

# Real Patients, Real Impact



## Annual Stakeholder Report



# THE MISSION

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Improving the quality of life for all North Texans through medical care, support services, and advocacy

# THE VISION

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A Healthy  
Community

## Board of Directors

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# A Message from CEO, Doreen Rue

The accomplishments and challenges of 2019 presented many opportunities to improve access to affordable, quality healthcare. In 2019 alone, HSNT opened our new location at the Serve Denton Center, consolidated our Plano and Wylie pediatric locations to continue to serve the community, introduced primary care in Plano, and expanded our prenatal and woman's health program. These accomplishments serve to highlight the message that our team is here to serve you! As the needs of the community continue to evolve and grow, the team at HSNT will evolve to meet those needs. We have experienced a steady increase in involvement from the communities we serve, and that has elevated HSNT as a key stakeholder in the health of our community. Through coordination and collaboration with our patients, stakeholders, supporters, and our incredible team of dedicated staff, we strive to be proactive, nimble, and innovative in caring for our patients. With the lasting partnerships and contributions of so many we move forward to face new opportunities and challenges.

With sincere appreciation,

*Doreen Rue*

Doreen Rue, LMSW-AP, ACSW



# MEET MARISOL PEREZ, PSC

Patient Services Coordinator

## HOW WE SERVE

As a patient services coordinator, I'm tailored to thrive where there is a need or opportunity to enhance patient satisfaction. Patients often need an extra level of support in receiving care - whether it's reviewing options when there are financial barriers or empowering patients to understand healthcare insurances.

## THE NEED

In my experience, I think a group in great need are the patients who seek prenatal care late in their pregnancy. I will sometimes get a patient who is close to delivering and needs an appointment soon. Ideally, a patient should start their prenatal care within the first trimester. I hope we can get as close to that goal as possible and see the support to remove barriers preventing prenatal care.



## THE IMPACT

I chose HSNT because I am supported in decisions where I place the patient first. The team works both individually and collaboratively to improve the lives of others. It's great to see how we motivate each other, and I take pride in HSNT as I can offer a helping hand to those patients who feel they have nowhere to turn.

**98%** OF PATIENTS WOULD  
RECOMMEND HSNT

**12,840** UNIQUE PATIENTS SERVED

**34,364** MEDICAL VISITS

**6,655** CARE MANAGEMENT VISITS

**2,156** BEHAVIORAL HEALTH VISITS

**43,175**  
TOTAL VISITS



## MEET SONJA ESTEP, PNP

Pediatric Nurse Practitioner

### HOW WE SERVE

I am a Certified Pediatric Nurse Practitioner and provide healthcare for our pediatric patients. I care for healthy and sick infants, toddlers, children, and adolescents. Every child is precious, and it's my goal to provide personalized healthcare for every child at every stage of their growth.

### THE IMPACT

I really enjoy providing medical care to our pediatric patients and providing reliable information for their parents or care givers. I get to see these children grow and develop to their full potential, which is such a privilege. The healthcare HSNT provides for the whole family comes in a comfortable and caring environment, and that peace of mind is essential when it comes to pediatric care.

### THE NEED

The greatest need I see is for our uninsured children and teens to be able to see a specialist for their individual healthcare needs. Many times, they cannot see a specialty physician because they cannot afford the cost.

**6,138**  
CHILDREN SERVED  
(AGE 0-17)

"I was still nervous but between them all they did a good job at making me feel calm and brave! I am still afraid of needles and shots but every time I go in to get them the nurses really help me feel brave."

- Olivia Molinar Powell, HSNT Pediatric Patient

## MEET XIOMARA MARTINEZ, CCR

Customer Care Representative

### HOW WE SERVE

I'm part of the call center team - we're the first point of contact when people call looking for information or scheduling appointments. As a bilingual call center rep, I can help a large part of the non-English speaking community here.

### THE IMPACT

I love being able to hear the relief in people's voices when they schedule a much needed health appointment. Sometimes I get calls where I hear how desperately they need to see a provider but don't think they can afford it or think they'll be turned away. Being able to reduce those barriers to care and get them on schedule feels good!

