing in our designated service area.**

All RRCC clinics accept Badgercare and offer a Sliding Fee Discount Program for patients who are uninsured or underinsured (high deductible plan) with limited financial resources. Our medical clinics also accept Medicare and many commercial carriers which, like Badgercare, further helps offset the write-offs for patients enrolled in our Sliding Fee Discount Program.

2023 Patient Coverage	Medical	Dental
Medicaid/Badgercare	7.5%	69.6%
Sliding Fee Discount Program	86.3%	30.4%
Medicaid HMO/Commercial	4.6%	0%
Medicare	1.6%	0%



## 2023 PATIENTS

Zip Codes	City	Medical	Dental	TOTAL
53036	Ixonia	3	8	11
53038	Johnson Creek	54	65	119
53094	Watertown	201	344	511
53098	Watertown	76	69	138
53137	Helenville	3	10	13
53156	Palmyra	23	47	63
53190	Whitewater	496	205	645
53523	Cambridge	2	40	42
53538	Fort Atkinson	260	380	604
53549	Jefferson	132	251	366
53551	Lake Mills	53	96	141
53579	Reeseville	6	16	22
53594	Waterloo	47	82	119
<b>Total of 13 Zips</b>		<b>1356</b>	<b>1613</b>	<b>2787</b>
Other		131	75	197
<b>% of Total</b>		<b>91.2%</b>	<b>95.6%</b>	<b>93.4%</b>

# Federally Qualified Health Center - Look-Alike

2023 marked our first year as a Federally Qualified Health Center under the Look-Alike (FQHC-LAL) designation, starting with our medical clinics. The FQHC-LAL status provides significant support for the sustainability of our services and the provision of high-quality, affordable care options for families throughout our region.

Benefits of the status include, but are not limited to :

- Higher reimbursement for Medicaid/BadgerCare and Medicare patient services
- Access to the Vaccines for Children program (federal vaccine program)
- Loan forgiveness program through the National Healthcare Service Corps program

**RRCC is the only rural FQHC-LAL in Wisconsin and maintains a patient volume equal to similar-sized FQHCs.**



To move past our “Look-Alike” designation, Congress must approve increased federal appropriations to community health centers. HRSA (Health Resources and Services Administration) then needs to release New Access Point Funding for LALs like RRCC to apply for and receive. We eagerly await the news!

“Access to high quality healthcare is a state-wide challenge. RRCC has been a terrific addition to the 18 other FQHCs in Wisconsin, and we are proud to advocate on behalf of our health centers, including our new LALs, for greater stability and support.”

Stephanie Harrison, CEO, Wisconsin Primary Healthcare Association (WPHCA)



## Hispanic/Latino Support

In 2023, the number of patients at our medical clinics who identified as Hispanic/Latino grew to 80%.

To ensure effective communication with our Hispanic/Latino patients, we are proud to have 12 full-time bilingual staff members (48% of all full-time staff) and offer all materials in both English & Spanish.

**ROCK RIVER COMMUNITY CLINIC**

**Contribuyendo a que la atención médica sea asequible**

RRCC ofrece dos opciones de atención financiera a sus pacientes, asegurando que todos los que necesitan atención médica tengan acceso a ella.

Ingreso familiar anual por persona en casa	Apoyar Eligible
Menos de \$10,000	BadgerCare Inicio
Menos de \$10,000	Programa de Descuentos Escalonados
Menos de \$10,000	BadgerCare para Adultos

**¿Interesado? Déjenos ayudarlo**

www.RockRiverCommunityClinic.com



# Increasing Access to Primary Care

Our experienced medical staff provides patients with the following services:

- General Primary Care
- Annual Wellness Exams
- Diagnostic Testing/Laboratory
- Acute Injuries or Illnesses
- Women’s Health/Wellness Exams
- Family Planning
- Well Childs & School Physicals
- Diabetic Education & Care



RRCC provides primary medical care for adults, children, and infants.



In 2023, we saw a **45% increase in patient visits** from 2022 and a **29% increase in unique patient count**.

Patient Data	2021	2022	2023
Number of patients seen	821	1,155	1,487
Patients of Hispanic, Latino or Spanish origin	510	800	1,171
Patients Ages 0-18	54	149	182
Total Medical Visits	1195	2,443	3,560
Average # of visits/patient	1.45	2.12	2.39

“Amazing care and staff. Everyone was so kind and showed that they cared.”

“Es una clínica muy buena y todos son excelentes personas.”

Medical Clinic Patient Reviews



## Reducing Barriers to Care - Integrated Behavioral Health

In June 2023, we officially began offering Behavioral Health Services integrated through our medical clinics, offering screening and support for depression, anxiety, substance abuse, and more.

Our Behavioral Health provider offers in-person and video appointments via telehealth to discuss treatment options and provide short-term counseling and support.

RRCC's Behavioral Health team facilitates referrals to community resources and partners for longer-term therapy and/or medication support.



