



*To assure access to quality health and wellness care to the residents and workforce  
of the Greater Williamsburg Community*

Board of Directors Meeting  
November 25, 2024  
5:00 pm

- 1) Call to Order and Attendance | Dr. Rebecca Bruhl, Board Chair
- 2) Consent Agenda | Rebecca Bruhl, Board Chair
  - a) Board of Director Minutes | October 28, 2024
  - b) Finance Committee Minutes | November 18, 2024
  - c) Executive Committee Minutes | November 18, 2024
- 3) State of the Facility Reports | Mr. Aaron Thompson, Executive Director
  - a) Clinical Update | Kendra Robinson, NP
  - b) Dental | Dr. L. Modeste
  - c) Business Office | Jacob Cooper
  - d) Operations | Maggie Beamon
  - e) Marketing & Communications | Michelle Williams
  - f) Communication & Development | Susan Dunn
- 4) Committee Reports
  - a) Finance Committee | Melissa Tucker, Chair
  - b) Governance & Nominating | Becca Bruhl, Chair
  - c) Planning & Performance | Scott Herr, Chair
- 5) New Business
  - a) December 23, 2024 – Facility Closing
- 6) Next Board Meeting | December 16, 2024, \*this is a week earlier than normally scheduled due to the holiday week
- 7) Adjourn



*To assure access to quality health and wellness care to the residents and workforce of the Greater Williamsburg Community*

**Board of Directors Meeting**  
**October 28, 2024**

Attendance			
Members Present		Members Absent	Staff Present
Dr. David Aday	Dr. Cornelius Powell	Cheryl Fields, CPA	Kendra Robinson, NP
Dr. Becca Bruhl	Melissa Tucker, CPA	Rick Jackson	Jacob Cooper
Dr. Rana Graham-Montaque	Jonathan Weiss, LCSW	Dr. Henry Ranger	Susan Dunn
R. Scott Herr	Brian Fuller	Amanda Ulishney	
Rashid Jones, MBA	Doug Holroyd	Heather Modispaw	
Jennifer Kirby Henderson	John McGlennon		
Dr. Robin Nelhuebel	Caleb Rogers		
Christine Payne	Chief Larry Snyder		

1. Call to Order and Attendance | Dr. Rebecca Bruhl, Chair
2. Consent Agenda | Dr. Rebecca Bruhl
  - a. Board of Director Minutes | September 23, 2024
    - i. Doug Holroyd made the motion to accept the consent agenda as presented, and Rashid Jones seconded the motion, the board approved the motion.
3. State of the Facility Reports
  - a. Overall Facility | Dr. Rebecca Bruhl
    - i. Completed an overview of some highlights of what was included from the Board Packet.
      1. Questions regarding the increase in our Hispanic population as well as uninsured. Jacob Cooper addressed these topics.
  - b. Clinic Update | Kendra Robinson, NP
    - i. No additions or questions regarding what was included in the board packet.
  - c. Business Office | Jacob Cooper
    - i. No additions or questions regarding what was included in the board packet.
  - d. Communications & Development | Susan Dunn
    - i. No additions or questions regarding what was included in the board packet.

## 4. Committee Reports

- a. Finance Committee | Melissa Tucker
  - i. Review of main points regarding the data included in the board packet.
  - ii. Discussed increase in patient revenue.
  - iii. Question regarding if the 990 has been filed.
  
- b. Planning & Performance Committee | Scott Herr
  - i. Reviewed the points the committee needs to meet and/or remove (document provided to the board at the meeting).
    - 1. Overview of opportunities & look into what/if there are metrics to show/define this.
  - ii. The committee will meet with the Executive Director in the next few weeks to discuss where OTMDC currently is and some of the weaknesses and threats.
  - iii. Now that the board has an overview, the committee chair would like thoughts/suggestions emailed.
  - iv. Complete needs assessment with community input (community health needs assessment), perhaps using Sentara's or Riverside's current assessments or the Health Foundations or United Way.
  
- c. Governance & Nominating Committee | Dr. Rebecca Bruhl
  - i. Discussed how to incorporate more patients onto the board.
    - 1. G&N could speak to the Medical Professionals to find candidates.
    - 2. Utilize a random survey.
    - 3. Utilize a satisfaction survey.
      - a. Phreesia
        - i. Could the survey include asking about being on board
        - ii. If these are anonymous, can they leave contact info?
        - iii. Include the survey and results in the next board meeting packet so that the board can see what the survey looks like.
    - 4. Ask board members to interview selected patients to gather information on practice satisfaction and possibly serve on the board.
    - 5. Create a patient advisory committee.
  - ii. Discussion on how to help with language barriers
    - 1. Potential solutions: more volunteers, language apps, church groups, and specific hires.
    - 2. Language barrier when calling patients back. When patients are called back, and we are not prepared to speak to them, how can this be resolved?
      - a. A face-to-face app was mentioned; however, it can be costly and Dr. Powell feels it really only helps with ASL patients.
  - iii. Annual Performance Evaluation
    - 1. Rashid reviewed the Performance Goals and Objectives document and asked the board to review it and offer input.
    - 2. Question: how can we assess the language barrier to create a metric for assessment?

- iv. What do we want to see in the monthly board reports?
  1. P&P will have quarterly performance reports.
  2. The committee will meet with Mr. Thompson to discuss what needs to be assessed versus what is assessed but not reported on.

5. New Business

- a. Other information and education needs within the board
  - i. Discussion needs to take place regarding what Look-a-Like Status would mean if we do not receive FQHC status
  - ii. Succession status for rolling off members.
  - iii. What information would the board like to see at meetings?
    1. How do we determine community needs?

6. Next Board Meeting | November 25, 2024

7. Adjourn

- a. A motion to adjourn the meeting was made by Dr. David Aday and seconded by Rashid Jones, MBA, with the board in agreement, and the meeting adjourned.



**Finance Committee Meeting Agenda  
November 18, 2024 | 3:30PM**

- Call to Order
  - The meeting was called to order by Melissa Tucker at 3:30 pm, and a quorum was present.

- Roll Call

<b>Members Present</b>	<b>Members Absent</b>	<b>Staff Present</b>
Melissa Tucker, Chair Scott Herr Becca Bruhl Jonathan Weiss	Amanda Ulishney Brian Fuller Cheryl Fields Heather Modispaw	Aaron Thompson Jacob Cooper Susan Dunn

- Approval of minutes from the September meeting
  - The September minutes were approved at the September Board Meeting.
- Review of Internal / committee Financial Reports for 10/31/2024.
  - Discussion regarding public support and how it is not consistent could be due to the cyclical nature of fundraising events.
  - Endowment did not perform well the past month, but overall still up.
  - Discussed improvements regarding billing.
  - Discussed reasons for the increase in self-pay revenue compared to last year at this time.
- Audit Status
  - No outstanding items on our end.
- Status of Year-end June 30, 2024, period 13 adjustments in MUNIS.
  - All adjustments have been input.
- Status of transition to our own accounting system.
  - Currently running both systems concurrently, QuickBooks and Munis, from July 1, 2024.

