



# ANNUAL REPORT 2021



"The **Heart** of The Community"

## Board of Directors

Andrew Rand, President  
Todd Baker, First Vice President  
Gale Thetford, Second Vice President  
Dave Stenerson, Treasurer  
Laurie Covington, Secretary  
Janet Goldsworthy, Executive Committee Member  
Alneida Ford, Executive Committee Member  
Linda Fox, Executive Committee Member  
Sally Snyder, Executive Committee Member  
Dr. Stephen Bash  
Wayne Cannon  
Sally Cloyd  
Rob Grove  
Dr. Francis McBee-Orzulak  
Victor Noguera  
Jeanine Spain  
Craig Williams



## *A message from Sharon Adams, CEO*

*As we close out 2021, Heartland Health Services has many things to reflect on. As COVID continued to make its presence known, Heartland continued to do what we do well: provide high-quality care, excellent customer service, and outreach to the communities we serve to assist in the social determinants of health that may be needed. We also continued to administer COVID testing, vaccines, and Monoclonal Antibody Treatment.*

*Some significant accomplishments were:*

- We received the Health Resource and Services Association (HRSA) Health Center Quality Leader Gold Badge because we performed in the top 10% of all overall clinical quality measures for Community Healthcare Clinics.*
- We began a Diversity, Inclusion, and Equity Committee to help Heartland review all aspects of our organization, identifying areas of improvement throughout.*
- We scored 100% compliance on our HRSA site visit. HRSA is the governing body for all Federally Qualified Healthcare Clinics.*
- We received re-recognition for Patient-Centered Medical Home (PCMH) from the National Committee for Quality Assurance (NCQA) for five of our clinics.*
- We renovated many of our clinics to provide an esthetically pleasing atmosphere for our patients.*
- We completed a three-year in-depth strategic plan to focus on quality, team, growth & expansion, finance, equity, and development. One of the accomplishments was Heartland's new mission, vision, and values which we are immensely proud to embody.*
- We were able to recruit several new providers to enhance our services.*

*I cannot end without recognizing the relentless, challenging work that our partner organizations, staff, providers, leaders, and board members have endured during this challenging year. In my eyes, they are true "heroes" and make Heartland the wonderful organization that it is today.*

## Executive Committee

Andrew Rand, President, Chair  
Todd Baker, First Vice President  
Gale Thetford, Second Vice President  
Dave Stenerson, Treasurer  
Laurie Covington, Secretary  
Janet Goldsworthy, Director  
Linda Fox, Director  
Sally Snyder, Director  
Alneida Ford, Director  
Sharon Adams, Chief Executive Officer, Ex-Officio  
Jennifer Lee, Executive Administrative Assistant

## Finance Committee

Dave Stenerson, Treasurer, Chair  
Andrew Rand, President, Ex-Officio  
Sally Snyder, Director  
Rob Grove, Director  
Rob Quin, Non-Director (Community-Unity Point)  
Kevin Anderson, Non-Director (Community-PNC)  
Rick Cloyd, Non-Director (Community)  
Sharon Adams, Chief Executive Officer, Ex-Officio  
Mike Cohlman, Chief Financial Officer  
Tony Bartlett, Controller  
Dr. Gregg Stoner, Chief Medical Officer  
Jennifer Lee, Executive Administrative Assistant

## QAUR Committee

Alneida Ford Director, Chair  
Dr. Rodney Lorenz, Director  
Sally Snyder, Director  
Anthony Howard, Non-Director  
Wayne Cannon, Director  
Laurie Covington, Director  
Dr. Francis McBee - Orzulak, Director  
Sharon Adams, Chief Executive Officer, Ex-Officio  
Joan Ruppman, Non-Director  
Dr. Gregg Stoner, Chief Medical Officer, Ex-Officio  
Kandy Coleman, Patient Access Manager  
Tina Saddler, Advance Practicing Nurse  
Melody Shake, VP of Quality and Compliance  
Kristina Williams, VP of Clinical Operations

## Nominating Committee

Janet Goldsworthy, 1st Vice President, Chair  
Sally Cloyd, Director  
Sally Snyder, Director  
Sharon Adams, Chief Executive Officer, Ex-Officio  
Dr. Stephen Bash, Director  
Craig Williams, Director  
Jennifer Lee, Executive Administrative Assistant