**In our first six months, we provided 79 behavioral health visits, including 14 telehealth visits.**

## Measurably Reducing Health Disparities

Thanks to Fort HealthCare's Population Health Department, we have leveraged the benefits of our shared Electronic Medical Record to compare various quality measures between FHC and RRCC populations. Embedded within our monthly reporting, our disparity tracking dashboard helps us monitor six key health indicators to measurably improve health outcomes in our shared community. Thank you to Fort Healthcare for their support & partnership in reducing health disparities in our community!



At RRCC in 2023, we identifiably:

- Improved completion of colorectal cancer screenings by 24% and cervical cancer screenings by 11%, reducing the disparity between RRCC and FHC by 12.2% points and 19.3% points, respectively.
- Increased the number of diabetic patients with resting blood pressure below 140/90 from 67% to 80%, reducing the disparity between RRCC and FHC from 13.1% to 0.3%.
- Reduced the disparity between RRCC and FHC for diabetic patients with A1c < 8% from 23% to 18%.

## Prescription Assistance Program

Through the Prescription Assistance Program, we help provide financially-eligible patients with access to free medications directly from pharmaceutical manufacturers. Once enrolled, medications ranging from \$60 inhalers to \$2,000/month insulins are received at no cost to the patient for at least one year.

PAP Data	2022	2023
Patients Enrolled	106	182
Total Meds Dispensed	245	236
Total Cost Saved for Patients	\$388,737.32	\$507,251.06

# Increasing Access to Oral Health Care

Our experienced dental staff provides patients with the following services:

- Dental exams & imaging
- Hygiene cleanings
- Oral cancer screenings
- Periodontal therapy
- Restorative fillings & composites
- Anterior Root Canals
- Simple & Surgical extractions
- Crowns



**RRCC provides family dental services for uninsured adults, children, and toddlers enrolled in BadgerCare.**

Patient Data	2022	2023
Total Number of Patients Served	1,693	1,671
Total patient visits	3,620	4,082
New patients served	131	241
Patients served with Medicaid/BadgerCare	1,358	1,235
Patients served that are low-income or uninsured	335	436
Patients served age 0-18	621	636
Number of emergency visits	407	688

“Very efficient team of people. Comfort is everything to the staff. Being afraid of the dentist will keep you in pain. Visiting RRCC, the relief started the moment I walked in.”

“Friendly, professional and I have always had respect and made to feel as though I was the only patient they had.”



Dental Clinic Patient Reviews



“The need for dental care is significant, especially for children. No matter what the day brings, I always know that it will be rewarding. Being able to provide such high-quality care for those who need it most is truly a testament to the staff and the support provided by the community.”



Dr. Melissa Trimbell, DDS

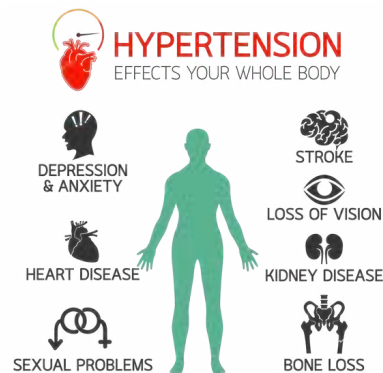


RRCC continues to serve as the only dental clinic in Jefferson County that accepts patients enrolled in BadgerCare/Medicaid.

- 40% of RRCC dental patients are children, including 20% of all emergency cases. Dental care for children enrolled in Medicaid is a dire community need & state-wide challenge.
- Within our RRCC clinic, we provided preventative and restorative care for 133 adult patients with disabilities who live in community-based residential facilities.
- In 2023, we began offering nitrogen oxide to help relieve dental pain and anxiety during dental procedures, an asset for our clinical team and families in supporting pediatric care.

### Integrating Oral Care and Healthcare

In an effort to address the risks associated with hypertension, our RRCC dental clinic follows American Dental Association (ADA) recommendations in taking blood pressure readings during all new patients exams and once a year during follow-up hygiene cleaning appointments.



### Renovated Dental Lobby

Thank you to the AAUW of Fort Atkinson for their generous support in renovating our patient lobby at our Fort Atkinson dental clinic. Through a grant award from the Fort Atkinson Community Foundation, the AAUW team transformed the space through carpet cleaning, painting, adding new furnishings & wall art painted by Fort Atkinson High School art students, and a children’s activity wall. We are so grateful for this welcoming environment and terrific example of community collaboration!



# Revenue & Expenses

In 2023, RRCC wrote off over \$1.37 million in medical and dental patient service expenses, a cost that is only sustainable due to the generosity of our community partners and local foundations, such as Fort HealthCare, Greater Watertown Community Health Foundation, Watertown Regional Medical Center, Jefferson County Health and Human Services Departments and many more. RRCC also receives critical revenue from generous local business donors, individual givers, community outreach, and our annual Tour da Goose fundraiser.

With a general operating loss of \$1.36 million, non-operating revenue (i.e., grants revenue and donations) play a critical role in sustaining the care we can provide.