- What else does the finance committee need to know or be looking for?
  - 990 is underway, and we are waiting for the audit to be completed.
  - Grants FY'26 applications from the jurisdictions have been submitted.
  - No FQHC decisions have been made as of yet.
  - EPIC MOU has been submitted back to Sentara.
  - The midwifery program that will augment our services is moving ahead. Dr. L's last day is 12/20.
  - Meeting with a potential Dev. & Grants candidate later this week.
  - VCU School of Dentistry will visit this week.
  - Sentara Cares will visit on 12/3 for a grant review and tour.
  - Jonathan Weiss will be offering his services at Olde Towne after his tenure on the board.
  - 5 chair members will be rolling off the board on 6/30/25.
  - Request for change in hours for 12/23/24 to have the facility closed on the Holiday due to low patient panels and staff PTO
  
- Next meeting
  - January 13, 2025, at 3:30 pm
  
- Motion to adjourn was made by Scott Herr and seconded by Dr. Bruhl; motion approved and the meeting was adjourned.

**Executive Committee Meeting  
November 18, 2024**

- Call to Order
  - Dr. Becca Bruhl called the meeting to order at 4:22, and a quorum was present.

- Roll Call

<b>Members Present</b>	<b>Members Absent</b>	<b>Staff Present</b>
Becca Bruhl Melissa Tucker Scott Herr	Rashid Jones	Aaron Thompson Susan Dunn

- Approval of Minutes | September 9, 2024
  - The minutes from the September meeting were reviewed and approved.
- Executive Director Update | Aaron Thompson, MBA, CRHCP, CMR
  - Work on the 990 is underway, and we are waiting for the audit to be completed.
  - Grants for FY'26 applications from the jurisdictions have been completed.
    - i. City of Williamsburg
    - ii. York County
  - No FQHC designation decision
  - EPIC MOU has been submitted back to Sentara.
  - The Midwifery program that will augment our GYN services is moving ahead.
    - Dr. Lontkowski's last day is 12/20.
  - Meeting with a potential Dev. & Grant candidate later this week.
  - VCU School of Dentistry will visit this week to discuss program progress.
  - Sentara Cares will visit on 12/3 for a grant review and tour.
  - Jonathan Weiss will be offering his services at Olde Towne after his tenure on the board.
  - 5 chair members will be rolling off the board on 6/30/25.
  - The Executive Director requested that the facility be closed on 12/23/24.
- Reports
  - Finance Report | Melissa Tucker
    - Completed an overview of October 2024 financials.
  - Planning & Performance

- The SWAT analysis was reviewed with board members and Aaron. The committee will discuss a new draft this month.
- Discussed action items with the committee. Mr. Thompson will update the introduction in the document.
- The former document utilized a consultant, and we are looking into working with one again.
- Discussed the FQHC Needs Assessment and how OTMDC fits into that, and what needs to be changed.
- Timeline to complete the Strategic Plan is in January.
- G&N Update
  - At the next meeting in December, the committee will devise a plan to identify potential board members to replace those whose terms end in June 2025.
  - Discussions are ongoing on how to increase patient input on the board.
  - Dr. David Aday will take the lead on connecting with patients as we continue to investigate a patient advisory board.
  - Discussions continue to address community needs and how we collect that information.
- Fiscal Independence
  - Met with county administrator and director of finance to discuss fiscal agency to comply with FQHC requirements.
  - Will follow up in January.
- Next Meeting | January 13, 2025
- Adjournment | With no further business to be discussed, the meeting was moved to adjourn by Melissa Tucker and seconded by Scott Herr.

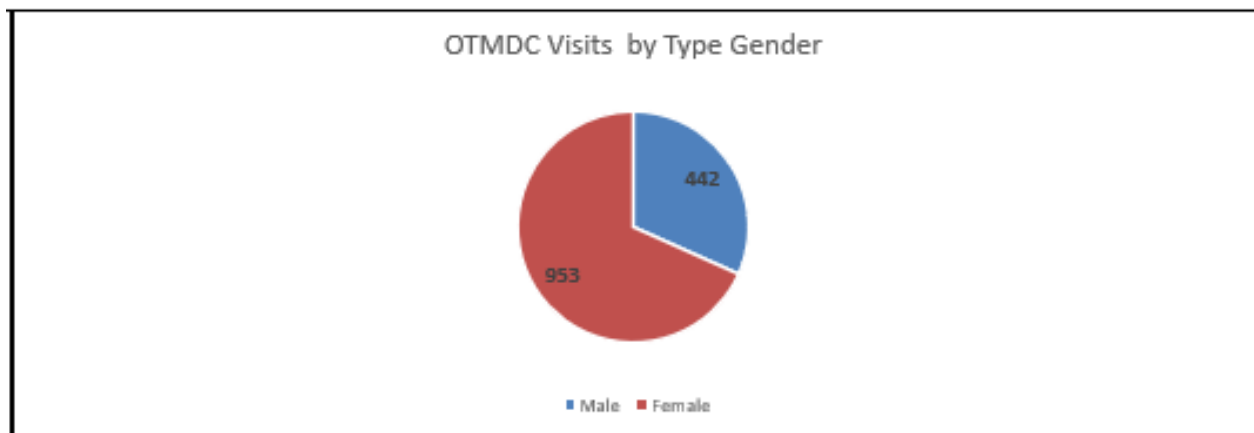
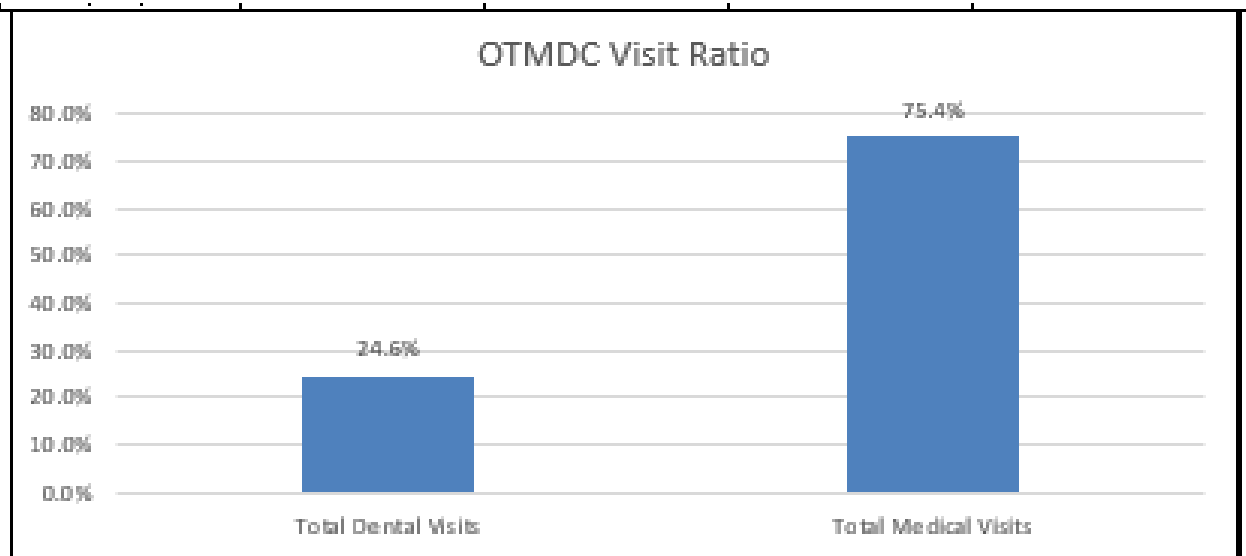


