

2020

ANNUAL REPORT



STERLING
HEALTH CARE

EXTRAORDINARY CARE FOR ALL OF YOU

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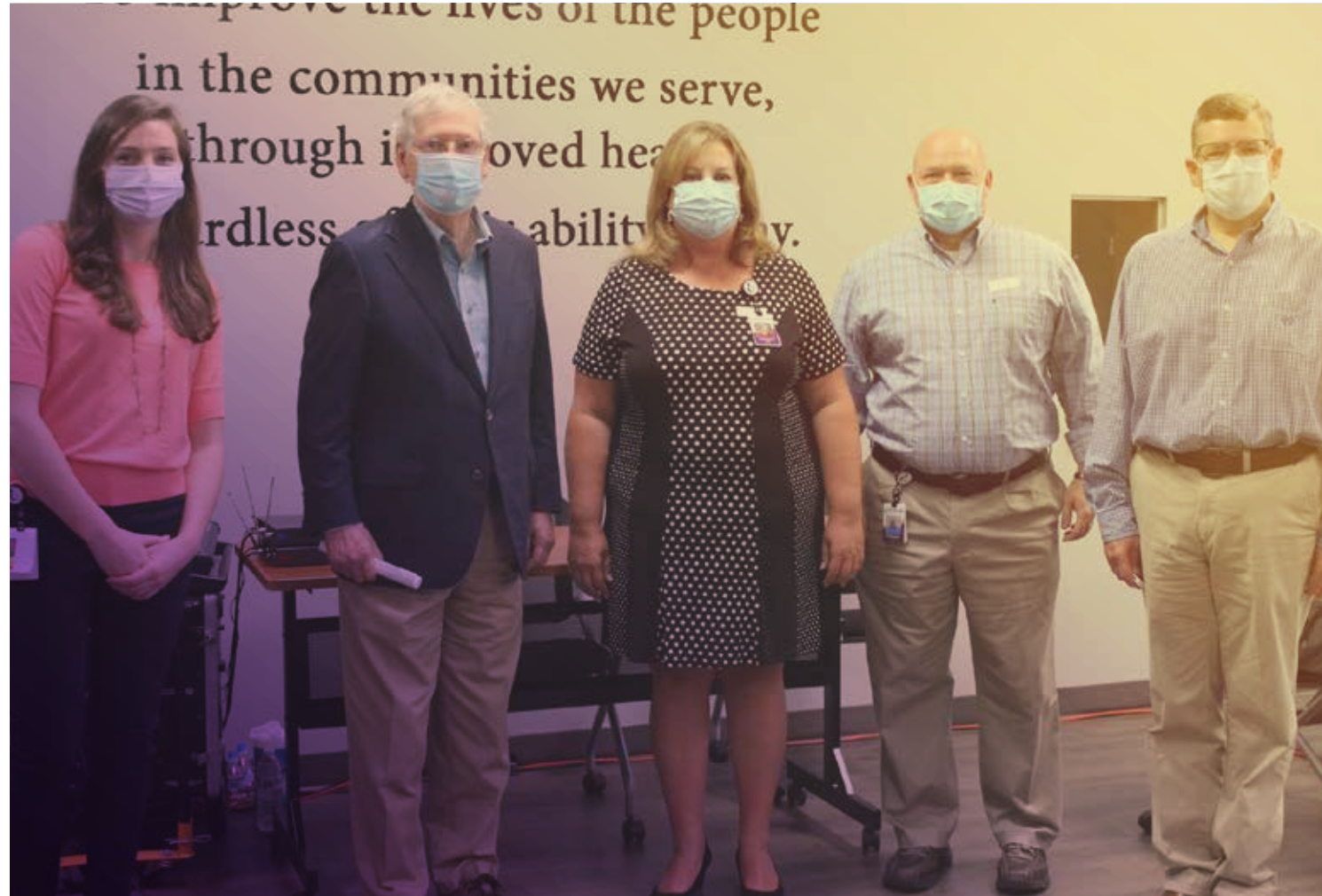
MinDee Hudson
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Dr. Leslie Aslam, Director of Behavioral Health and SUD Treatment Services, Senator Mitch McConnell, Tina Bryant, CEO, Rick Grant, CFO, and Dr. Richard Hall, CMO.

*improve the lives for all people
 in the communities we serve,
 regardless of their ability to pay.*



**Welcome to our
 2020 Annual Report**

TINA BRYANT, CHIEF EXECUTIVE OFFICER

As we look back at 2020, Sterling Health Care has a lot to celebrate even in the midst of the COVID-19 Pandemic. Prior to March we expanded our pharmacy staff, hired a full-time transportation driver and began offering x-ray services in Owingsville.