### THE NEED

I get a lot of calls from patients that live closer to the Dallas and Collin County area that are looking for primary care but don't want to drive to Denton, and at the moment our Collin County primary care appointments are limited.



**146,339  
CALLS FOR CARE**



**THE ADDITION OF A CUSTOMER CARE  
REPRESENTATIVE LEAD ENABLES  
HSNT TO PROVIDE ADDITIONAL  
GUIDANCE AND SUPPORT TO THE  
CALL CENTER TEAM**

"Very pleased with the level of friendliness and professionalism I received from the entire team, and I cannot say enough positive comments in regards to the level of care I received!"

- Roger Sheppard, HSNT Patient

## MEET MARY LOYA, WHNP

Women's Health Nurse Practitioner

### HOW WE SERVE

I serve HSNT patients with their obstetric, gynecological, or family planning needs at our location at Medical City Denton. I have 24 years of experience as a nurse and 17 as a nurse practitioner specializing in woman's health.

### THE IMPACT

The fact that no one is turned away regardless of their ability to pay for services is amazing. We understand that sometimes we may have no idea what a patient is going through, and building a trusting relationship with a healthcare provider can have a positive impact.

### THE NEED

Continued support from our board and the community that provides us with the resources to continue our mission is always appreciated. Also, increased grant money would help uninsured patients who might need care but don't qualify for government-funded programs, like Medicaid.



**4,903** WOMEN PROVIDED  
WITH MEDICAL CARE

**539** PRENATAL CARE PATIENTS

— WITH —

**493** ENTERING CARE BEFORE  
THE SECOND TRIMESTER

"Mary Loya is an amazing, compassionate, and very intelligent provider. I trust her, and highly recommend her!"

- Brooke Daly, HSNT Patient





## MEET KAYLA WHITWORTH, LCSW

Licensed Clinical Social Worker

### HOW WE SERVE

As a therapist, I assist our patients in problem solving, developing and learning coping skills, and utilizing their strengths to solve their problems. Working one on one with patients is the best part of my job, and seeing them learn, grow, and overcome their struggles is rewarding.

### THE IMPACT

I've always wanted to help others - that's why I was drawn to social work. In previous positions I worked in, collaboration between behavioral health providers and medical providers was minimal. HSNT saw this was problematic and adopted an integrated model of care. Our patients benefit from this model, and now all providers are working together towards the same goals.

### THE NEED

One thing I hear often from patients is their interest in peer-led support groups. Being with others who struggle with similar diagnoses and problems helps to lessen their feelings of isolation and allows them to learn from others.

**2,550 PATIENTS**

WERE PROVIDED WITH BEHAVIORAL HEALTH  
OR SUBSTANCE USE DISORDER TREATMENT  
THROUGH MEDICAL VISITS  
AND COUNSELING

**520 PATIENTS**

RECEIVED COUNSELING OR E-PSYCH  
SERVICES

"I've got work, my kids, I'm just internalizing everything.... I keep a lot of it inside and that's hard for me. But I'm getting there."

- Lisa Normal, HSNT Patient



# MEET JAMES ELLIS, LVN

Licensed Vocational Nurse

## HOW WE SERVE

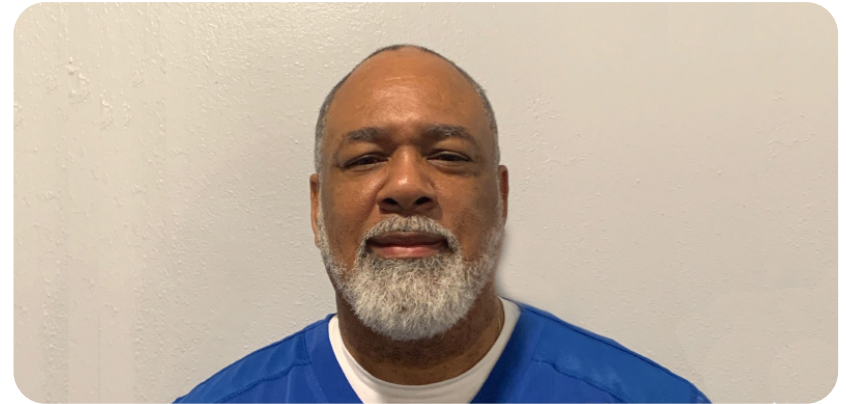
I implement clinical initiatives that encourage the patients and staff to communicate more effectively every day. This reduces the number of incidents that happen since the staff is more familiar with their patients.

