



The Institute Quarterly

Vol. III No. 2 • May 2006

INSTITUTE FOR FAMILY MEDICINE

Mission

The Institute for Family Medicine is an independent, non-profit organization of physicians and health care professionals dedicated to traditional family medicine, comprehensive community-based services and public health, and innovative community partnerships to provide health care and promote wellness for the underserved.

Institute Selected to Manage LaClinica

The Institute for Family Medicine has entered into a contract with the Board of Directors of La Clinica to manage operations. Dr. Campbell has been named the executive director of La Clinica, and Brenda Le, the associate director.

La Clinica, or Latino Community Health Center, is a culturally sensitive health care center for the underprivileged, located at 3646 Fairview Avenue in the South Grand area. La Clinica was established in 1996 by the Reverend C. William Chignoli as part of Accion Social Comunitaria, or the Hispanic Community Social Action, a non-profit community based social services organization. La Clinica became an independent 501(c)(3) organization in 2003.

The mission of La Clinica is to provide respectful and compassionate professional health care in a culturally sensitive setting, focusing on immigrants and refugees. The clinic has historically attracted many area health care providers to volunteer their services, and the clinic provides over 10,000 patient visits each year.

La Clinica has faced some particular struggles over the last year with the loss of many of its volunteer staff, and in December, the resignation of its executive director. Financial challenges are



Above: Dr. Campbell with board chair Rev. Dr. Barbara Willock in front of La Clinica



Left: Brenda Le and Receptionist Sylvia Trigo discuss operations at the front desk.

also a way of life for a clinic like this, but despite the challenges there is a sense of much potential as well. “The clinic is a valued provider of health care services to the Hispanic population of the city,” according to Dr. William Kincaid, Director of City of St. Louis Department of Health. “I am particularly pleased that they have secured the services of someone with [Dr. Campbell’s] extensive knowledge of primary care and providing health services to the under-served populations.”

Dr. Campbell reports that he has had a long history of admiration for the work of La Clinica, and a somewhat “second hand” involvement. “During my years as residency program director, I supported and encouraged two of my residents as they provided a leadership role for La Clinica,” according to Dr. Campbell. “Both Alina Urriola

(Continued on page 3...)



Director's Column

Communities of Health

In late March, we had the privilege of hosting two guests from the United Kingdom, Harry Cayton, National Director for Patient and the Public, and Ian McDowell, who has worked with the Prime Minister's Office of Public Service Reform. They were our featured speakers at a community forum held March 24, and then they met privately with Institute providers, staff, and the board of directors to share more about their concept of the "expert" patient and communities of health.

Reflecting on the weekend of information and discussion, there was one obvious fact – the United States and the United Kingdom have very different health care delivery systems (the UK system is a government run system). But that wasn't the concept we had invited them across the ocean to discuss. Instead, our focus was an idea that is applicable across the extremes of health care delivery systems, that is, that the patient and family are key players in the patient's health and the community as a whole is a key player in the development of an effective health care delivery system.

In order to have Communities of Health, it is critical to seek out, and to embrace the input of individuals, families, and the community as a whole. Forget the "doctor knows best" mantra. The doctor knows a lot, but the patient knows how managing his or her illness will fit into daily life. Health education is critical. Share the information that allows an individual to become an expert patient, and engage in a partnership that includes elements of self management of chronic medical illnesses. Illness prevention and risk management programs need to fit the community in ways that only the members of that community understand.

One example presented by Cayton involved a deprived housing development in Glasgow, Scotland. Glasgow has the lowest life expectancy in the United Kingdom, along with high unemployment, poor diet, and very high levels of cigarette smoking. Local health authorities obtained money to run a smoking cessation program. But when they went to implement the smoking cessation program the feedback from the community was clear – "we don't want to stop smoking – life is miserable here and smoking is our only pleasure." Well, apparently in the British system it is difficult to return grant money, so the authorities asked the members of the communi-

ty what they did want. What they heard was "we're depressed, there is nowhere for our children to play safely, there is no help for young mothers, no provision to tackle drug abuse amongst our teenagers." The authorities listened, used the money to start a mental health program, regular support for young mothers, and better youth facilities . . . and . . . the smoking rate went down!