We were fortunate in our innovation efforts that we had already began testing the Telehealth platform and after our community shut down due to COVID we were able to roll out the technology and offer virtual visits to those who still needed care and did not want to come into the office setting.

Despite the pandemic, Sterling Health Care was able to open Sterling Women’s Care in Winchester on June 1 and continue Women’s Care services in that community, partnering with Clark Regional Hospital. In an effort to expand and meet the needs for COVID testing, the new Urgent Treatment site was opened in August to help with this endeavor.

The need for Behavioral Health services greatly increased during this year as well and staff were added to meet the needs of the patients and populations, as well as the substance abuse program.

Senator Mitch McConnell visited the organization in July and commended the leadership on seeking the additional funds to help during the year to maintain staff and ensure that services remained available to the communities that Sterling Health serves. The Paycheck Protection Loan and COVID related funds from HRSA were crucial to sustainability.

We have continued to grow and evolve as an innovative organization while staying true to our mission to improve the lives for all people in the communities we serve, regardless of their ability to pay. All services of the organization have been extremely needed by the patients this year and the Community Health Workers and Outreach and Enrollment were very busy helping patients navigate.







In looking forward to next year, continued growth in School Based Health, the building and development of new buildings in Carlisle and Mt. Sterling to combine 3 sites, and expansion into Powell County are on the horizon. Our continued willingness to innovate and expand will help us embrace the future of healthcare while providing quality care and compassion to each and every patient we serve.



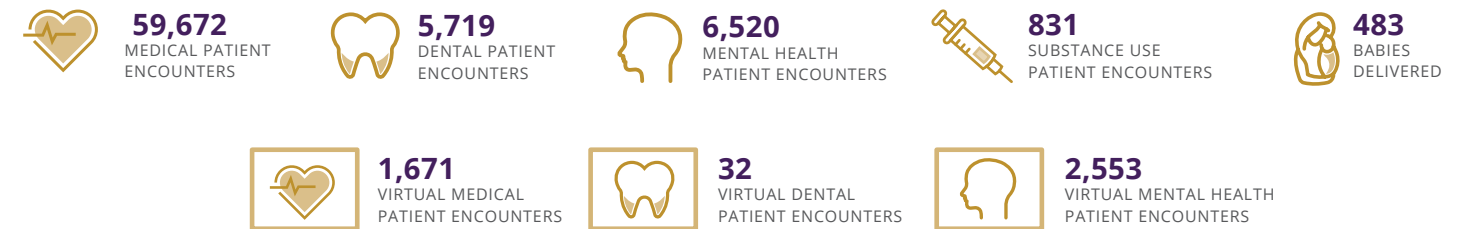
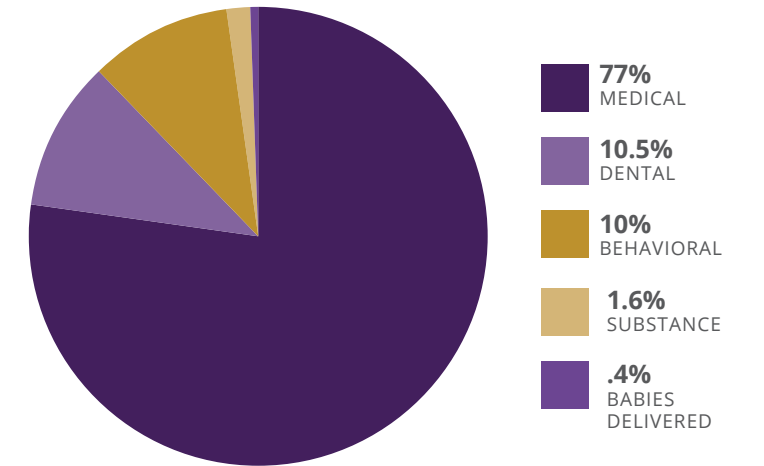
This year, we added 32 supportive, dedicated people to our growing team.

Sterling Health Care is not just a healthcare building. We are a team of providers, clinical staff, administrative staff and volunteers passionate about our communities.

Visits by Demographic

-  **19,450** total patients
*some patients receive multiple services
-  **72,742** total visits
-  **185** homeless patients
-  **84** veteran patients
-  **525** school-based patients
-  **292** agriculture-worker patients

Visits by Service Type (percentages)



The Sterling Health Care Team

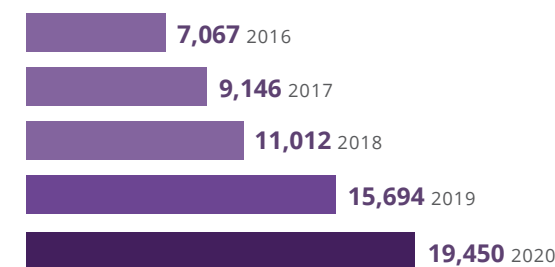
44 providers  **44** administrative staff members 