## THE IMPACT

HSNT allows me to excel in patient communications, thus allowing me to be a better patient advocate. I have an opportunity to make a positive impact on the community that we serve and create a unified front for the patient's needs, whether it be medically, emotionally or spiritually.

## THE NEED

Collin County medical offices need a face-lift. Design intended to brighten up the environment of the facility has a way of creating an uplifting atmosphere that will not only help the patients, but the staff as well.



## AHEAD OF THE CURVE

### CLINICAL MEASURES

#### WEIGHT ASSESSMENT & COUNSELING (UNDER 18)

HSNT 2019

**89%**

TX 2018

75%

NAT'L 2018

69%

#### CERVICAL CANCER SCREENING

HSNT 2019

**62%**

TX 2018

58%

NAT'L 2018

56%

#### DEPRESSION SCREENING & FOLLOW UP

HSNT 2019

**85%**

TX 2018

74%

NAT'L 2018

71%

#### ASTHMA PHARMACOLOGY THERAPY

HSNT 2019

**95%**

TX 2018

85%

NAT'L 2018

87%

# MEET CICIE PRICE, CM

Care Manager

## HOW WE SERVE

I help patients obtain their medications through HSNT's Prescription Assistance Program. When patients call us to request a refill, we always work closely with their provider to ensure they get the care they need.

## THE IMPACT

We had one patient that was Hep C positive at 80 years old. When she came to me, the first thing she asked was "Am I going to die?" Because she had Medicare, I was not sure if we could get her approved for the medication - but we did. She completed the treatment and the next time I saw her she was so happy that she gave me a hug!

## THE NEED

The most common meds we see needed are insulin and inhalers, and with the three most common diagnoses being diabetes, asthma, and COPD, access to those medications is very important.



# \$4.4 Million

VALUE OF MEDICATIONS PROVIDED  
THROUGH THE PRESCRIPTION  
ASSISTANCE PROGRAM

"It's made all the difference. CiCie helps me with the Prescription Assistance Program and that's how I get my meds. I've never experienced healthcare like this before."

- Lisa Anderson, HSNT Patient





## MEET ERIKA WASHINGTON, BSW

Bachelor of Social Work

### HOW WE SERVE

I serve our patients as a Medical Care Manager, meeting them exactly where they are in life. I plant seeds of hope and demonstrate grace to people that are often stigmatized or forgotten - one patient at a time.

### THE IMPACT

I chose HSNT because I understand I am not here by chance. What I love about my work at HSNT is knowing I've done my due diligence to make a positive difference in the lives of patients through influence and advocacy.

### THE NEED

The greatest need I see is the need for local specialty and dental care for our Denton County infectious disease population.

**3,085**  
HSNT PATIENTS RECEIVED  
CARE MANAGEMENT SERVICES  
— THROUGH —  
**6,655**  
VISITS

"Without the help, knowledge, and expertise of [HSNT], I would not be alive. [Everyone] helped in what medications I needed at each and every level and change in my life. Health Services of North Texas literally saved my life."

- James Knigge, HSNT Patient



## HOW WE SERVE

I serve, first and foremost, by listening to our patients and their stories. Then I try to use my practice of medicine to help them achieve their goals for health and wellness.

## THE IMPACT

I love seeing the impact of our work on the people in our community - we truly make a difference in individuals' lives and their families' lives and it has a ripple effect into the community at large.

## THE NEED

Mental healthcare continues to be the biggest need I see in our community.