# October 2024 CSR Dashboard

## Balanced

**October 2023      October 2024**

Total Patients	1,077	956
Total Visits	1,397	1,395
Visits per patient	1.30	1.46



**NUMBER OF CLIENTS SERVED**

<b>Category</b>	<b>October 2023</b>	<b>October 2024</b>	<b>Ratio</b>
Total Dental Visits	234	343	24.6%
Total Medical Visits	1163	1052	75.4%
<b>Total Visits</b>	<b>1,397</b>	<b>1,395</b>	

**GENDER**

<b>Gender</b>	<b>October 2023</b>	<b>October 2024</b>	<b>Ratio</b>
Male	475	442	31.7%
Female	922	953	68.3%
	<b>1,397</b>	<b>1,395</b>	

**AGE**

<b>Age Groups</b>	<b>October 2023</b>	<b>October 2024</b>	<b>Ratio</b>
0-11 Months	3	1	0.1%
1-11 Years	56	61	4.4%
12-18 Years	52	38	2.7%
19-35 Years	305	320	22.9%
36-64 Years	793	783	56.6%
65+ Years	188	186	13.3%
	<b>1,397</b>	<b>1,395</b>	

## RACE

Race	October 2023	October 2024	Ratio
Asian	46	48	3.4%
Black	263	282	20.2%
Hispanic	359	457	32.8%
White	447	331	23.7%
Other	282	277	19.9%
	1,397	1,395	

## SLIDING SCALE

FPL Sliding Scale	October 2023	October 2024	Ratio
Level B 100% FL &	347	373	26.7%
Level C 101-138%	132	162	11.6%
Level D 139-166%	46	84	6.0%
Level E 167-200%	37	50	3.6%
Level F 201-250%	34	20	1.4%
Non Compliant	63	71	5.1%
Full Fee	20	7	0.5%
Level I (Insured)	718	628	45.0%
	1,397	1,395	

## LOCALITY

Location	October 2023	October 2024	Ratio	Cumulative %
James City County	534	774	55.5%	55.5%
City of Williamsburg	582	221	15.8%	71.3%
York County	86	152	10.9%	82.2%
Charles City	-	3	0.2%	82.4%
Gloucester	18	17	1.2%	83.7%
King Queen	11	6	0.4%	84.1%
New Kent	23	24	1.7%	85.8%
Newport News	75	123	8.8%	94.6%
Hampton	12	14	1.0%	95.6%
King William	6	28	2.0%	97.6%
Richmond	-	-	0.0%	97.6%
Surry	7	9	0.6%	98.3%
Other	43	24	1.7%	100.0%
	1,397	1,395		

TIM KAINE  
VIRGINIA

WASHINGTON OFFICE  
WASHINGTON, DC 20510-4607  
(202) 224-4024

COMMITTEE ON  
ARMED SERVICES

COMMITTEE ON  
FOREIGN RELATIONS

COMMITTEE ON  
THE BUDGET

COMMITTEE ON  
HEALTH, EDUCATION, LABOR,  
AND PENSIONS

United States Senate  
WASHINGTON, DC 20510-4607

November 5, 2024

Ms. Carole Johnson  
Administrator  
Health Resources and Services Administration (HRSA)  
5600 Fishers Lane  
Rockville, MD 20857

Dear Administrator Johnson,

I write to express support for Olde Towne Medical & Dental Center (OTMDC), an applicant for designation as a Federally Qualified Health Center (FQHC) under the Health and Resources Services Administration.

While traveling across Virginia and working on the Senate Health, Education, Labor, and Pensions Committee, I have seen firsthand the transformative impact that FQHCs can have on communities. OTMDC exemplifies the very qualities we seek to foster through the FQHC program on a national scale. Their work clearly aligns with our federal objectives of expanding healthcare access, reducing disparities, and improving health outcomes in underserved areas.

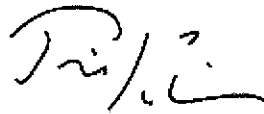
The key points that underscore the national significance of OTMDC's application include:

1. **Addressing Healthcare Workforce Shortages:** OTMDC's model of leveraging both professional staff and community volunteers (who contribute 6,000 hours annually) offers an innovative solution to the healthcare workforce challenges we're grappling with at the federal level.
2. **Rural Health Focus:** As we work to bridge the urban-rural healthcare divide, OTMDC's success in serving the Greater Williamsburg area, including more rural parts of James City and York counties, provides a replicable model for other regions facing similar challenges.
3. **Integration of Mental Health Services:** OTMDC's commitment to providing integrated behavioral health services aligns with our push for mental health parity and comprehensive care models at the federal level.
4. **Chronic Disease Management:** Their focus on addressing prevalent conditions like heart disease, diabetes, and cancer resonates with our national health priorities and efforts to reduce the burden of chronic diseases on our healthcare system.
5. **Economic Impact:** By keeping its patient population healthy and productive, OTMDC contributes to the region's economic vitality, a model of how healthcare investments can yield broader economic benefits.
6. **Innovation in Medication Access:** The Greater Williamsburg Medication Access Program (GWMAP) aligns with our ongoing efforts in Congress to make prescription drugs more affordable and accessible.