65 clinical staff members  **154** caring individuals 

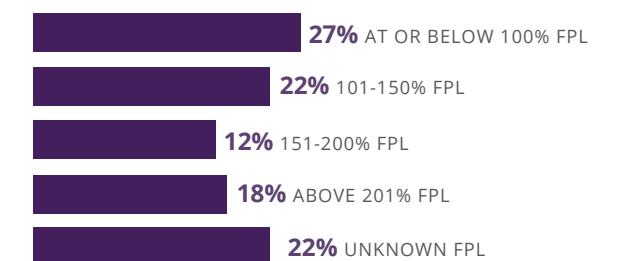
Totaling

Interested in joining our mission? Visit [STERLINGHEALTHKY.ORG/CAREERS](https://sterlinghealthky.org/careers) to get started.

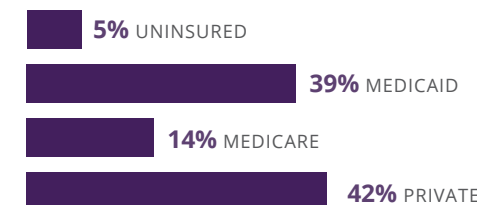
Patient growth



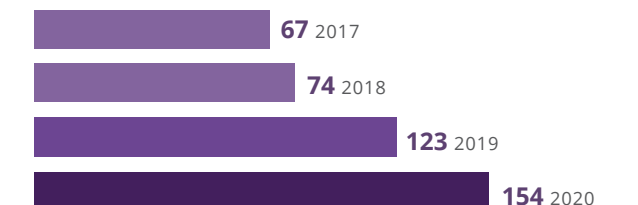
Patient income



Insurance source



Total employees



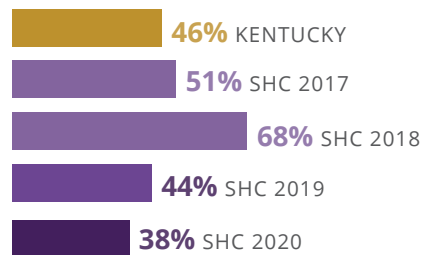
One of our top priorities is delivering high quality health care to each of our patients.



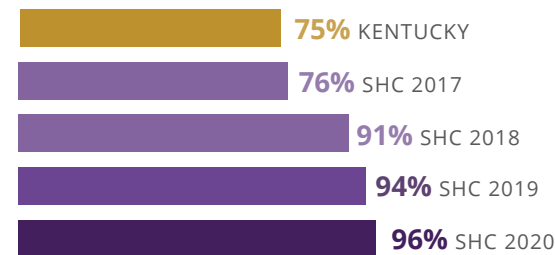
Quality care helps our patients live healthier and fuller lives. Partnering with patients to help them achieve their health goals is central to our work. We are proud of the care we provide and the fact that this care enriches the lives of our patients and improves their well-being.

CONTROL MEASURES BY YEAR	2017	2018	2019	2020	SCREENING MEASURES BY YEAR	2017	2018	2019	2020
High blood pressure	68%	72%	76%	75%	Colorectal cancer screenings	51%	66%	44%	38%
High blood sugars in diabetes	83%	85%	81%	76%	Depression screenings	76%	91%	94%	96%

