2019 ANNUAL HIGHLIGHTS
HOPE EXCELLENCE WHOLEHEALTH
MISSION

CCI Health & Wellness Services, a group practice, empowers patients to partner with staff for an unparalleled healthcare experience. Through integrated teams in a learning environment, we deliver high-quality, affordable care to every patient during all stages of life.

VISION

CCI Health & Wellness Services will bring together staff and patients on a journey toward excellent healthcare. By integrating our skills, we deliver efficient access to affordable care and whole body healing for all as we travel the stages of life.

VALUES

CCI Health & Wellness Services is committed to the pursuit of excellence. We do this by collectively operating under a pledge of integrity, trust, respect, compassion, quality, teamwork, accountability, and clear communication. We strongly believe that our work is worthwhile and that wellness is achievable. Our purpose is to help the members of our communities obtain positive health outcomes. Whether by nutrition counseling, behavioral health interventions, medical and dental treatments, or resource alignment, each one of us, regardless of our function, are making a difference in someone’s life.

We are committed to creating a culture of accountability, quality, and performance, driven by data and metrics, and aligning with clinical, operational and financial outcomes. In our journey to excellence, we have embraced the Studer Model of Five Pillars of Excellence (People, Quality, Growth, Finance & Service). These interrelated pillars provide the foundation for setting organizational goals, measuring results, and tracking ongoing progress. They drive the organization to achieve excellence, evaluate the actions of leaders, and communicate core values to stakeholders. Our annual highlights have been organized under these five main areas of focus.

33,434 COMMUNITY MEMBERS SERVED ANNUALLY

30,183 WIC PARTICIPANTS SERVED

14 PRACTICE SITES

495 NUTRITION SERVICES
People

Acknowledging that employees are its greatest asset, CCI Health & Wellness Services second annual Spirit Award recognized and rewarded individuals in five categories who made significant contributions and embodied the organization’s standards of behavior. Categories included WIC, Clinical Services, Ancillary Services, Operations, and Support Center. For the first time, a vendor also received a Spirit Award.

2019 Award Winners

Juana Chung, Competent Professional Authority, Wheaton
Parvej Malik, MD, Health Center Medical Director, Gaithersburg
Maira Mendoza, Community Health Worker, Takoma Park
Kameela Clark, Health Center Manager, Silver Spring
Ella Lawes, Scheduling Center Manager
Korth Construction

To better serve our communities, the organization continued to grow staff in specific areas of focus. Dental service offerings will expand under leadership from the new Dental Director and Associate Dental Director—a newly added role. The new Nursing Director will advance clinical care objectives and oversee Community Health Workers. The addition of the first Maternal and Child Health Director and first obstetrician/gynecologist will expand CCI’s capacity to meet the growing population’s needs. And a new Associate General Counsel will expand the legal department’s capacity.

Beyond growth through recruitment, CCI Health & Wellness Services prioritized current employees’ ongoing professional development. Efforts this year included Cognitive Behavioral Therapy (CBT) training for all behavioral health clinical staff, professional conference attendance, leadership certificate programs, and CME-granting activities.

The organization held its first annual SummerFest, a picnic to celebrate and foster community among employees and their families. The annual gathering gave staff an opportunity to have a fun-filled lunch at Wheaton Regional Park with more than 275 attendees.
Service

To educate and empower patients, CCI Health & Wellness Services produced a series of educational videos. Patients now receive a custom assortment of videos to watch on hand-held tablets while waiting for the clinician in the exam room. Video topics include body mass index, vaccinations, depression, diabetes, a child’s first tooth, fecal immunochemical test (FIT), and tips to get the most out of their medical visit.

This year, the organization added acupuncture to its line of services in Gaithersburg, benefiting people with symptoms of chronic pain, hypertension, substance abuse, anxiety, and depression. Acupuncture serves as an alternative to potentially addictive prescription opioids for pain management.

A pediatric asthma clinic launched at the Greenway site to meet the needs of the 13.9% of children diagnosed with asthma in Prince Georges County. Beyond simply receiving an individualized treatment plan, patients and families participate in group education sessions to learn about the respiratory condition and the importance of medication compliance.

All sites established a 30-minute, midday administrative closure. The timing staggers across sites, enabling continual patient care within the CCI Health & Wellness Services system throughout the day. The brief closure provides uninterrupted on-site time for staff to complete essential administrative tasks. This change increased provider engagement and morale while improving clinical operations.

A technical assistance grant from the Centering Healthcare Institute (CHI) enabled staff to receive training for the CenteringParenting® program, which launched at the Greenway site. CHI designed this group model of healthcare to deliver quality and effective pediatric care. In a format like CenteringPregnancy®, the group meetings dovetail with individual well-child health assessments, immunizations, and developmental screenings that follow nationally recognized guidelines.