FQHC designation for OTMDC would not only benefit the Greater Williamsburg area but would also contribute to our national healthcare goals by providing a model for successful rural and semi-urban healthcare delivery. OTMDC demonstrates effective strategies for integrating primary care, dental, and behavioral health services, as reflected by the voices of countless constituents who have benefited from their services over the past three decades. Furthermore, OTMDC offers insights into community-based chronic disease management programs and showcases innovative approaches to addressing social determinants of health. As we in Congress continue to work on policies to improve our healthcare system, success stories and models like OTMDC are invaluable. They provide real-world evidence of what works, helping to inform and shape our national healthcare policies.

Please give full and fair evaluation to this FQHC designation request, which will benefit Virginians and contribute to our broader national efforts to create a more equitable, efficient, and effective healthcare system for all Americans. Should you have any questions regarding this project, contact my Office's Grants Coordinator, [Elda\\_Stanco@kaine.senate.gov](mailto:Elda_Stanco@kaine.senate.gov). Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Kaine". The signature is fluid and cursive, with a large initial "T" and a long, sweeping underline.

Tim Kaine

## Aaron Thompson

---

**From:** Holland, Amy <Amy.Holland@yorkcounty.gov>  
**Sent:** Friday, November 8, 2024 2:18 PM  
**To:** Aaron Thompson  
**Cc:** A. Thompson  
**Subject:** RE: [EXTERNAL] FY2026 York County Community Support - OTMDC

Good Afternoon,

Thank you for your submission. We have received your application and corresponding documents. I will let you know if we need anything further.

*Respectfully,  
Amy Holland*

*Budget Analyst*

*Phone: (757)890-3733*

*Fax: (757)890-3399*



---

**From:** Aaron Thompson <Aaron.Thompson@jamescitycountyva.gov>  
**Sent:** Friday, November 8, 2024 1:56 PM  
**To:** Holland, Amy <Amy.Holland@yorkcounty.gov>  
**Cc:** A. Thompson <at@otmdchealth.com>; Aaron Thompson <Aaron.Thompson@jamescitycountyva.gov>  
**Subject:** [EXTERNAL] FY2026 York County Community Support - OTMDC

Amy,

Good afternoon. I hope you're well. Please find attached our grant application for York County support, FY'26.

As always, your support is greatly appreciated.

Regards,

Aaron L. Thompson, MBA, CRHCP, CMR  
*Executive Director | CEO*

Olde Towne Medical & Dental Center  
5249 Olde Towne Road, Ste. D  
Williamsburg, VA 23188  
757-703-6029 c  
757-259-3275 w

**Aaron Thompson**

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**From:** City of Williamsburg <noreply@mail.smapply.net>  
**Sent:** Friday, November 8, 2024 2:50 PM  
**To:** Aaron Thompson  
**Subject:** [External] [External]Your application has been submitted



CITY OF  
**WILLIAMSBURG**  
VIRGINIA'S COLONIAL CAPITOL

Dear Aaron Thompson,

This is to inform you that your application, **Olde Towne Medical & Dental Center** has been submitted for **Human Services Partner Agency Application** on **Nov 8 2024 02:50 PM (EST)**.

Thank you,

City of Williamsburg

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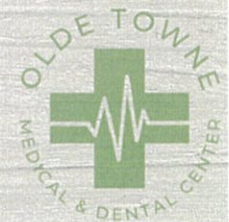


# Jingle & Mingle

PLEASE JOIN US FOR A  
**HOLIDAY RECEPTION**  
TO CELEBRATE OUR  
STAFF AND VOLUNTEERS

**16 December, 2024**  
**4:00 PM at OTMDC**

RSVP to:  
[susan.dunn@jamescitycountyva.gov](mailto:susan.dunn@jamescitycountyva.gov)





2017

# Security Assessment

Olde Towne Medical and Dental  
5249 Olde Towne Road, Williamsburg, VA



James City County Police Department  
Community Services Unit  
6/6/2017





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## **Synopsis**

*Please note that these are merely suggestions for improving safety and security at the Olde Towne Medical and Dental Office. This service is being provided as a courtesy of the James City County Police Department. There are no guarantees that your facility will not become a victim of crime and the suggestions provided are meant merely as guidance to a comprehensive crime prevention and security plan that should be instituted by your organization. The recommendations and suggestions provided by the James City County Police Department are strictly intended for use at your facility only.*

On June 6, 2017 Master Officers Monique Marchand and Alan McDowell visited the Olde Towne Medical and Dental Office, including the surrounding property, and made the following notations. Recommendations on improving the safety and security of the building and employees are included within this report.

**Facility Functions:** The Olde Towne Medical and Dental Office provides medical care for citizens.

**Critical Incident History for Facility:** There are no recent critical incidents that have had a dramatic effect on this facility. There have been no serious incidents of workplace violence, trespassing, terrorism, or related issues.

## Threat and Vulnerability Assessment

Risk/Threat	Level of Vulnerability
<b><u>Natural Hazards:</u></b> Winter storms, tornados, severe thunderstorms, hurricanes, fires, floods, etc.	<b>Medium-</b> the probability exists that these events will occur on a regular basis; limited to two or less major incidents per year. History suggests that the organization will experience these types of incidents on a semi-regular basis.
<b><u>Terrorist Incidents:</u></b> International or Domestic Terrorist incidents to include: chemical, biological or nuclear attacks, improvised explosive devices, arson, etc.	<b>Very Low-</b> the probability exists that these events will not occur on any regular basis; limited to one or less major incidents per year. History indicates that these types of incidents are very rare or non-existent in this organization.
<b><u>Simple Assault/Threats:</u></b> Any assault between employees or committed against employees in the workplace to include: domestic violence, assault and battery, threats, etc.	<b>Low-</b> the probability exists that these events will occur on a regular basis; limited to one or less major incidents per year. History indicates that these types of incidents are uncommon but have occurred in the past.
<b><u>Violent Criminal Activity:</u></b> Any violent crimes occurring in the workplace caused directly by the work of the organization or assets in the possession of that organization to include: robbery, murder, rape, etc.	<b>Very Low-</b> the probability exists that these events will not occur on any regular basis; limited to one or less major incidents per year. History indicates that these types of incidents are very rare or non-existent in this organization.
<b><u>Non-Violent Criminal Activity:</u></b> Any non-violent crimes occurring in the workplace caused directly by the work of the organization or assets in the possession of that organization to include: larceny, trespassing, computer crimes, vandalism, etc.	<b>Medium-</b> the probability exists that these events will occur on a regular basis; limited to two or less major incidents per year. History suggests that the organization will experience these types of incidents on a semi-regular basis.