In June 2001, Community Voices: Health Care for the Underserved (an initiative funded by the W. K. Kellogg Foundation) identified five key values in their report entitled What Communities Value About Health and Health Care:

Trust and respect – the need to focus on relationships, continuity, and cultural competency in health services delivery

Care for the "whole person" – services and systems that encompass, as one man put it, "the mental, the physical, the emotional, the spiritual"

Care when and where people need it – attention to how and where services are provided to draw people into appropriate, needed care

Affordable coverage for everyone – so no one needs to go "begging to be healthy" as one woman expressed it, and

Healthy communities – recognizing that poverty, housing, transportation, and environmental issues are intrinsically linked to community health

So what is the bottom line? People know more about their health needs than health care providers typically give them credit for. It's a partnership, and we need to listen.

David C. Campbell, MD
President/CEO

Contacting the Institute for Family Medicine:


4590 South Lindbergh Blvd
St. Louis, MO 63127
(314) 849-7669 • FAX (314) 849-7670
www.irefm.org

LaClinica... (continued from page 1)

and Kristin Bradford served as medical director of La Clinica during the late 1990's."

Brenda Le, a Master's level RN and board certified family nurse practitioner, will be the associate director of La Clinica, and together with Dr. Campbell, will be providing on-site management. "La Clinica has faced a variety of challenges recently" admits Dr. Campbell, "but Brenda and I are eager to contribute to finding solutions."

La Clinica seems ready as well. "The Board believes that Dr. Campbell brings particular gifts to this position that will provide the leadership needed at the clinic," reports Rev. Dr. Barbara G. Willock, president of the La Clinica Board of Directors. According to Dr. Campbell, the roadmap for the challenges that lie ahead is simple – "Keep our focus on the mission and the people we serve."



INSTITUTE SALUTE DINNER & DANCE PLANNED FOR SEPTEMBER 29

Plans continue to come together for the first annual Institute Salute Dinner and Dance, scheduled for **Friday, September 29, 2006** at the Two Hearts Banquet Center in south county. PLEASE MARK YOUR CALENDARS.

Y98-FM morning host Guy Phillips will emcee the event, and entertainment will be provided by the **Gateway City Big Band**, with the Institute's own Dr. William Feldner on trumpet. The evening will include recognition of Community Champions in under-served health care. Readers of the Institute Quarterly are invited to make nominations for the Community Champions awards, which will be presented to those who are selected for having made the most notable and unselfish contributions to the improvement of their community's health. Nominations of the individuals, groups, or organizations can come from any of the following categories:
Government/political • Health care organizations • Media • Not-for-profit or faith based organizations • Individual citizen

Please submit nominations in writing by mail or e-mail at docdave52@aol.com (subject line "Community Champions"). Include the name and contact information of the nominee as well as a brief description of the contribution they have made to their community's health. While anonymous nominations will be accepted, we encourage the nominator to identify themselves and provide contact information. Nominations should be received by the Institute no later than July 31, 2006.

Tickets for the evening celebration are \$60 each, or \$600 for a table of 10. To order tickets, or for more information, contact Hannah Gilk at 314-849-7669 or by email at RSVP@irefm.org.

Mission Trip to Honduras for Institute's Brenda Le



Brenda Le examines family at clinic in Honduras

In March, the Institute's Brenda Le, family nurse practitioner, had the opportunity to participate in a medical mission trip to Honduras with the "Pulmonary Brigade" of the Catholic Medical Association. Here is the story, in her words.

"After landing in Tegucigalpa we took a 4 hour bus ride to Juticalpa. On Sunday, we went to a beautiful mass in the cathedral there – an open building with a dog walking up and down the middle of the pews during mass and communion. Some would think it was a run down building, with loose wires and no circulation, but it was beautiful and quite an experience.

Monday we set up a temporary clinic inside the Hospital San Francisco. Hospital San Francisco is in Juticalpa, Olancho in central Honduras. We saw over 600 patients in the clinic, asthmatics and pulmonary patients primarily, however we treated anyone that came for any medical problems.

The patients would travel hours to be seen. They would line up in the morning and patiently wait their turn. We saw individuals as well as entire families. The medical system in this area is strained and limited. The ability to see a provider and get treatment is impossible for some due to transportation, finances, etc.

The clinic was amazing; the patients are so poor and need so many basic things that we take for granted. We treated the medical issues and attempted to assist in any way we could. We tried to assist with a years supply of medications, home nebulizers when indicated, and used all the resources we had. I saw several rashes including chicken pox, as they do not have the vaccine and there was a recent outbreak. I saw a 4 month old with an enlarged spleen due to malaria, and patients with Aperts Syndrome, Down's Syndrome, Myasthenia Gravis, and several other genetic disorders.