## Community Health Center Quality Recognition (CHQR) Badges



# 2021 Accomplishments & 2022 Goals

2021

- Administration of COVID Vaccine and Boosters
- Administration of Pfizer Pediatric Vaccine (ages 5-11)
- Administration of Monoclonal Antibody Therapy
- Medication - Assisted Therapy (MAT) Clinic
- Completed Phase 1 of Garden Site Renovation
- Began Phase 2 Planning of Garden Site Renovation
- Improvements to Carver and East Bluff
- Replaced East Bluff Roof
- Began Renovations to East Bluff Parking Lot and Front Facade
- Hired an OB Physician
- Hired a Telepsychiatrist
- Hired a VP of Clinical Operations
- Successful Recruitment of a Family Medicine Physician with Sports Medicine Fellowship
- Completed HRSA Site Visit with 100% Compliance (After Submitting Remediation for Nine Findings)
- Completed Strategic Plan for 2021-2023
- Telehealth Conversions- Converting no show appointments to telehealth visits
- Implementation of CareMessage (Two-Way Texting Platform)
- Market Adjustments (staffing)
- Development of Diversity, Equity & Inclusion (DEI) Advisory Committee
- \$3.7M American Rescue Plan Grant Approval (Equipment, Passenger Van, and Home Monitoring Equipment)
- \$745K American Rescue Plan Grant Approval (Construction and Capital Improvement)
- OSF/FQHC/HFS Medicaid Innovation Collaboration

2022

## F = Financial

HHS will produce financial results that exceed budgeted projections for 2022.

## H = Hospitality

HHS will achieve patient satisfaction scoring of 90% or better in 2022.

## Q = Quality

HHS will provide high quality health care services and improve its Quality Metric rankings to the top quartile for FQHC's in the State of Illinois in 2022.

## C = Community

HHS will increase the number of patients it serves by 1,500 or 6.9% in 2022.

We are, the  
**HEART** of the  
community.



*Serving our community  
for 30 years*

# Our Mission

*Provide affordable, high-quality health services  
and remove inequities to improve the lives of all.*



# Our Values

*Equity, integrity, collaboration, accountability, innovation, service excellence, stewardship.*

# Our Vision

*Healthy Lives. Thriving Communities. Mutual Trust.*



Contact us [www.hhsil.com](http://www.hhsil.com)  
or call 309.680.7600



# COVID-19 NUMBERS & STATISTICS



Heartland Health Services administered approximately 30,434 COVID tests in 2020. In 2021, we administered approximately 6,587 tests, while also administering 7,184 vaccinations. Like many across the country, Heartland Health Services staff and administration continued to provide quality healthcare to those in need.