The Olde Towne Medical and Dental Office is subject to natural hazards such as fires, hurricanes, tornadoes, ice and snowstorms, etc. These natural hazards could result in the destruction of life and property as well as the disruption of essential services such as utilities (electricity, gas, water, telephone). In addition, these areas are also subject to technological and human-caused hazards such as arson, explosive hazards, nuclear accidents, industrial and transportation accidents, hazardous material spills, deliberate acts of terrorism, and civil disorder.

National defense policy recognizes the possibility of a national emergency resulting from the threat of or an attack on the United States. An international crisis could present the threat of conventional, nuclear, biological, or chemical weapons. Although the threat of all out warfare is possible, related acts of terrorism using scaled down weapons appear to be the more probable risk. While James City County may not be as high profile of a target as other jurisdictions in our nation, the influx of tourism and national attention makes our County, and therefore our County operations, a potential target.

# Assess, Conquer, and Elevate (ACE) Your Finances Virtual Learning Collaborative Session #1

**Exploring Federally Qualified Health Center and Finance Foundations**

October 23, 2024

# Agenda

- I. Introductions
- II. FQHC Foundations
- III. Finance Foundations
- IV. Next Steps

# PCDC

*Thirty years of experience helping practices develop care models and build their financial health.*

## Care Model & Operations

- Quality Improvement
- VBP Readiness & Performance
- Integrated Behavioral Health & Social Services
- Care Coordination
- Access & Cycle Time
- PCMH Recognition



## Financial Health

- Revenue Cycle Management
- Policy Development & Workflow Optimization
- KPI Review and Analysis
- Financial Modeling and Forecasting
- Financial Management Fundamentals

# Meet The Team



**Shannon Lea, MPH**  
Senior Program Manager



**Rachel House**  
Senior Program Manager



**Maia Morse, MPH, CPC-A**  
Director



**Kimberly Mirabella, CPC-A**  
Project Manager





## Why is it Important for ALL Leaders to Have a Foundation in Finance?

- Foster dialogue, collaboration, and understanding with a common language.
- Answer critical operational and strategic questions that drive business decisions:
  - Can we afford to hire additional staff OR add a new service line?
- Help the organization meet benchmarks or assess the performance of your department.
- Assist with health center and **organizational compliance** responsibilities.

PCDC Primary Care Development Corporation



No margin no mission



Every decision has a financial impact



Measure performance



Compliance and stewardship of federal funds

# ACE Your Finances



# ACE Participants

Who?	Where?
Charlotte Community Health Center	North Carolina
Community Health Center of the New River Valley	Virginia
Gracelight Community Health Center	California
Holy Family Services	Texas
Hot Springs Health Program	North Carolina
Moody Clinic	Texas
Ocracoke Health Center	North Carolina
Olde Towne Medical & Dental Center	Virginia
Southern Dominion Health Systems, Inc.	Virginia
UMMA Community Clinic	California
Universal Community Health Center	California

## Aaron Thompson

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**From:** Health Resources and Services Administration <hrsa@public.govdelivery.com>  
**Sent:** Thursday, November 21, 2024 2:58 PM  
**To:** Aaron Thompson  
**Subject:** [External] [External]HRSA Celebrates National Rural Health Day



### HRSA Celebrates National Rural Health Day

U.S. Department of Health and Human Services  
Health Resources and Services Administration

FOR IMMEDIATE RELEASE  
November 21, 2024  
HRSA NEWS ROOM  
[newsroom.hrsa.gov](https://newsroom.hrsa.gov)  
Contact: HRSA PRESS OFFICE  
Phone: [301-443-3376](tel:301-443-3376)  
Email: [Press@hrsa.gov](mailto:Press@hrsa.gov)

*HRSA hosts an Enhancing Maternal Health Convening in Centreville, Alabama, reaffirming its commitment to expanding maternal health care access in rural America*

The Health Resources and Services Administration (HRSA), an agency of the U.S. Department of Health and Human Services (HHS), marks National Rural Health Day by celebrating health care leaders who are improving maternal care in rural communities. National Rural Health Day is an opportunity to recognize the dedication of rural health providers, community organizations, and state offices of rural health in meeting the unique health care needs of rural America.

HRSA highlighted this year's focus on maternal health by holding HRSA's latest *Enhancing Maternal Health Initiative* convening today in Centreville, Alabama. This convening brought together women and families from rural communities who are served by HRSA programs, grant recipients, state and local health officials, community organizations, and health care providers from across the state to continue to work together to address maternal mortality and provide critical supports to help ensure the health and well-being of families in Alabama. The event is part of HRSA's *Enhancing Maternal Health Initiative*, which focuses on building and strengthening partnerships to maximize the impact of HRSA grants and expand access to maternal care across the country.

"At the Health Resources and Services Administration, we have made the needs of rural communities a priority, especially for pregnant and new moms," said HRSA Administrator Carole Johnson. "Through HRSA's investments, we have trained more maternal care providers in rural areas, recruited more maternal health providers to rural communities, expanded supports for pregnant and new moms in rural areas, and improved health care services working with rural hospitals and clinics. We remain committed to supporting the health care needs of rural America."

HRSA is the home of many programs that provide essential support for expectant and new mothers in rural communities. Key actions HRSA has taken this year to improve maternal health in rural communities include:

- **Growing the maternal care workforce.** HRSA has increased the number of obstetrician-gynecologists (OB/GYNs), nurses, midwives, doulas, and community health workers, through training grants, scholarships, and loan repayment. For example, HRSA launched new programs to train more nurse midwives, train and deploy more community-based doulas, and support the training of more nurse practitioners with a focus on maternal health, including in underserved and rural areas.
- **Improving access to care.** HRSA funds community health centers across rural America that serve patients regardless of ability to pay and may be the only outpatient maternal care provider located in the rural communities they serve.
- **Strengthening rural maternal health care networks.** HRSA launched the Rural Maternity and Obstetrics Management Strategies (Rural MOMS) Program to increase access to maternal and obstetrics care in rural communities and improve health outcomes for mothers and infants.
- **Investing in the Delta Region.** HRSA's Delta Region Maternal Care Coordination Program is supporting community-based organizations to expand access to and coordinate health care services in rural communities in the South, supporting care before, during, and after pregnancy.
- **Launching the National Maternal Mental Health Hotline (833-TLC-MAMA) in 2022.** The hotline provides 24/7 emotional and mental health support via call or text to expectant and new mothers and their families.
- **Expanding evidence-based Home Visiting services.** HRSA secured legislation to double the federal investment in and expand voluntary, evidence-based home visiting services for eligible families across the country. Through the Maternal, Infant, and Early Childhood Home Visiting Program, local organizations can provide home visits from nurses, social workers, and other trained health workers who work with families to improve maternal and child health, child development, and school readiness.
- **Expanding Healthy Start services.** HRSA is supporting community-based organizations to improve maternal and infant health across the country through Healthy Start. Healthy Start funding supports moms and babies to improve health in communities experiencing high disparities in maternal and infant health outcomes.