## MEET JASON SIEGEL, MD

Medical Director

IN 2019, HSNT PROVIDED

**\$7.1 MILLION**

IN **UNCOMPENSATED**  
MEDICAL CARE



**DOLLARS**

IS THE PATIENT CONTRIBUTION FOR  
A QUALITY MEDICAL, BEHAVIORAL,  
OR e-PSYCHIATRY APPOINTMENT FOR  
PATIENTS THAT LIVE AT OR BELOW 100% OF  
THE FEDERAL POVERTY LINE



## MEET KRISTY T. FOOTE, RMRC

Referral & Medical Records Coordinator

### HOW WE SERVE

I serve HSNT patients at our new location at the Serve Denton Center by helping coordinate their specialty care needs, and I love helping others obtain the healthcare they deserve regardless of financial status.

### THE NEED

We need more local specialty providers so patients don't have to travel to Dallas or Fort Worth.

"My wife and I came to [HSNT at Serve Denton] to get a check-up. We've been very hesitant to do this for a long time, because we don't have insurance and were pretty concerned about the cost of medicine in America. Because they offer different payment options on a sliding-scale based on income, the visit was very affordable!"

- Zachary Danz, HSNT Patient



### THE IMPACT

It's so rewarding to hear how thankful and grateful patients are to get the care they need. I feel as though I make a difference in someone's life and wellbeing, whether that is from coordinating care or calling to check in on them.



**40% OF THE  
76209 ZIP CODE  
IS LOW INCOME**

**THAT'S 9,748  
OUT OF OVER  
24,000 PEOPLE**

**HSNT SERVES  
10.3% OF  
THAT  
POPULATION**

OFFICIALLY OPENED IN AUGUST OF 2019, HSNT'S NEW HEALTH CENTER IS A RESPONSE TO THE GROWING NEED IN THE 76209 ZIP CODE AND THE SURROUNDING AREA

# COUNTING THE CONTRIBUTION

## EXPENSES

### A Message from CFO, Pam Barnes

In 2019, HSNT listened to our patients regarding financial barriers of access to medical care and implemented a flat fee payment system based on patient income levels. This gives our patients a clear understanding prior to the visit what the cost will be and has created efficiencies for our team to concentrate on strategies to keep our patients healthy. As a result, HSNT has doubled the Charity Care compared to 2018, with 2019 Charity Care exceeding \$7.1 million. HSNT is continuing to steward financial accountability that will sustain medical care for North Texans who need us the most, while maintaining a cost effective approach to quality medical care.

## TOTAL EXPENSES

**\$11,755,898**

## EXPENSE OVERVIEW

<b>\$6,659,527</b> Human Resources	<b>\$2,090,671</b> Labs, Medication and Contracted Medical Services	<b>\$1,329,508</b> Operating Costs	<b>\$636,059</b> IT
<b>\$507,499</b> Additional Services to Patients	<b>\$460,583</b> Occupancy	<b>\$72,051</b> MarCom	



# COUNTING THE CONTRIBUTION

## FUNDING SOURCES

### TOTAL REVENUE

**\$11,943,647**

Through a combination of contributions from federal programs, gifts, grants, insurances, and individuals, HSNT was able to provide quality medical care in 2019 at an annual cost of just \$900 per patient.

It's only through the help of people like you - our patients, our donors, our community partners - that HSNT is able to deliver on our mission.

#### GOVERNMENT GRANTS

**36%**

**\$2,217,029**

HIV Care (Ryan White/HOPWA)

**\$1,671,513**

Federally Qualified Health Center

**\$272,236**

Title X

**\$127,428**

Local City & County Grants

#### PATIENT CARE

**57%**

**\$4,203,887**

Medicaid

**\$1,185,226**

Program Income (HSNT Prescription Program)

**\$623,329**

Self-Pay (Copays & Sliding Fee)

**\$386,383**

Medicare

**\$376,613**

Commercial Insurance

#### OTHER GRANTS & GIFTS

**7%**

**\$216,990**

In-kind

**\$216,425**

Private Foundations & Organizations

**\$190,416**

United Way

**\$165,777**

Corporations

**\$57,067**

Individual Giving

**\$33,322**

Rebates & Interest Income

# REAL PATIENTS, REAL IMPACT



"As far as my insulin goes, Cice and Ashley have done a great job. So, I really do owe a lot to HSNT. There have been times when I came up here and I couldn't afford it and they said don't worry about it.... So, I definitely believe in HSNT – because they're saving my life."