# HEARTLAND PATIENT DEMOGRAPHICS

## Through The Years

### Visits Per Year

**2021 - 91,605**  
**2020 - 92,068**  
**2019 - 82,367**  
**2018 - 83,170**

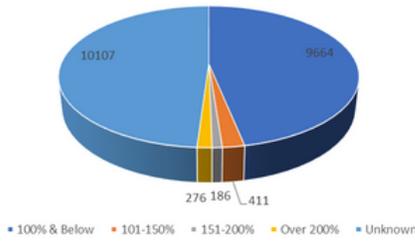
**2021** # of Patients  
21,700

**2020** # of Patients  
20,644

**2019** # of Patients  
22,254

**2018** # of Patients  
22,216

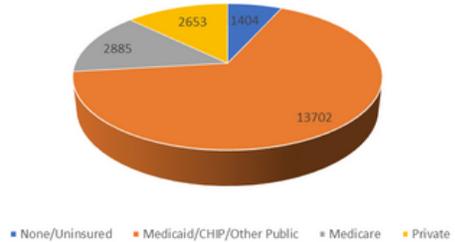
Income As Percent Of Poverty Guideline



Income as Percent of Poverty Guideline

**100% & Below 47%**  
**101-150% 2%**  
**151-200% 1%**  
**Over 200% 1%**  
**Unknown 49%**

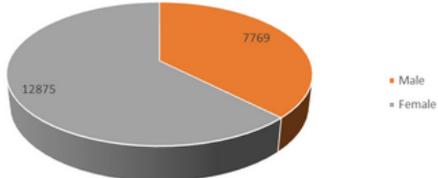
Patients By Insurance Coverage



Patients by Insurance Coverage

**None/Uninsured 7%**  
**Medicaid/CHIP/Other Public 66%**  
**Medicare 14%**  
**Private 13%**

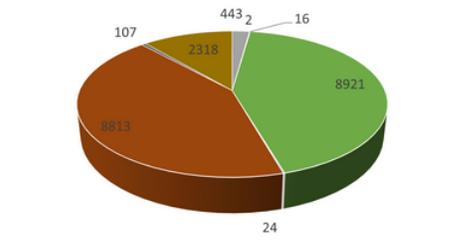
Patients By Gender



Patients by Gender

**Male 38%**  
**Female 62%**

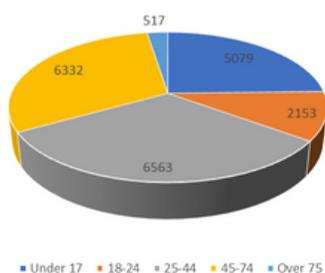
Patients By Race



Patients by Race

**Asian 1%**  
**Native Hawaiian 0%**  
**Other Pacific Islander 0%**  
**Black/African American 43%**  
**American Indian/Alaska Native 0%**  
**White 43%**  
**More Than One Race 2%**  
**Unreported/Refused to Report Race 11%**

Patients By Age



Patients by Age

**Under 17 25%**  
**18-24 10%**  
**25-44 32%**  
**45-74 31%**  
**Over 75 3%**

\*Data Received From UDS Report\*

# Heartland Health Services

## Locations

<p><b>Administrative Offices</b> 2214 N. University St. Peoria, IL 61604</p>	<p><b>Garden</b> 1701 W. Garden St. Peoria, IL 61605</p>	<p><b>Knoxville</b> 1800 N. Knoxville Ave. Suite A, Peoria, IL 61603</p>
<p><b>Carver</b> 711 W. John H Gwynn Jr. Ave. Peoria, IL 61605</p>	<p><b>Olt</b> 19 Olt Ave. Pekin, IL 61554</p>	<p><b>Human Service Center</b> 228 NE Jefferson Ave. Peoria, IL 61603</p>
<p><b>East Bluff/After Hours</b> 2321 N. Wisconsin Ave. Peoria, IL 61603</p>	<p><b>Sheridan</b> 2116 N. Sheridan Rd. Peoria, IL 61604</p>	<p><b>Tazwood</b> 3248 Van Der Ver Ave. Pekin, IL 61554</p>



Call us to Schedule an

Appointment 309.680.7600

Visit [www.HHSIL.com](http://www.HHSIL.com) for more information

#TheHeartoftheCommunity

### Adult Care

Acute and Chronic Illness Care  
Counseling Services  
Physical Exams  
Prescription Medication Assistance  
Referral Assistance  
Medicated-Assisted Therapy  
Hepatitis C Treatment  
Psychopharmacology  
PrEP

### Pediatric Care

Well-Child Check- Ups  
School and Sports Physicals  
Immunizations  
Child and Adolescent Telepsychiatry  
Counseling Services

### Women's Health Services

Childbirth and Parenting Education  
Family Planning Services  
Routine Gynecological Care  
Obstetrical Care  
Pregnancy Testing  
STD Prevention and Treatment  
Breast Feeding Support

### Specialty Services

Behavioral Health  
Diabetic Education and Case Management  
Dietetic Services  
Sports Medicine  
Referral Assistance  
Centering Pregnancy Program  
Adult Tele-Psychiatry  
Podiatry Services  
Ophthalmology Services  
Pulmonology Services  
Enrollment and Supportive Services





# TESTIMONIALS

## FELISH PICKLES PATIENT

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*Can you tell us about your experience with Heartland overall?*

*“Overall, it’s been pretty good”*

*Who is your provider?*

*“Karen Collins”*

*Why are you happy with Heartland?*

*“Because she has met all my expectations, and if she wasn’t sure about something, she would direct me in the right direction to deal with whatever is going on. She has always been straight forward with anything that I might need or have an issue with”*

*Is the Knoxville location convenient?*

*“Yes, it is”*

*What do you think about the aesthetics of the location?*

*“it’s cool because you have different areas where you can go in and it’s all right here”*

*Do you enjoy the care you receive from Heartland?*

*“Yes, I do”*

*Why would you recommend Heartland?*

*“I have, actually my mother, she goes to Heartland now. Karen is our family provider and my whole family sees her.”*