To learn more about HRSA's rural health resources, visit:

- [National Rural Health Day events](#)
- [Federal Office of Rural Health Policy programs](#)



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5600 Fishers Lane | Rockville, MD 20857

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Clinical Department Update: 11/14/2024

Submitted by: Kendra Robinson, FNP

- **Medical Department**

- Vacancies:
  - PRN Medical Assistant (Vacant since 12/1/2023)
  - Nurse Practitioner/Physician Assistant (1)
    - We continue to recruit for one additional NP/PA.
      - Two potential candidates have been identified. A verbal offer has been made to one of the candidates and we are in the negotiation process.

- **Integrated Care Update:**

- Recruitment for a psych NP or psychiatrist has been put on hold for the moment as we focus on strengthening our existing partnerships.
- Kiara Robinson, a behavioral health consultant employed by CBH, continues to provide brief interventions and care to the patients of Olde Towne.
- Bacon Street continues to provide counseling weekly for our patients.
- Melvin Snead continues to come biweekly to provide counseling for our uninsured patients. We are still in the process of credentialing Mr. Snead at OTMDC so he can start seeing our insured patients as well.
- VMAP is available to providers daily.

- **General Updates**

- We are preparing for the retirement of Dr. Lontkowski in December and discussions are being had about ways to ensure OTMDC's OB program undergoes a smooth transition after Dr. Lontkowski's departure. (Details to be shared as they become available)
- **COVID Update:** there have been no positive COVID cases at OTMDC thus far in November.
- **FLU Update:** there have been no positive influenza cases at OTMDC thus far in November.
- Clinical staff is looking forward to the holidays!



To assure access to quality health and wellness care to the residents and workforce of the greater Williamsburg Community.

## **Dental Department November 2024**

As we approach a new time change and the days are shorter, Olde Towne Dental Clinic continues to offer dental services to the community at large. For the month of October, the clinic had 344 patient visits (encounters) and 286 patients were treated. This number includes dental emergencies, dental exams for pregnant women and follow up treatment for dental procedures.

Dental students continue to rotate thru the clinic on Thursday and/or Friday. The students have been very helpful and purposeful in their clinical rotation. We recently had a dental student that was very helpful in assisting our patient. She was in need of dentures and the student's empathy towards her condition was heart felt. As a practitioner, you feel gratitude when you see the next generation of health professionals express humanity to those in need!

We will soon start the planning of our Give Kids a Smile event for 2025, and are hoping for an even larger turnout from last year. The Dental Department looks forward to a successful event and a successful remainder of the year.

**Business Office Departmental Update: November 2024**

- The Business Office, along with Operations Management, has started a virtual course with Shannon Lea of PCDC to discuss and learn more about financial management and accounting systems relevant to FQHC's.
- Jacob and Lisa continue to compile and submit necessary data for the FY24 audit.
- We continue to monitor patient demographics data to ensure that we have the correct locale selection for their county of residence. This aids in maintaining the accuracy of our CSR report.
- We've preemptively started gathering documents and necessary data for the FY24 Medicare Cost Report (due in December) and are awaiting a Field Audit for the FY23 report.
- The business office continues to work with Ops Management and volunteers to purge old records and consolidate our storage units.
- Jacob met with Mr. Simango to discuss and train on Quickbooks functionality.
- We submitted the Medicare Credit Balance Report for quarter ending 9/30/2024. No credit balances to report.
- The Business Office is collecting data to provide more metrics/KPI's per the board's request at October's BOD meeting. One of such metrics the Business Office is tracking is the month over month growth in patient revenue. So far, this fiscal we are averaging 45% growth month over month.
- Jacob worked with Maggie Beamon in Operations to provide a year over year comparison – based on our CSR report – regarding patient demographics (specifically race) per Dr. Bruhl's request.



Date: 11/15/2024

By: Margaret “Maggie” Beamon

### Medication Access Program

- For the month of October, MAP requested 426 medications on behalf of 164 patients which was valued at \$329,914.89.

Dates: 10/01/2024 – 10/31/2024		
Patient Count	Request Count	Total Value (AWP)
164	426	\$329,914.89

- MAP assisted 13 patients with Medicaid applications during the month of October.

### Operations Manager

- Our newest clinical assistant has completed her initial training. Interviews have begun for the second clinical assistant position since the previous candidate decided to stay with her current employer.
- I am thankful to have the opportunity of being with OTMDC for the past 14 years and look forward to what the future has in store.



*To assure access to quality health and wellness care to the residents and workforce of the greater Williamsburg area*

## Marketing & Communications Report Summary

October 13, 2024 – November 15, 2024

### Events & Fundraising:

Working on details of **Giving Tuesday, December 3, 2024**. Campaign will focus on specific equipment needs of the center.

Making plans and contacts for **Give Kids A Smile**, February 8, 2025. Attended a site visit with Susan and Maggie at VPCC to look at space use for the event.

Working on end of the year **Holiday Appeal** direct mail item to include opportunities for end of the year donations, calendar of events for the coming year and opportunities for volunteerism.

### Communications:

**Email Blasts/Newsletters:** Working on November newsletter. If you are not receiving our monthly Newsletter please let Michelle know.

Posted content for **Social Media Posts** on all channels as well as happenings about Olde Towne along with health information for patients. Focus was on community outreach, services and programs for OTMDC as well as donation opportunities and recent activities.

### Marketing & Outreach:

Check out the **OTMDC ads** on the closed-circuit TVs in the JCC Recreation Center and the JCC community channel.

Olde Towne will have an advertisement in the December Mental Health edition of **Next Door Neighbor Magazine**. Michelle coordinated a meeting for Kiara Robinson with NDN writer Narielle Living and a feature article for Olde Towne concerning mental health will be in the January issue as well.

Participated in the **JCC Health Expo** at the JCC Recreation Center. Over 200 people attended. We were able to give out information to multiple potential patients, had some current donors stop by our table and saw some current patients as well.

Kiara Robinson and Michelle attended a **Mental Health Networking** event hosted by The Pavilion at Williamsburg to see how we can connect with or utilize other mental health facilities, programs, and providers. We were able to connect with some facilities that provide programs for Medicaid patients. Michelle shared a list of facilities and programs with OTMDC providers and Kiara will follow up with the connections made.