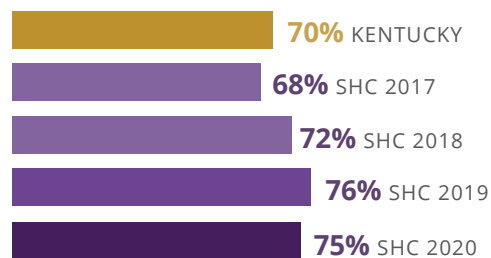
Colorectal Cancer Screenings



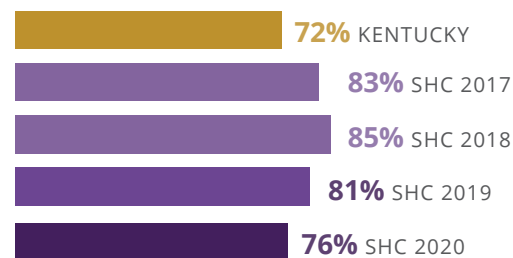
Screenings for Depression



Controlling High Blood Pressure



Controlling High Blood Sugars in Diabetes



2020 Achievements

- Over 19,000 patients were served.
- X-ray services were implemented at SHC-Owingsville.
- Virtual visit services were rolled out, with great success.
- Pandemic relief grants were received and utilized so that patient care was uninterrupted during the COVID crisis.
- Women’s Care services were expanded to Winchester with the opening of Sterling Women’s Care – Winchester.
- Tina Bryant became Sterling Health Care’s interim Chief Executive Officer. Ms. Bryant was later named as the permanent CEO, in December.
- SHC – Urgent Treatment Center opened and became Sterling Health Care’s primary COVID testing facility.
- The ‘Sunshine Room’ was started, through which SHC patients in need can get food, clothing, household, and personal items.
- Collaboration continues with community partners, to help address issues such as food insecurity, transportation, and substance use disorders and more
- A Quality Metrics Award was received and Sterling Health Care was ranked among the top 30% of Health Centers nationwide, for best overall clinical performance.
- The School-Based Health Center program was expanded to include Bourbon and Powell Counties
- Sterling Health Care staff was some of the first in the area to receive their first COVID vaccine.



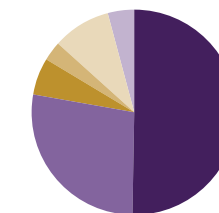
Two of our four primary care facilities are recognized as Patient Centered Medical Homes by the National Committee for Quality Assurance (NCQA) because of the ongoing quality care they provide.

2021 Goals

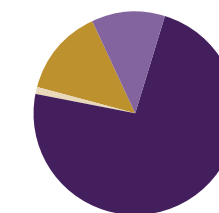
- PCMH recognition will be sought for SHC-Carlisle and SHC-Stanton.
- Construction will begin on our expanded Mt Sterling campus, that will house all primary care and behavioral health in Mount Sterling.
- Construction will also begin on the new building for SHC-Carlisle.
- Primary care and behavioral health services will expand into Powell County.
- Pharmacy services will be implemented at SHC – Owingsville.
- Over 120,000 visits will be provided.
- Over 25,000 individual patients will be served.
- Sterling Health Care will continue to partner with local health care organizations to provide health care education to the communities we serve.

Financials

\$15,530,025
TOTAL EXPENSES



\$15,309,740
TOTAL REVENUE



PATIENT'S LIFE-SAVING MEDICINE PROVIDED BY OUR PHARMACY

Sterling Health Care employee Jennifer Hager was in need of a critical medication for her daughter.

In October 2020, Jennifer Hager's daughter, Emilee, became very ill. Of course, during a pandemic, the family's first thought was that Emilee had COVID. After several negative tests and worsening symptoms, Jennifer took Emilee to the Emergency Room. There they found that Emilee had an illness that needed a very specific medication for treatment. The hospital did not carry the medicine and the ER physician was afraid that Jennifer would not be able to find it anywhere.

When calling the local pharmacies, Jennifer found that the medication that Emilee needed would cost nearly \$6000.00. Jennifer was willing to do anything to make her daughter feel better, even if it meant spending that much money, and placed a call to one more pharmacy – Sterling Health Pharmacy. Not only did Sterling Health Pharmacy have this rare medication in stock, but Jennifer also discovered that they qualified for the 340B program and were able to get the medication for only \$1.20!



“God answers prayers right when we need it! Emilee is now completely healed. I am very thankful to work for Sterling Health and all of the resources they provide for us, our families and our patients.”

JENNIFER HAGER
SCHOOL-BASED HEALTH COORDINATOR

FAMILY GETS ENROLLMENT HELP JUST IN TIME

Adrian Perez needed a high level of care that came at a high cost; but, luckily his family had been enrolled in a Medicaid program just days beforehand.

In late December 2020, SHC Community Health Worker, Pastora Back, received a panicked call from Adrian Perez' mother. Adrian, who was nine years old, was having severe leg pain and was inconsolable. Pastora arranged for Adrian to be transported to the local Emergency Room, where he was transferred to a children's hospital and admitted with hip pain and a fever. Adrian had been involved in a scooter accident a few days prior, on Christmas Day, but did not think he was badly injured at the time. An infection had developed in his hip in the days since the accident, however, and he was now in need of critical care.



Pastora Back (Community Health Worker), Bonifacia Samayoa (Adrian's mother), Adrian Perez, and Jennifer Trimble (Enrollment Specialist).

“Having temporary medical insurance was a blessing to Adrian and his family. It allowed them to care for their son without worrying about the financial burden that a hospital admission could cause.”

JENNIFER TRIMBLE
OUTREACH AND ENROLLMENT SPECIALIST

Two days prior to Pastora receiving the call from Adrian's mother, she had interpreted for the family during their visit to a Sterling Health Care clinic. During that visit, Pastora learned that the family did not have health insurance. Pastora immediately involved SHC Outreach and Enrollment Specialist, Jennifer Trimble, who was able to enroll the family in Presumptive, or temporary, Medicaid. The quick and thorough work of Pastora and Jennifer, helped Adrian get the help he needed for his illness and without the family having to worry about affording the high cost his care, thanks to their new insurance.