The CenteringPregnancy® program relaunched in a new, larger space in Greenbelt and expanded its partnership with the Greater DC Diaper Bank’s Nursery Project. Through the diaper bank collaboration, expectant mothers participating in CenteringPregnancy® received diapers and nursery gear.

CCI Health & Wellness Services remained the largest WIC provider in Maryland, with more than 31,000 women and children enrolled to receive nutrition education and assistance for healthy living. The breastfeeding initiation rates remained highest in the state.
The National Committee for Quality Assurance (NCQA) again recognized CCI Health & Wellness Services as a Patient-Centered Medical Home at Takoma Park, Greenway Center, Silver Spring, Kemp Mill, and Gaithersburg. CCI chooses to hold its health centers to NCQA's high standards of safety, quality, and patient-centered care. In August, WIC received the gold-level Loving Support Award of Excellence from the U.S. Department of Agriculture (USDA) Food and Nutrition Service. The USDA awards one local agency with the Loving Support Award of Excellence based on breastfeeding performance measures, peer counseling program success, and community partnerships.

The American Heart Association and American Medical Association recognized CCI Health & Wellness Services with the highest level of distinction—gold status—for having 70% or more of the adult patient population with high blood pressure controlled.

U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA) recognized the organization for ranking among the top 30% of health centers nationally for clinical quality. This year, CCI Health & Wellness Services received HRSA's second largest quality improvement financial award.

The colorectal cancer initiative surpassed its goal to maintain a 64% or greater colorectal cancer screening rate among patients within the guideline-specified demographics.

The North Carolina Community Health Center Association chose the Childhood and Obesity Prevention Management Program, Act OUT, to participate in the 2019 East Coast Migrant Stream Forum. The event provided an opportunity to share CCI Health & Wellness Services' findings and best practices for helping children, teens, and families eat well, move more, and develop habits for lifelong wellness.

The organization's website received a 2019 American Web Design Award from Graphic Design USA. Sponsored by The Creative Group, the national competition received more than 2,000 entries and awarded less than 15% of entrants.
Growth

This was a year of upgrades and footprint expansion in Prince George's County. In March, the Franklin Park site moved to a newly renovated space in Greenway Center, located in Greenbelt. This primary care practice’s beautifully appointed space includes 21 exam rooms, three labs, a private lactation room, a conference room, and space for the CenteringParenting® program. Greenbelt WIC also moved to the Greenway Center. This location has the capacity to serve 3,000 mothers and children each month.

In October, the Langley/Takoma Park WIC Center moved to a new, expanded site, situated above La Union Mall. The generous, well-lit spaces provide a warm and friendly environment. Large monitors in the waiting area and group education room play educational videos about WIC in English and Spanish. The waiting room also features a carpeted area with toys and books for children.

A $2.4 million-dollar Title X federal grant enabled the organization to expand its staff, which boosted family planning encounters to more than 10,500 since April 1, 2019. The Title X federal grant program aims to improve access to family planning and related preventative health services. Title X family planning services are integrated into care at all CCI Health & Wellness Services’ sites.

The Refugee Health Assessment program drastically increased its capacity to meet the number of referrals for refugees to receive health screenings. With support from the clinical teams, CCI added more dedicated appointment slots within Greenway and Silver Spring health center schedules.
Finance

In August, the second annual Run Baby Run 5K generated $43,000 to support CCI Health and Wellness Services’ maternal and child health programs through generous support from sponsors, donors, and vendors. After the race, participants enjoyed a health and wellness expo. It included interactive fitness instruction, cooking demonstrations, samples, and raffles. In addition to raising funds, the event promoted the organization’s services within the community and fostered interdepartmental collaboration.

CCI Health and Wellness Services added a recruiter dedicated to hiring clinicians. Reducing staff vacancies increased the organization’s capacity to see more patients, resulting in financial gains. In addition, appointment confirmation calls reduced patient no-show rates, benefiting the bottom line.

$43K RAISED FOR OUR MATERNAL & CHILD HEALTH PROGRAM

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Associate Chief Executive Officer & Chief Operating Officer

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Naomi & Nehemiah Cohen Foundation
National Home Library Foundation
Nora Roberts Foundation
Priority Partners
The Centering Healthcare Institute
The Greater DC Diaper Bank
Univeristy of Maryland Health Partners

GOVERNMENT

Health Resources and Services Administration
Maryland Community Health Resources Commission
Maryland Department of Health
Montgomery County Department of Health and Human Services
Office of Minority Health
Office of Population Affairs

CCI health & wellness services

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