### **Ambassador Connections**

Attended meetings for Greater Williamsburg Outreach Mission, Chamber Health Committee, Safe Kids Coalition (Sentara) and was unable to attend the Williamsburg Advisory Committee meeting but will receive committee minutes. These meetings provide multiple opportunities to network and provide OTMDC as a resource as well as gain new connections for OTMDC.

This month's meetings provided info for multiple holiday events for Olde Towne to allow staff to participate including donations for gifts, volunteerism or collaborations for the organization and Board of Directors such as:

- 1) Olde Towne will be collecting unwrapped toys and gifts to take to Grove Christian Outreach and House of Mercy Christmas Markets where they allow their clients (many who are OTMDC patients) to come "shop" for free to get holiday gifts for their families. If you want to donate an item or two, please leave it with Susan or Michelle. We will deliver them. Deadline is December 6.
- 2) Hospice House is doing their annual Tree Lighting in remembrance of those that have been lost to cancer on December 12 at the Williamsburg Community Building, 5-7pm. It is a beautiful and moving event if you can attend.
- 3) Edmarc, a children's cancer hospice organization, also does gift and food donations for families with a child experiencing cancer. They are also looking for volunteers to dress as Santa & Mrs. Claus to deliver the gifts to families.
- 4) Peninsula Agency on Aging has Angel tree donation requests for seniors without family that are in need this Christmas. Many have asked for very simple things including boxes of tissues and oatmeal. Check PAA or their trees in places like Lowe's in Williamsburg and Newport News.
- 5) The Greater Williamsburg Chamber is taking donations for their "Home For The Holidays" program that pays to get active duty military personnel (mostly E1s and E2s) home for the holidays. It costs \$300 to get a military person home and you can donate as little as \$25 to help towards the program. Last year they were able to send 45 service members home for the holiday weekend. More info at <https://connect.businesswilliamsburg.com/events/>

### **Social Media Analytics**

Facebook Reach 1.6K Facebook Views 7.7K Interactions Increase 45%

Instagram Reach 194 Instagram Followers 332 Instagram Engagement Decrease 41%

### **On the Calendar – Upcoming Events and Outreach Opportunities (volunteers always welcome)**

November 21 – Rural Health Day

November 28 & 29 – Health Center closed for Thanksgiving – Have a Happy one!

December 3 – Giving Tuesday

## Communications & Development | Susan Dunn

November 2024

### Development

- Events
  - Represented OT at the House of Mercy Vendor Fair and discussed our services with several potential patients as well as spoke with a retired cardiologist that expressed interest in volunteering.
  - Represented OT at the JCC Health Fair at the Rec Center. This was a well-attended event and was able to speak to many potential patients, as well as a few community partners.
  - Begun preparations for Give Kids A Smile (February 8). Wawa will be donating 10 cases of water, Solomon the Comfort Dog will be in attendance, and CFA will be providing some food for attendees as well as the CFA Cow. Contacted the Spanish Honor Society at JHS for possible help. Currently have about 25 volunteers at this point.
  - Giving Tuesday will take place 12/3/24. We are hoping the board as well as staff will share the information via social media or through friends and family.
    - We are trying to meet a goal to be able to purchase a medication refrigerator, an EKG machine, and a dental oral camera.
    - Created several social media graphics for the event to be posted.
- Volunteers
  - Have met with 4 potential volunteers in the past 2 weeks. With W&M spring semester coming up the interest is increasing.

### Communication

- Website
  - Met with a consultant about our website and he had some input on the navigation of the site which is currently being worked on.
- Misc
  - Working on organizing our staff holiday gathering, as well as other holiday activities.
  - Creating graphics for social media and print publications.

# Give Kids A Smile®



Give Kids A Smile® is an annual volunteer initiative providing free educational, preventive and restorative services to children from low-income families. Thousands of dentists across the country will take time from their practices to help underserved children who aren't getting the oral health care they need.

## Will You Join Us?

Give Kids a Smile focuses on giving free dental care to children who would normally go without. We welcome Dentists, Hygienists, Dental Assistants, Spanish Speakers, Clerical Help, Club's, High School Organizations, and Community Organizations.

## Your Community Needs You!

Help make a difference in the lives of children in your community. Please consider volunteering your time and talents for this year's Give Kids A Smile!

## Can't Volunteer, But Still Want To Help?

Donations of food/beverages, giveaways, supplies for children's activities are welcome too! Contact [susan.dunn@jamescitycountyva.gov](mailto:susan.dunn@jamescitycountyva.gov) for more information.

**Scan To Volunteer**  
or go to [bit.ly/4eQ634F](https://bit.ly/4eQ634F)



**Date:** February 8, 2025

**Time:** 8:00am - 4:00pm (volunteer hours, patient hours are 9-3)

**Location:** Olde Towne Medical & Dental Center  
5249 Olde Towne Rd, Williamsburg VA 23188

**For More Information Contact [susan.dunn@jamescitycountyva.gov](mailto:susan.dunn@jamescitycountyva.gov)**

# GIVING TUESDAY

December 3, 2024

Will You Help  
Us Purchase  
Needed  
Equipment?



Donate Here



[bit.ly/3YmE9Hw](https://bit.ly/3YmE9Hw)





## Harvest Healthy Habits

Take a look at the November bulletin board for some tips on how to stay healthy during the busy fall season.

The foundation of a healthy lifestyle consists of lasting habits like eating right, watching your weight, exercising regularly, managing your mental health, and getting routine medical exams. But even daily, small steps toward these goals also can have a significant impact.

## NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7 Staff @ 2	8	9
10	11 Closed	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Closed	29 Closed	30

## Announcements

- The monthly staff meeting will be held 11/7 at 2:00pm in the MPR.
- The office will be closed on the following dates:
  - Monday, November 11 (Veterans Day).
  - Thursday and Friday, November 28-29 (Thanksgiving Holiday)
- Have any ideas for the staff holiday celebration? Let Susan D know.
- Giving Tuesday falls on December 3rd, please donate, share, or create a Peer-to-Peer Fundraiser that supports Olde Towne. More info to come.

**HAPPY BIRTHDAY**  
 7 - SUSAN D  
 18 - JAMARA  
 30 - KYLIE

**HAPPY ANNIVERSARY**  
 WENDY (1)  
 JAMARA (8)  
 MAGGIE (10)  
 KELLEY (1)

**OTMDC Finance Committee**  
**November 2024**  
**Summary Report to the Board**

**Recommended Actions:**

None.

**Financial Report:** attached to this report is the ‘condensed’ year to date financial report for the three months ending 10/31/2024.