We gave small toys and blankets to the children, and soap, shampoo, lotion, and toothbrushes for the entire family. It was such an amazing trip and the patients were so appreciative. Hearing "gracias" and the smiles were very touching. Hugs and kisses were received from some patients that were overwhelmed with what we had done for them.

Mid week, after clinic we made a trip to the orphanage and nursing home. We again brought our medical knowledge as well as our resources. I learned so much from the residents and the children. They were happy with what they had and thankful for our visit.

All in all I feel that I received more than I gave. I learned to be thankful for running water, a hot shower, food on the table, and for access to a medical provider whenever needed. I am thankful that I can go to a pharmacy and get medicines or go to the hospital when needed. These are the basic needs that many do not have."

Institute Leaders

Maria Bitzer, MSN, BC-FNP; Hannah Gilk, MPH; and Brenda Le, MSN, BC-FNP joined Dr. David Campbell in presenting a seminar entitled Addressing Access to Care through School Health: Possibilities, Realities & Hurdles on Thursday, March 16 as part of the 3rd Annual Innovative Approaches and Best Practices in Caring for the Medically Under-served program sponsored by the East Central Missouri Area Health Education Center and Saint Louis University.

Institute Board of Directors member **Danny Wedding, PhD**, announced the publication of the 4th edition of Behavior & Medicine, published by Hogrefe. Dr. Wedding is the co-editor of this unique comprehensive and up-to-date textbook, which offers a practical, clinical emphasis and is structured to teach behavioral sciences to medical students.

Dr. Fred Rottnek had a busy April. He presented to medical students at Washington University on the subject of Corrections medicine as part of their Health Care and Human Rights course. These students will also spend time in small groups with Dr. Rottnek at the County Jail. Dr. Rottnek also spoke on Corrections Medicine in early April at the Saint Louis University School of Social Service as part of their Social Service and Corrections graduate course. Before the month was over, Dr. Rottnek was named the Ethical Society's Ethical Humanitarian of the Year (see article on this page).

Fred Rottnek, MD Named Ethical Humanist of the Year



On April 23, Dr. Fred Rottnek was honored by the Ethical Society of St. Louis as the recipient of the 2006 John F. Hornback Ethical Humanist of the Year. The award was established in 1975 by James S. McDonnell in honor of John F.

Hornback, who led of the Ethical Society of St. Louis from 1951-1980. The award is presented each year to recognize an individual or group in the St. Louis community that has provided courageous and dedicated service to maintaining the rights and dignity of their fellow human beings in some aspect of life – religious, social, political, economic, medical, educational, ecological, recreational, and artistic. The Society's Board of Trustees president, Reggie Till noted that Dr. Rottnek's career reflects "the rare combination of practical medicine, patient

Gifts & Grants

As a 501(c)(3) not-for-profit organization providing medical care to the under-served, we remain dependent on the generosity of individuals, corporations, and foundations. We are grateful to all who have contributed. Included below is a list recognizing those who have supported the Institute's mission financially since our last newsletter.

Carondelet United Church of Christ
 Donald Hudson
 Bill & Sue Cox
 Nancy Warden
 Alice Jockish
 Ronnie Campbell (*in memory of Cynthia Welkener*)
 James & Veda Lynn (*designated for housing authority*)
 Shirley Hilbert (*in memory of Arthur Hilbert*)
 Darlene Cooper (*in honor of Jim & Veda Lynn's 65th wedding anniversary*)
 Rodney Coe, Ph.D.
 HealthCare USA (*designated for Community Forum*)
 Harmony Health Plan (*designated for Leadership Forum*)
 Mercy Health Plan (*designated for Leadership Forum*)

GIFT DESIGNATION

We welcome "designated" donations and would like to point out several specific Institute programs that are in keen need of financial assistance to support the Institute's involvement. Checks should be made payable to the Institute for Family Medicine, with the designations noted in the memo section of the check, or on the mailing envelope.

1. **School health program**
2. **Covenant House health program**
3. **Housing Authority clinics**

advocacy, access, and social responsibility within the Christian teaching framework."

Dr. Rottnek has been with the Institute since the first year of operation. He is recognized throughout the community for his dedication to the poor, the homeless, and the incarcerated. Among those giving tribute to Dr. Rottnek as part of the ceremony was Jean DeBois, CSJ, PhD, with the Aquinas Institute of Theology where Dr. Rottnek completed a master's degree in Health Care Mission as part of the first group in the nation to receive that degree.



Collaborator's Corner

The importance of collaboration cannot be overstated. Several of the Institute's programs involve other organizations as key collaborators. We intend to recognize a key collaborator in each issue of the Quarterly.