WE STRIVE TO PROVIDE CARE FOR THE WHOLE PERSON, IN THE MOST CONVENIENT WAY POSSIBLE.

Providing New Location Plus More Services for Women's Care

Sterling Health Care is proud to expand its services to areas where they are most needed. In June 2020, we opened Sterling Women's Care – Winchester, located next to Clark Regional Medical Center, in Winchester, Kentucky. The facility combined two practices that were both loved by the community but that were also both closing. With the closing of the former practices, the women of Clark County would have had to travel outside of their area for care.

Also added in June 2020, were Certified Nurse Midwives to both of our Women's Care locations, as well as onsite Substance Use Disorder Treatment for Obstetric patients. Through these new services, we are able to better assist women in their child-bearing years.

"The addition of midwifery care to our services give women the power and knowledge to focus on the natural experience of pregnancy and childbirth rather than just the medical aspect. Statistically speaking midwives play an instrumental role in reducing the rates of preterm birth, medical interventions, cesarean birth, regional anesthesia, as well as delivery costs."

JOANNA BANKS
 CERTIFIED NURSE MIDWIFE
 For more information: 📞 859-744-2623



IT IS OUR GOAL TO CONTINUE TO FIND NEW WAYS TO CARE FOR OUR PATIENTS THAT IS MOST CONVENIENT FOR THEM.

Urgent Treatment Center Opens

In July 2020, we opened Sterling Health Care – Urgent Treatment Center, in Mount Sterling, Kentucky. Through this facility, patients, whether they are existing SHC patients or not, can walk in for treatment of urgent ailments and non-life-threatening injuries, and receive all of Sterling Health Care's unique benefits, such as financial assistance, transportation services, and integrated mental health.

SHC-UTC has also been established as our primary COVID-19 testing site. While testing is available at our other sites, at UTC, patients can be tested without leaving their vehicle.

"The Urgent Treatment Center has truly answered a need in our community. Unnecessary Emergency Room visits have been reduced significantly as a result, keeping the costs down for our patients."

SHAUNNA BINION
 PRACTICE MANAGER, SHC - INDIAN MOUND
 AND SHC - URGENT TREATMENT CENTER
 For more information: 📞 859-274-0230



THE MORE WE EXPAND OUR SERVICES, THE MORE PATIENTS WE CAN HELP.

Expanding our School-Based Health Center Services

In the Fall of 2020, we expanded our School-Based Health Center services into Bourbon County Schools (Paris, Kentucky) and Powell County Schools (Stanton, Kentucky). And, although the school year looked and felt a little different due to the COVID-19 pandemic, we have been able to successfully launch both of these programs and care for hundreds more students!

The Sterling Health Care School-Based Health Centers provide care to students, during the school day, at their school. Students can be seen for routine immunizations and well visits to sick visits and sports physicals, all without interruption to their school day or their parents' workday.

“Our goal for School Based Health is to ensure students have access to high quality healthcare when and where they need it. We are excited to now offer this service to Powell and Bourbon Counties. Even through the struggles of a pandemic and an unpredictable school year, our teams have adapted to provide meaningful access to care through onsite visits, telehealth visits and even curbside visits to anyone needing care.”

JENNIFER HAGER
SCHOOL-BASED HEALTH COORDINATOR
For more information: 📞 859-404-7686



WE SERVE OUR PATIENTS ON MANY LEVELS DURING THEIR VISITS WITH US.

Offering a New Service for Primary Care Patients in Owingsville

In February 2020, we began offering Radiology services at our Owingsville facility. Through this service, patients who needed an X-ray no longer have to go to another facility. Additionally, our providers do not have to wait for the results to be able to treat them.

Whether it is an injury, chest congestion, or other ailment requiring Radiology services, SHC-Owingsville patients are now able to feel better faster by having their tests completed onsite.

“Having the capability in the Primary Care Setting has made it easier for patients to obtain the needed images during their visits and that in turn has expedited the process for them to get the care or referral that is needed.”

TRACI MILES
PRACTICE MANAGER, SHC - OWINGSVILLE
For more information: 📞 606-674-9776

Sterling Health Care is a purpose-driven community health center for all people in the Gateway region of Kentucky.

We believe in providing a meaningful medical experience, removing any barriers that prevent you from getting the care you deserve.

Through technology, a progressive sliding fee scale and a dedicated community support staff, we are able to tackle the challenges you face.

→ We are forward-thinking. We offer solutions that bring you to health care or health care to you. How to receive help should be the least of your worries. Our nationally-recognized approach will treat all of you — mind, body, spirit and community.

Our services go beyond the traditional office visit.