**Revenue:** Total revenues from operations year to date (YTD) are \$1.986m, 60% of budget. This includes receipt of the \$900k from Williamsburg Health Foundation that was budgeted. Gross patient revenue (before bad debt adjustment) is \$374k, 35% of budget. Net patient revenue (after adjustment for bad debt) is \$386k, which includes an increase of \$12k in receipt of previous bad debt and/or additional from the bad debt formulas based on historical data. For October of 2023 net patient revenue was \$353k, so we are \$132k above the previous YTD. If net patient revenue is annualized, it comes in just over the budgeted amount.

Public support revenue is \$40k, which is 9% of budget, this is \$6k less than October of last year. The public support received to-date is from Individual and Local Organization giving. Fundraising is at 2% of budget. Grant income is at 105% of budget, see comment above about full receipt of the budgeted Williamsburg Health Foundation grant.

**Expenses:** With four months or 33% of the year recorded, total expenses are \$1.140m, 31% of budget. Personnel costs are 31% of budget, with other (non-salary) operating costs at 36% of budget.

Net income/loss from operations (revenues less expenses) YTD is \$846k vs. budgeted net loss of \$296k. For the fiscal year ending 6/30/2024, the unaudited net income/(loss) was \$440k and the audited amount for operations was \$399k.

The **endowment fund** is at \$6.293m as of October 31, 2024. For the fiscal year ending 6/30/2024 the fund had a market gain of \$499k over the cost of \$5.564m. In September 2024, the fund recognized dividend income of \$33k, increasing the cost basis to \$5.597. Although there was a drop in value for October 2024 of \$84k, in the first four months of this fiscal year there was a net market gain of \$197k.

**Current Assets:** Cash balance is \$808k, an increase of \$75k from October 31, 2023. Receivables (net of allowance for doubtful accounts) are \$244k, an increase of \$81k from the October 2023 balance.

**Other business/activities:**

The next finance committee meeting is scheduled for January 13, 2025, at 3:30 pm.

Respectfully submitted,  
Melissa Tucker, Chair, Finance Committee



**OTMDC -- Summary Financial Results: YTD 10-31-2024**

<b>Income-Expense:</b>					
	<u>Tot. Oct.</u>	<u>Total YTD</u>	<u>Annual Budget</u>	<u>Variance</u>	<u>% of annual</u>
<b>Revenue:</b>					
Local Government	\$ 95,858	\$ 378,164	\$ 626,962	\$ (248,798)	60%
Patient Revenue	\$ 217,644	\$ 373,791	\$ 1,076,500	\$ (702,709)	35%
Less: Bad Debt "Adjustment"	\$ 11,710	\$ 11,710	\$ -	\$ 11,710	0%
Less: Bad Debt Expense	\$ -	\$ -	\$ (36,000)	\$ 36,000	0%
Net Patient Revenue	\$ 229,353	\$ 385,501	\$ 1,040,500	\$ (654,999)	37%
Public Support	\$ 27,998	\$ 39,998	\$ 427,000	\$ (387,002)	9%
Special Events-Fundraising	\$ (29,429)	\$ 2,079	\$ 115,000	\$ (112,921)	2%
Grants	\$ 25,265	\$ 1,180,575	\$ 1,120,000	\$ 60,575	105%
Misc. (inc. cash over/short)	\$ -	\$ -	\$ -	\$ -	0%
<b>Total Revenue</b>	<b>\$ 349,045</b>	<b>\$ 1,986,318</b>	<b>\$ 3,329,462</b>	<b>\$ (1,343,144)</b>	<b>60%</b>
<b>Expenses:</b>					
<b>Total Personnel</b>	<b>\$ 227,036</b>	<b>\$ 918,037</b>	<b>\$ 2,999,136</b>	<b>\$ (2,081,099)</b>	<b>31%</b>
<b>Total Non-Personnel Exp.</b>	<b>\$ 93,790</b>	<b>\$ 220,818</b>	<b>\$ 621,450</b>	<b>\$ (400,632)</b>	<b>36%</b>
<b>Furn/Equipment (Total)</b>	<b>\$ 1,510</b>	<b>\$ 1,510</b>	<b>\$ 5,000</b>	<b>\$ (3,490)</b>	<b>30%</b>
<b>Total Expenses</b>	<b>\$ 322,336</b>	<b>\$ 1,140,365</b>	<b>\$ 3,625,586</b>	<b>\$ (2,485,221)</b>	<b>31%</b>
<b>Net Income</b>	<b>\$ 26,710</b>	<b>\$ 845,953</b>	<b>\$ (296,124)</b>	<b>\$ 1,142,077</b>	<b>-286%</b>
Transfer From/(To) Endowment	\$ -	\$ -	\$ 296,124	\$ (296,124)	0%
<b>Net Cash Change After Trfr.</b>	<b>\$ 26,710</b>	<b>\$ 845,953</b>	<b>\$ -</b>	<b>\$ 845,953</b>	<b>0%</b>
<b>Investment Fund Summary:</b>					
	<u>YTD (12 mos.)</u>	<u>Curr. Mo.</u>			
Beg. Balance, cost	\$ 5,524,722	\$ 5,563,750			
Dividends reinvested 9/30/2024		\$ 33,510			
Cost, 9/30/2024		\$ 5,597,260			
+/-: Gains/Losses, through 6/30/2024	\$ 153,348	\$ 499,071			
Beg. Balance, market		\$ 6,096,331			
+/-: Gains/Losses, fiscal year to date		\$ 197,216			
+/-: Transfer from/(to) Operations		\$ -			
End Balance	\$ 5,678,070	\$ 6,293,547			
<b>Current Assets Report</b>					
		<u>10/31/2024</u>	<u>YTD</u>	<u>10/31/2023</u>	
			<u>Diff.</u>		
Cash		\$ 808,492	\$ 75,472	\$ 733,020	
Investments		\$ 6,293,547	\$ 955,154	\$ 5,338,393	
<b>SUBT.</b>		<b>\$ 7,102,038</b>	<b>\$ 1,030,625</b>	<b>\$ 6,071,413</b>	
Total Receivables		\$ 294,864	\$ 19,893	\$ 274,972	
Less: Allow. For Doubtful Accts.		\$ (50,563)	\$ 61,370	\$ (111,933)	
<b>Net Receivables</b>		<b>\$ 244,301</b>	<b>\$ 81,263</b>	<b>\$ 163,039</b>	
<b>Total Current Assets</b>		<b>\$ 7,346,340</b>	<b>\$ 1,111,888</b>	<b>\$ 6,234,452</b>	