## BRANDON HAYES MARKETING & DEVELOPMENT SPECIALIST HEARTLAND HEALTH SERVICES

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*“I have been with Heartland since June 1, 2021, and I have to say that since day 1, I have been welcomed with open arms and hearts. The staff at the admin location, as well as the staff from other locations, went above and beyond in making me feel like a valued member of the team. What I enjoy most about Heartland is the vision the organization has because it aligns with my personal vision. I am grateful to be apart of an organization that sees the value in helping those that are often overlooked. I take pride in saying that I work for Heartland because when I talk to those in the community, the first thing that usually comes up is “Heartland was there for me when no one else was.” That speaks volumes to the work and dedication of everyone that works for the organization, and is something that we all should take pride in. I look forward to continuing to serve the community as a representative of Heartland, in whatever capacity that may be.”*

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**MARKETING &  
OUTREACH**

**EXTENDING CARE BEYOND THE  
EXAM ROOM**

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What happens when you promote and protect the health of people and the communities where they live, learn, work and play? The answer is, you power public health in a forward and progressive direction! There are many different phases in which one can do that, and at Heartland Health Services, our outreach & enrollment team does an exceptional job championing these objectives.

- Medicaid
- Medicare/Medicare Savings Program
- Marketplace
- Social Security
- Food Pantry
- Heartland Financial Assistance Application
- OSF Financial Assistance Application
- UnityPoint Financial Assistance Application
- Safelink Application
- Housing Resources
- Transportation
- Primary Care
- Diabetic Education
- Benefit Access Assistance
- Legal Assistance
- Mental/Behavioral Health
- Health & Wellness Education
- Nutrition
- SNAP Benefits

**We are made up of Certified Community Health Workers who help meet the needs of the community. Our Community Health Workers can enroll patients in Health Insurance (Medicaid, Marketplace, or Medicare), assist with Social Determinants of Health (SDOH), and schedule patients for provider visits if needed. You will see our team out in the community participating in events, passing out information, or assisting off-site Community Based Organizations with community members.**

**Total Medicaid, Marketplace, Medicare Enrollments: 914**

**Total Number Of Touches Or Engagements With The Community: 12,778**

**In-Reach Activities: 9,824**

A nighttime photograph of a city skyline with various buildings illuminated and a bridge on the right side, reflected in the water in the foreground.



# Heartland Health Services

## Partner Organizations

### Healthcare



OSF HEALTHCARE



UnityPoint Health  
Methodist



THE UNIVERSITY OF ILLINOIS  
COLLEGE OF MEDICINE  
CHICAGO PEORIA ROCKFORD URBANA



**Public Health**  
Prevent. Promote. Protect.

Peoria City/County  
Health Department

[www.pcchd.org](http://www.pcchd.org)