- Michelle Brown

"Dr. Jo is an amazing doctor. She always listens and works with me to figure out what's best for my son's ADHD and how to cope with it, instead of just writing a prescription and sending us on our way. I live in Irving now and drive 45 mins for my son's visit because Dr. Jo truly, truly cares!"

- Kim Nguyen



"How often do you get your doctor to call you back?" Racheal says with a laugh. "Usually a nurse or a medical assistant does it, but Dr. Siegel calls...Joseph Hallock calls... for me, that's personal."

-Racheal Stewart

"Went in for a counseling session with Kayla....Although this was my first session, it was nice to have an outlet for expressing my concerns and my feelings. I felt comforted in my experiences and what's to come."

- Richard Parker



"After months of my 5 year old son not sleeping much, waking up 3 times a night every single night...he is finally sleeping again and I couldn't be more thankful and grateful for Dr. Jackson. In doing the research, communicating with me even outside of office hours....When people ask why I drive to Denton from Terrell to see a doctor, this is why. "

- Bailey Looper

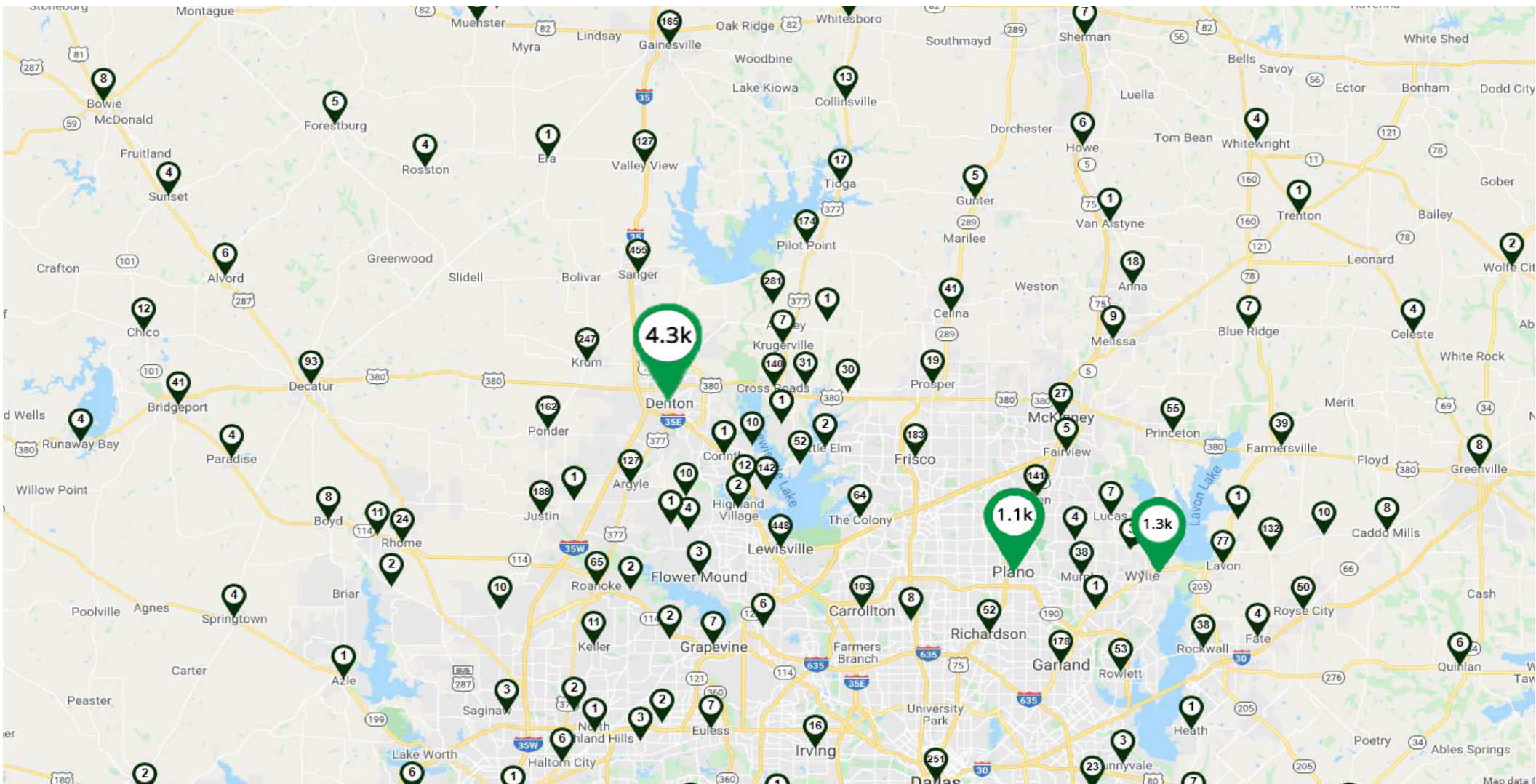
"Without the help, knowledge, and expertise of the doctors, I would not be alive. Each of them helped in what medications I needed at each and every level and change in my life. Health Services of North Texas literally saved my life."