We are pioneers in expanded services that help our patients get the care they need, like our:

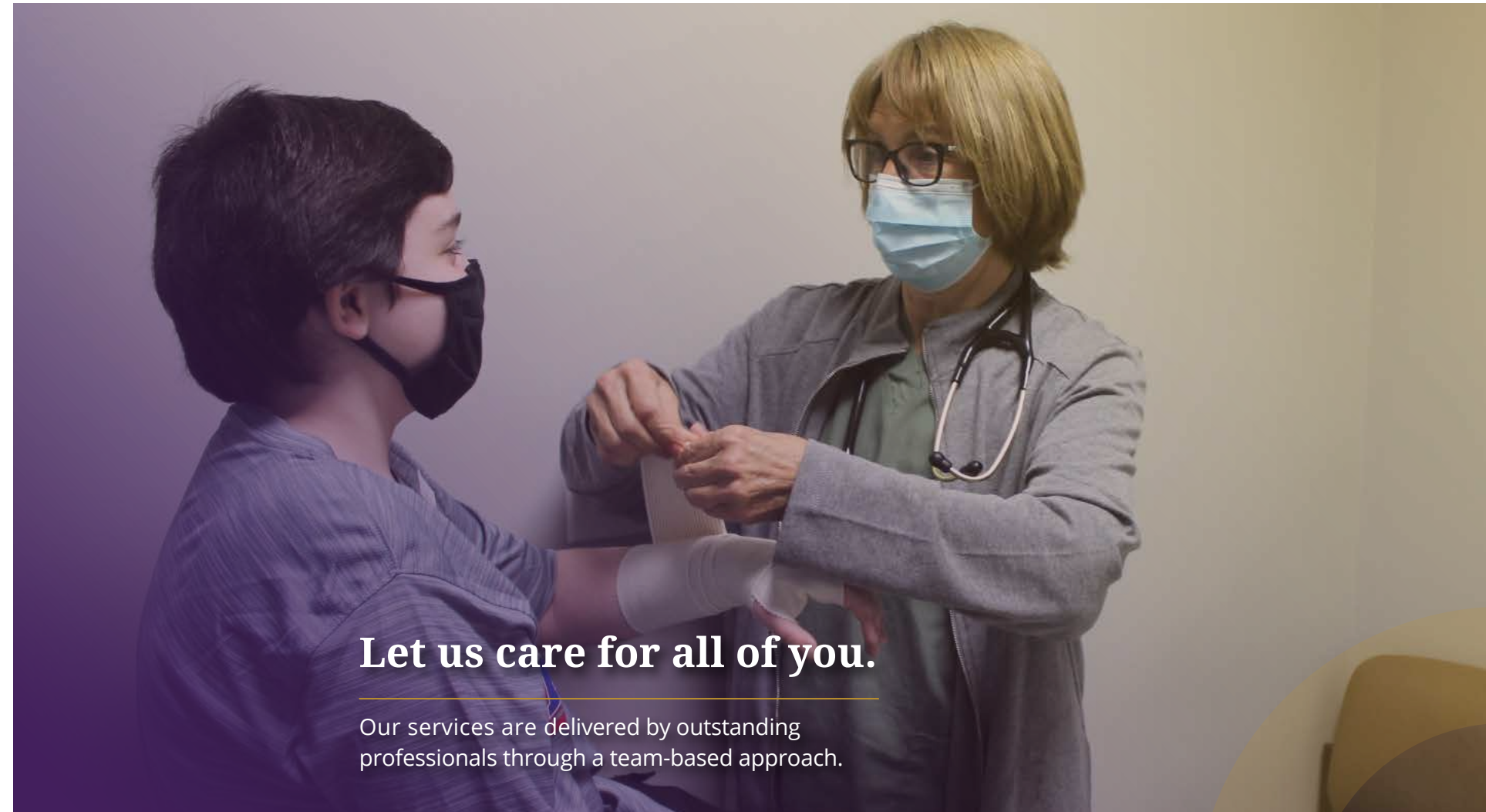
SCHOOL-BASED HEALTH CENTERS, which address student health needs on-site at school, bypassing the need for parent intervention.

ONLINE PATIENT PORTAL, which allows patients to communicate their health needs seamlessly.

COMMUNITY HEALTH WORKERS, who assist patients with their barriers to quality health care.

SLIDING FEE FINANCIAL ASSISTANCE PROGRAM, which ensures qualifying patients have access to care regardless of ability to pay.

CHRONIC CARE MANAGERS, who ensure qualifying patients have access to care regardless of ability to pay.



Let us care for all of you.

Our services are delivered by outstanding professionals through a team-based approach.