 **Advanced  
Medical Transport**  
of Central Illinois

### Community

Southside Mission

United Way

Center for Prevention of Abuse

Central Illinois Friends

Hult Center

PNC

Children's Home

CWTC

Crittenton Center

Easter Seals

Carver Center

Goodwill

Neighborhood House

Riverfront Museum

Phoenix Community Development Services

East Bluff Community Center

Peoria Rescue Ministries

Salvation Army

Dream Center

Friendship House

Adult Transition Center

Peoria County Jail

Peoria Chamber of Commerce

Pekin Chamber of Commerce

East Peoria Chamber of Commerce

Pekin Outreach Initiative

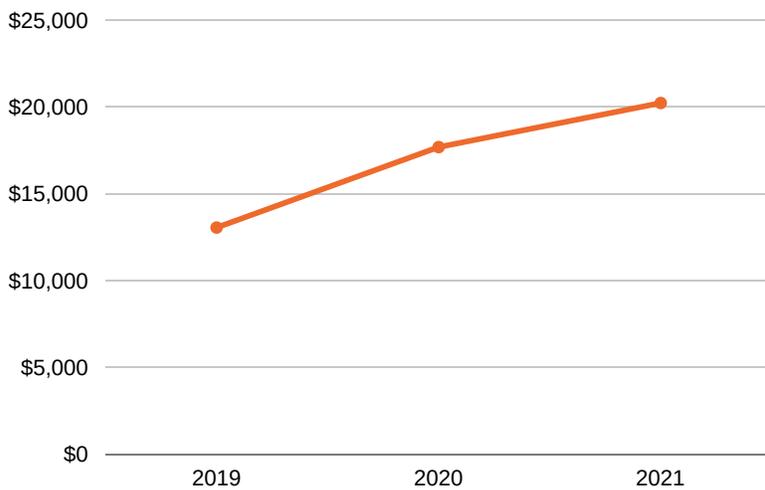


**HEARTLAND  
STAFF**

# 2021

# Financial Review

## Total Assets



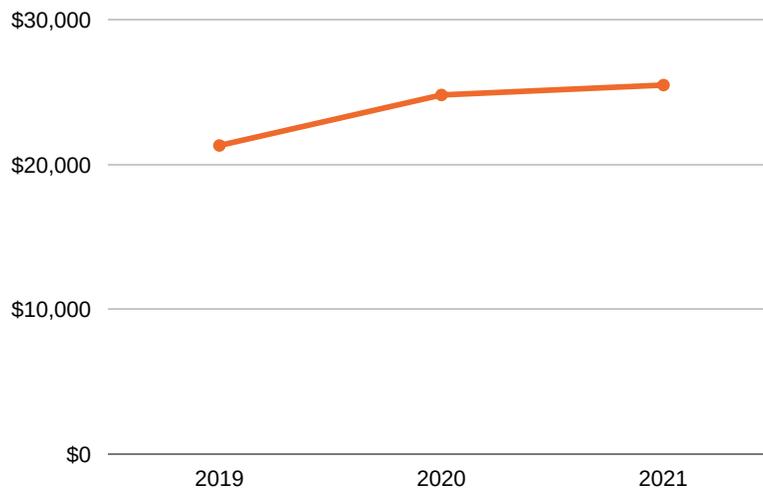
## +55%

From 2019 to 2021, we have seen an increase in our total assets.

## Total Revenues

## +20%

From 2019 to 2021 we have seen an increase in our total revenues.



# UNIFORM DATA SYSTEM (UDS)

## 2020

<u>UDS Measure</u>	<u>National 2020</u>	<u>Illinois 2020</u>	<u>HHS 2020 Final</u>	<u>HHS 2021 Final</u>
Prenatal Care	73.48%	77.16%	77.32%	77.10%
Low Birth Weight**	8.18%	8.43%	10.70%	11.66%
Colorectal Cancer Screening	40.09%	37.90%	51.04%	51.66%
Cervical Cancer Screening	51.00%	55.30%	70.20%	70.75%
Adolescent Weight Screening	65.13%	71.68%	81.83%	68.58%
Adult BMI with Follow-up	65.72%	67.21%	86.42%	89.05%
Tobacco Screening	83.43%	82.99%	99.14%	99.59%
Childhood Immunizations	40.42%	34.92%	39.62%	34.04%
Depression Screening	64.21%	70.49%	92.38%	93.81%
Cholesterol Treatment	71.92%	71.77%	79.18%	79.30%
Heart Attack/Stroke Treatment	78.80%	83.01%	94.05%	91.37%
Blood Pressure Control	57.98%	55.77%	73.86%	75.11%
Diabetes **	35.60%	38.50%	27.92%	23.41%
HIV Linkage to Care	81.41%	86.24%	100.00%	100.00%
HIV Screening	32.29%	40.01%	42.52%	40.34%
Depression Remission	13.69%	12.69%	7.31%	5.99%
Breast Cancer Screening	45.34%	39.03%	61.41%	57.63%

\*\* Reverse Measure

\*HHS score is better than State AND National Averages\*



# Thank You

*To our Community & Donors,*

*We are writing to express our deepest thanks for your continued support throughout the years. We at Heartland Health Services are thrilled to have your ongoing support. Due to your donations, time, and efforts, we can support thousands of patients within the Peoria & Tazewell communities. We know that without you, there is no Heartland.*

*With your faithful contributions over the years, you have demonstrated your commitment to the work we do here at Heartland. Our mission is to "provide affordable, high-quality health services and remove inequities to improve the lives of all," and your support repeatedly plays a crucial role in our success. It has firmly cemented our status as "The **Heart** of the Community."*

*There is no way to express our gratitude for your support and loyalty fully. We at Heartland are genuinely inspired by the dedication and generosity of donors like yourself, who answer the call to give time and time again.*

*We hope that this message reaches your **Heart** and communicates a genuine and sincere THANK YOU. We look forward to a continuing partnership with you, and we hope always to make you proud!*

*Sincerely,*

*Heartland Health Services*





Proudly serving  
children like  
Davina! We will  
continue providing  
care to the future!



@HeartlandHealthServices



@HeartlandHealthServices



@HeartlandHealt1



Heartland Health Services



@HeartlandHealthIL

**#TheHeartoftheCommunity**