- James Knigge

# MAPPING THE NEED

With six locations across the North Texas area, HSNT has patients from every corner of the Dallas - Fort Worth metroplex.

This shows not only the sizable population that HSNT serves - it also shows the breadth of the need here in North Texas.





# THE DIFFERENCE MAKERS

## CORPORATE PARTNERS

Alphagraphics	Kong Investment Company
Atmos Energy	Medical City Denton
Bill Utter Ford	Merki & Associates, P.C.
Café Intermezzo - Plano	PointBank
DATCU	Sambuca 360 Grill - Plano
ERA iRealty LLC	Sawko & Burroughs, P.C.
First Guaranty Bank	Season's 52 - Plano
First United Bank	Texas Health Presbyterian Hospital Denton
Frenchy's Lawn and Tree Service	Texas Health Presbyterian Hospital Plano
Grande Communications	Toyota of Denton
Grant Leighton Landscape Associates	U.S. Shoring & Equipment Co.
Honda of Denton	Vintage Martini
Impress Graphics	Walgreens
Independent Financial	Walmart 4627
James Wood Autopark	Walmart 6068

## COMMUNITY PARTNERS

Denton Unitarian Universalist Fellowship  
AMN/Merritt Hawkins, Staff Care  
Paula R. Parker and Ron C. Parker Fund at Texas Women's Foundation  
The Prayer Closet  
Prince of Peace Catholic Community  
Rotary Club of Wylie  
Trinity Presbyterian Church  
United Way of Denton County  
United Way of Metropolitan Dallas  
United Way of Suncoast  
Women of Resurrection Lutheran Church  
Ziona N. Bisno Family Fund

## FOUNDATION PARTNERS

Broadway Cares / Equity Fights AIDS, Inc.	Speedway Children's Charities
Communities Foundation of Texas	Texas Women's Foundation
CoServ Charitable Foundation	The Thomas Foundation
DIFFA - Dallas	TransAmerica Foundation
The Lightner Sams Foundation	W.P. and Bulah Luse Foundation

## IN MEMORY OF JERRY GARRETT

Betsy Garrett and Paul Sullivan	Patricia and Geoffrey Morris
Brenda Goode	Kelley Osborn
Amy and Craig Kislingbury	Valerie Watkins
Jeannie and George Kountouris	Mary and Robert West
Glenda Marker and Brent Garrett	

## GOVERNMENT GRANTS & CONTRACTS

City of Dallas  
City of Denton  
City of Lewisville  
Dallas County Health and Human Services  
Emergency Food and Shelter Program/Community Council  
Health Resources and Services Administration  
Women's Health and Family Planning Association of Texas

## CORPORATE GIVING FUNDS

Albertsons Safeway  
Benevity Community Impact Fund  
Kroger  
Raytheon Charitable Giving  
Texas Health Gives