Extraordinary care for you and your family

- Family Health
- Children's Health
- Mental Health
- Women's Health
- OnDemand (Telehealth)
- Family Planning
- Dental Care
- School-Based Health Center
- Chronic Care Management
- Pharmacy
- Substance Use Disorder Care
- Urgent Treatment

In March 2020, the world as we knew it changed due to the COVID-19 pandemic.

Sterling Health Care's clinical and administrative staff worked diligently to ensure the safety and satisfaction of all patients through each stage of the pandemic.

"I have been humbled by the way SHC rallied in the face of uncertain times. Each of our staff have shown a great deal of compassion and flexibility during this difficult time."

MINDEE HUDSON
CHIEF OPERATIONS OFFICER

For more information: 📞 859-404-7686

Caring for our Providers, Staff and Community During COVID-19

Sterling Health Care took a proactive approach to the changing healthcare landscape immediately. Administrative Staff worked from home; Clinical Staff donned extra layers of PPE to protect themselves and their patients; and clinic hours changed so we could provide the most care without exposing patients and visitors unnecessarily. Sterling Health Care followed strict well and sick patient protocols at every facility and the 'Temp Takers' were onboarded to greet every visitor to a SHC facility with a friendly smile, a brief COVID screening and temperature check. More than ever, our duty of keeping our patients and staff safe was front and foremost, amidst a disease the world was just getting to know.



Above: Christie Craig, Front Desk Receptionist, setting up temperature station at SHC- Mt. Sterling.

Below: Sandy Ulery, CMA, receiving her COVID vaccine from Montgomery County Health Department staff.

Virtual Visits, Testing Sites, and Vaccinations Among Accomplishments

Along with the response, came the effects, as well, however. Patient encounters dropped and revenue decreased. Expenses increased due to the purchasing of extra PPE and testing equipment. As a result, expansion and building projects were put on hold and many of our work family was furloughed. Luckily, the US Government answered the call with providing relief funding that kept our doors open so we could continue to provide care for our communities and restore our workforce. Also, donations of PPE were received to help ease unexpected costs, as well. Sterling Health Care and its Community Partners worked together to ensure that no one in our communities experienced a loss of quality healthcare during this time.

A year later, we can look back with a sense of immense accomplishment, as Sterling Health Care survived the year and has nearly fully recovered. Once furloughed staff have returned and projects are once again on the drawing board. We have established a COVID testing center and provided testing for 2761 patients in 2020. Virtual Visits, first introduced in April 2020, have quickly become a very popular offering for our patients. Also, SHC staff were among the first in our communities to become fully vaccinated against the disease. We continue to grow and adapt so we can continue to provide extraordinary care for our communities who need us.



4,256
Total virtual visits



2,761
COVID-19 tests conducted

At Sterling Health Care, a nationally-recognized team will treat all of you — mind, body, and community.

FAMILY HEALTH & CHILDREN'S HEALTH

- Holly Becker, APRN
- Samantha Caldwell, APRN
- Laura Carroll, APRN
- Christa Caudill, APRN
- Carmela Fletcher-Green, PA-C
- Richard Hall, MD
- Jessica Ison, MD
- Jeremy Keller, DO
- Ginger McDaniel, APRN
- Jeffrey McGinnis, MD
- Anna Morrison, APRN
- Carleigh Sapp, APRN
- Neil Smith, DO
- Kemberly Spencer, APRN
- Shellie Stone, APRN
- Melissa Walden, APRN
- Lori Wells, APRN
- Erica Wilson, PA-C

DENTAL CARE

- Charis Brooks, DMD
- Cami Cole, RDH
- Casey Howard, RDH
- Hannah McKenzie, DMD
- Nathan Rusher, DMD

MENTAL HEALTH & SUBSTANCE USE DISORDER

- Leslie Aslam, MD
- Janey Huff, LCSW
- Sooksai Kaewbua, APRN
- Mary Manning, APRN
- Stacy McCune, LCSW
- Crystal Mobley, LCSW
- Allison Motley-Crouch, LCSW
- Kim Pulliam, LCSW
- Victoria Sain-Ingle, LCSW
- Kourtney Stevens, LCSW