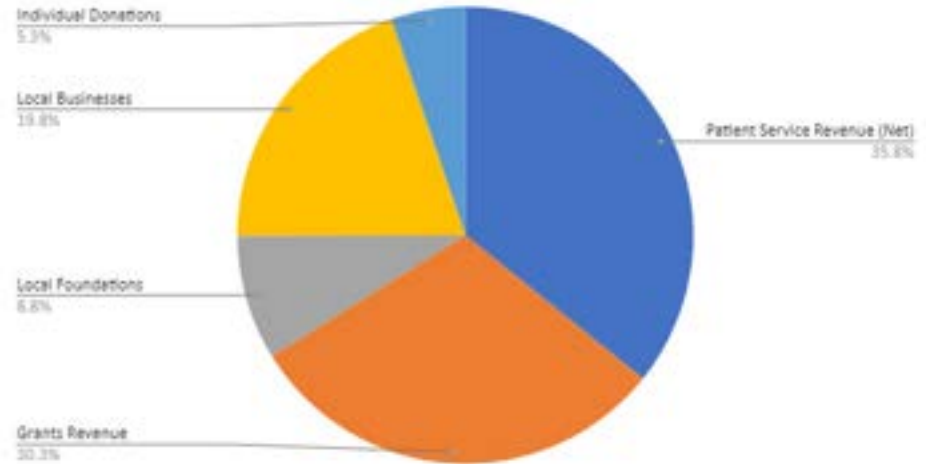
Patient Cost Contributions	2023 Totals
Medical Service Write-offs	\$490,040
Dental Service Write-offs	\$887,902

Our primary expense is, and will continue to be, staffing. RRCC renewed its focus in 2023 on recruiting & maintaining quality healthcare professionals to serve our patients - an initiative that not only requires investment in our mission but providing competitive pay, attractive benefits, and flexible scheduling.

Our team continues to focus on reducing expenses whenever possible without impacting the quality, affordability, or accessibility of patient care.

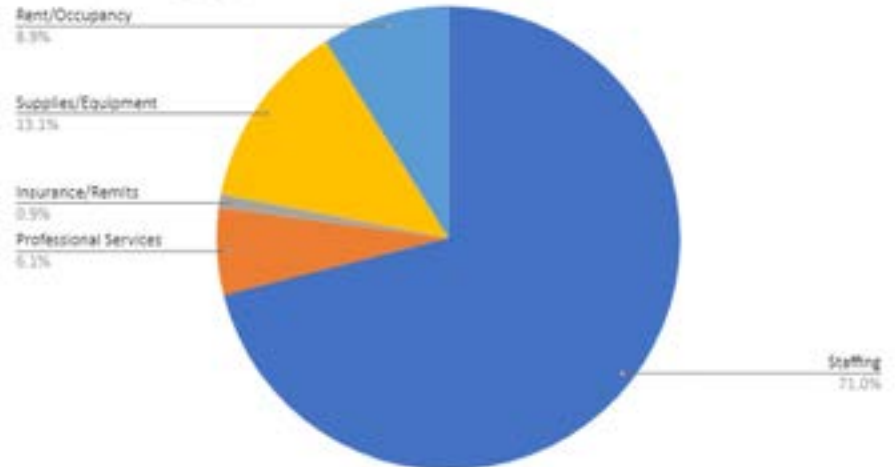
2023 Total Revenue	\$1,989,746
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2023 Revenue Sources



2023 Total Expenses	\$2,071,196
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2023 Operating Expenses



# A Community Effort

Rock River Community Clinic relies heavily on the generosity of individual donors, community organizations, and other grant funders to help sustain operations and patient care. In 2023, RRCC received over **\$602,970** in grant funds and **\$674,346** in donations from local, regional & state funders and community members. These funds make our high-level, affordable, and accessible healthcare services possible.

We are especially appreciative of the financial support of our partners and primary funders in 2023:

- Fort HealthCare
- Watertown Regional Medical Center
- Jefferson County
- Greater Watertown Community Health Foundation
- Otto Bremer Trust
- Fort Atkinson Community Foundation
- Roots and Wings Foundation
- Common Ground Health Foundation



“We are immensely proud of our growth and equally grateful for our community partners who share our values and rally behind our efforts. Thank you to every donor, volunteer, and staff member who care and work diligently to build a healthier, more equitable community.”



Carol Quest, RN, BSN, Board Chair



Left: Olivia Nichols accepts a donation from Fort HealthCare Women Who Care  
Right: Olivia Nichols accepts a donation from Watertown Regional Medical Center

## To support our work in 2024:

**1 Mail a check to:**  
Rock River Community Clinic  
Attn: Olivia Nichols  
1461 W. Main Street  
Whitewater, WI 53190

**2 Donate online:**  
Visit [www.rockrivercommunityclinic.org](http://www.rockrivercommunityclinic.org)  
or scan the QR code





**ROCK RIVER**  
COMMUNITY CLINIC

Mailing Address: 1461 W Main Street, Suite B, Whitewater, WI 53190

Website: [www.rockrivercommunityclinic.org](http://www.rockrivercommunityclinic.org)

Visit our website to learn more and make a donation today!