# THE DIFFERENCE MAKERS

## INDIVIDUAL PARTNERS

Alex Adamez  
Crystal Aguilar  
Cheryl & Ron Aldridge  
Shelley & John Alexander  
Devincee Anderson  
Keren & Anthony Angulo  
Dan & Kate Armitage  
Connie & Torrance Baker  
Pamela Barnes  
Veronica & John Beasley  
June Berry  
Tania C. Gomes Bisno & Lawrence Bisno  
Teresa Blackburn & Douglas Korn  
Pinja Bowman  
Ann & Peter Bradbury  
Larry Bryant  
John Cartwright  
Shelby & Robert Cefoldo  
Theresa Chatfield  
Yen-Min (Kevin) Chen  
Andrew Christman  
Steven Coker  
Arnetria Coleman  
Rosanna Copeland  
RoyAnn Cox  
Ray & Susan Croff  
Heidi & Ray David Jr.  
Benjamin Derryberry  
Mary Durbin  
Scott Fly  
Brandena Fowler  
Nancy Gaige  
Kerry Gamble

Penny Gee  
Kathleen Goldmann  
Gary L. Goldsmith  
Richard Grady  
Robert Green  
Mary Greer  
Margaret Griffin  
Terri and Ron Guthrie  
Cheryl Hedric  
Sarah Kate & James Henderson  
Michael Henn  
Tara & Josh Hermundson  
Hanis Hissey  
Liffort Hobley  
Lisa Hughes  
Blake Hyde  
Jacqueline & Gregory Jackson  
Jaya Jaisinghani  
Leah & Greg Johnson  
Teri & Darren Johnson  
Jenny Kelly  
Melinda & James King  
Michael Kraft  
Tina Lai  
Danielle Longueville  
Peggy Longworth  
James Mapes  
Cora Martin  
Howard Matson  
Barbara & Ernie McCraw  
Cortney & Glen McKenzie  
Jennifer Mears  
Julie & Frank Mesina

Maria Navarrete  
Kevin Nguyen  
Johanna & Herman Oosterwijk  
Susan & Stephen Passariello  
Celina Przybysz  
Christopher Redden  
Denise Reinhart-Stange  
Sandra & Randy Robinson  
Deborah Rodden  
Teel & Richard Sale  
Abhay Sawant  
Ellen & Gregory Sawko  
Janet & John Shelton  
Minh Smith  
Pat Smith  
John Staley  
Dianne Stewart  
Lori Stewart  
Viveca & Robert Stock  
Molly & Dale Tampke  
Jamie Taylor  
Marie-Blanche Tchetgen  
Linda & Edward Touraine  
Donna Trammell  
Jenny Tran  
Suzanne Weaver  
Stacie Whitley  
Dorothy & Robert Wilbanks  
Ivan Wong  
Ram Yalamanchili  
Jessia & Jason Ybarra  
Nancy Zimmerman



It is HSNT's sincere hope that the impact we've shared with you through these pages gives you a sense of pride and will inspire you to action. Your support in 2019 provided medical care, behavioral healthcare, pediatrics, prenatal care, and more to almost 13,000 individuals. Going into 2020, your continued support is needed more than ever as HSNT expands to meet the growing need. Through monthly giving, sponsorships, and our Business Stakeholder Campaign, HSNT offers a variety of ways to provide quality medical care to the ones in our community who need it the most.



## Six Locations to Serve Your Family

### **Denton Medical Center**

4304 & 4308 Mesa Drive  
Denton, TX 76207  
DCTA Bus Route #4 & #7

### **HSNT at the Serve Denton Center**

306 N Loop 288  
Denton, TX 76208  
DCTA Bus Route #3 & #4

### **Denton South Center**

3537 South I-35 E Suite 210  
Denton, TX 76210  
DCTA Bus Route #2 & #4

### **Collin County Medical Center**

2540 K Avenue, Suite #500  
Plano, TX 75074  
on the DART Bus Line

### **Wylie Children's Medical Clinic**

303 S. Hwy 78 Suite 106  
Wylie, TX 75098



**Metropolitan Dallas**



**Denton County**



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