PHARMACY

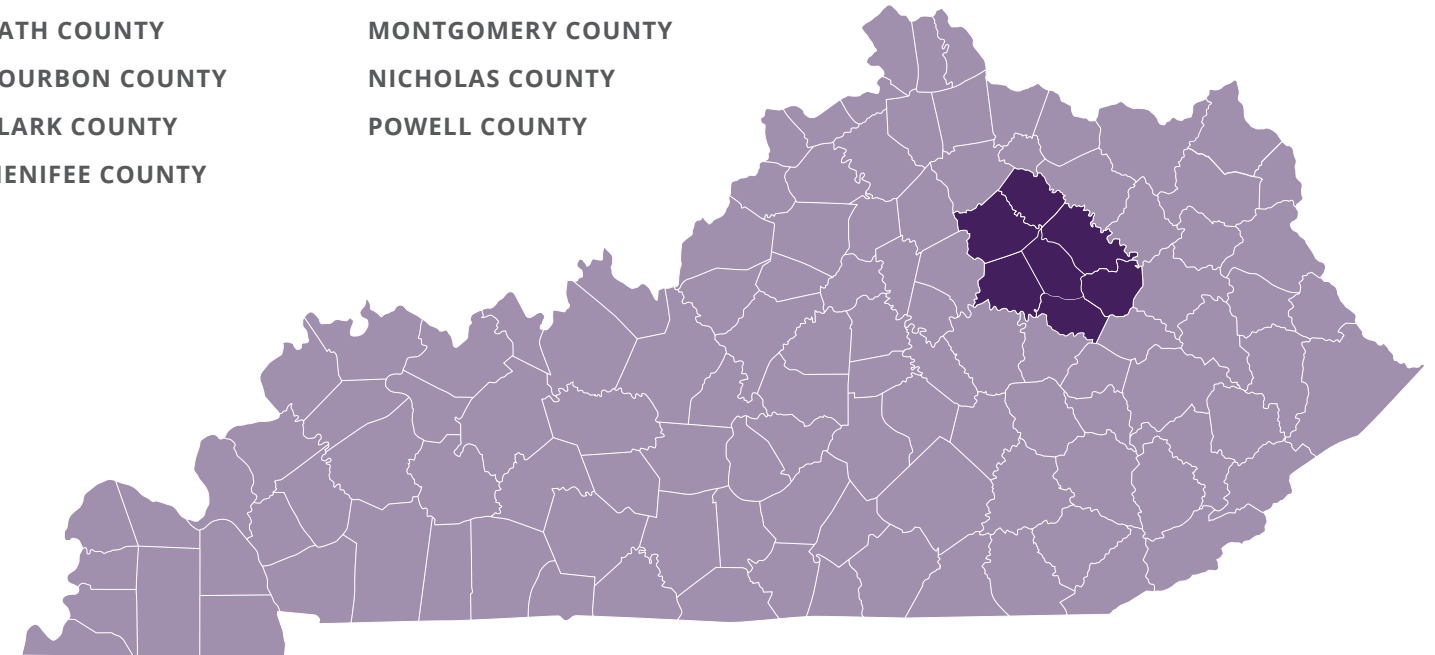
- Kimberly Mok, RPh
- Kimberly Moore, RPh
- Rick Slone, RPh

WOMEN'S CARE

- Joanna Banks, CNM
- Elizabeth Case, MD
- Leigh Doane, MD
- Rachel Gilliam, APRN
- John Greene, MD
- Shane Hirst, CNM
- Mark Pascuzzi, MD
- Byram Ratliff, MD
- Connie Smith, APRN

Proudly serving the Gateway Area

- BATH COUNTY
- BOURBON COUNTY
- CLARK COUNTY
- MENIFEE COUNTY
- MONTGOMERY COUNTY
- NICHOLAS COUNTY
- POWELL COUNTY



Schedule your next appointment today Call (859) 404-7686

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**Sterling Health Care – Mount Sterling
Sterling Health Pharmacy**
209 North Maysville Road, Ste 200, Mount Sterling, KY 40353

Sterling Health Care – Indian Mound
103 Commonwealth Drive, Mount Sterling, KY 40353

Sterling Health Care – Urgent Treatment Center
506 North Maysville St, Ste 2, Mount Sterling, KY 40353

Sterling Health Care – Carlisle
2330 Concrete Road, Carlisle, KY 40311

Sterling Health Care – Owingsville
44 Water Street, Owingsville, KY 40360

Sterling Women's Care – Mt Sterling
635 Maysville Road, Ste A, Mount Sterling, KY 40353

Sterling Women's Care – Winchester
225 Hospital Drive, Bldg B, Ste 255, Winchester, KY 40391

Montgomery Dental Center
635 Maysville Road, Ste B, Mount Sterling, KY 40353

Montgomery County SBHC
Montgomery County Schools, Mt Sterling, KY 40353

Nicholas County SBHC
Nicholas County Schools, Carlisle, KY 40311

Bourbon County SBHC
Bourbon County Schools, Paris, KY 40361





Powell County SBHC
Powell County Schools, Stanton, KY 40380

Full Provider Listing

STERLINGHEALTHKY.ORG/PROVIDERS



236 West Main Street • Mount Sterling, Kentucky 40353

 (859) 404-7686  (859) 274-4312 sterlinghealthky.org   [sterlinghealthky](https://www.instagram.com/sterlinghealthky)

EXTRAORDINARY CARE FOR ALL OF YOU