St. Louis County Department of Health

Question: When is a contractor more than just a contractor?

Answer: When it is also a collaborator.

The riddle is made up, but it begins to explain the relationship between the Institute for Family Medicine and the St. Louis County Department of Health. No organization has been a steadier or more important partner for the Institute than the County Department of Health. The Institute was incorporated as a 501(C)(3) corporation in 1999 in large part to respond to a request from then director of the Department of Health, Paula Livingston, DDS, to form a new provider group to serve the patients of the Health Centers operated by the Department of Health. Dr. Livingston's vision was to move the Health Centers to what she called a family practice model, one that she felt would strengthen continuity of care and preventive medicine. "We accepted that challenge," explains Dr. Campbell, who founded the Institute for Family Medicine, "but I saw it as something more. We knew it would be multi-disciplinary, but the focus was to bring together a group of physicians who were truly dedicated to under-served healthcare. I believe we have done that."

The Institute's physicians began to serve the patients of St. Louis County in August of 2000, but almost immediately there was collaboration above and beyond the contract. School health was an area of common interest. The support of school nurses through standing orders, and on-campus evaluation of students by Institute providers, though not a part of the contract, was a hand in glove fit with services provided through the public health nursing program and the division of health education. The Institute worked closely with south county public health nurse Cathy Gansman as the services to the Hancock Place School district grew into a school based health center



Department of Health employees spend time educating the community about health issues.

operated by the Institute. The Institute and the Department of Health have collaborated on grant funding as well, receiving support from the Episcopal-Presbyterian Health & Medical Charitable Trust for expansion of the provider and public health nursing services at several county school districts.

Continuing education for health care providers is another area of collaboration. The Institute and the St. Louis County Department of Health have collaborated on a number of events open to the community for leaders and providers in under-served health care.

This year, the St. Louis County Department of Health is celebrating 100 years of continuous service to the citizens of St. Louis County, 100 years of building excellence. Pursuing its mission, Saint Louis County Department of Health promotes optimal health for people who live, work, or visit the County. This is accomplished by monitoring and assessing the public health status of the County, and developing programs and/or policies that prevent illness or injury. Similarly, its vision is to be a progressive public health department providing a full array of services which includes assessment, policy development and assurances for health information, disease and injury prevention, and environmental health.

The spectrum of services offered by the Department of Health to achieve this mission and vision is vast, including animal control, environmental issues, restaurant inspections, vital records, waste management, communicable disease control, emergency preparedness, medical examiner, public health nursing, health data, health education, and primary care services.

For more information about the St. Louis County Department of Health, visit their web site at www.stlouisco.com/doh/



Institute for Family Medicine

4590 South Lindbergh Blvd.
St. Louis, MO 63127
(314) 849-7669 • www.irefm.org

NON-PROFIT
ORG.
U.S. POSTAGE
PAID
ST. LOUIS, MO
PERMIT NO. 480

RETURN SERVICE REQUESTED

Save This Date!
September 29, 2006
Institute Salute
Dinner & Dance
See inside for details...

Institute Recognized at State and Local Level



Participating in the award ceremony are (from L-R) Rich Pisani, Cicardi Bruce, Mary Cappel, Governor Matt Blunt, Dr. Campbell, Tracy Pestka, Lt.Gov. Peter Kinder, and Representative Vicki Schneider.

March was a special month, and March 4 was a special day – in fact it was “Institute for Family Medicine Day” in St. Louis County. The Institute was recognized by County Executive Charlie Dooley, as well as Governor Matt Blunt, Lt Governor Peter Kinder, and the Missouri State Senate and House through Proclamations praising the work done by the organization and its providers and staff. Sponsoring the recognition in the legislature were State Representative Vicki Schneider and Senator Chuck Gross.

In a ceremony in the office of the County Executive, the Institute was presented with a proclamation denoting March 4, 2006 as Institute for Family Medicine Day, and noting “Whereas, the Institute serves families who are poor, uninsured and medically under-served by ‘bringing care to the people’ in their community and schools.”

Joining the political dignitaries in recognizing the Institute was the 1904 World’s Fair Charitable

Foundation, and its Chairman Cicardi A. Bruce and President Richard T. Pisani. The 1904 World’s Fair Charitable Foundation is dedicated to bringing people together from all walks of life to help re-energize and revitalize the St. Louis region. One of their stated goals is to support other charitable organizations in the St. Louis region that work to improve the quality of life for our citizens.