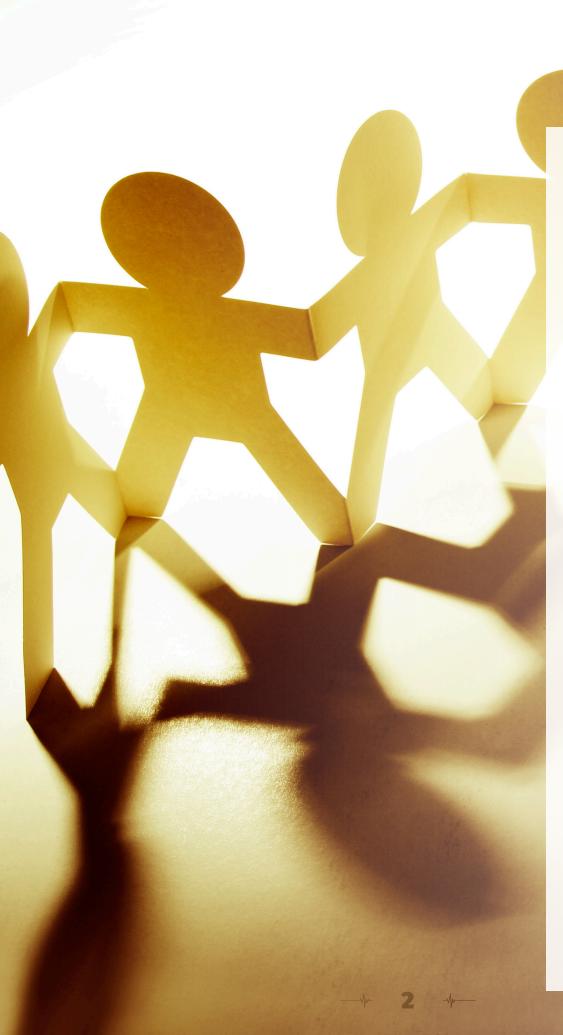
CMC

COMMUNITY MEDICAL CLINIC





Recognizing People Power and putting our patients first

I've always believed in the idea that accomplishments of the year. strength lies in numbers.

When people join hands and minds and hearts, we are greater than the sum of our parts. We can achieve big the diabetes epidemic. We wanted things by harnessing people power to effect real change.

Our 2021 team at the Community Medical Clinic of Kershaw County (CMC) put this idea to the test by trying to switch our old mode of thinking to grow our work to promote epidemic in our lifetime. community health throughout Kershaw County. Our annual report illustrates the way we drew on our greatest strength -- our people -- to not only pull through but go beyond in pursuing our mission: to provide medical care and connect resources to achieve a healthier Kershaw County.

In these pages, you'll read our impact and hear inspiring stories from our patients and our staff. You'll see that 2021 was all about digging deeper as we continued to center everything we did around our patients.

Specifically, the report highlights some of our proudest including:

Diabetes care: At CMC, we are on the front line in the battle against to truly understand the needs of our patients, so worked collaboratively with them to develop and apply a program based on human-centered design, co-creating a new treatment model with our patients. We are determined to see the end of this

Telehealth: This newer service has become vital as demand increases for virtual medical care. We were proud to be at the forefront of this movement in medical care by building a robust telehealth service network.

Our School-Based Health Center: High school graduation rates are the biggest indicator of long-term health and well-being. That's why it was so important to us to invest time and resources into our School-Based Health Center (SBHC), an on-campus "minute clinic" offering enrolled students medical care. Since piloting the first SBHC in 2015, we have learned that offering healthcare

access to students on campus has improved both attendance and graduation rates, promising better outcomes for students and families throughout Kershaw County.

Continuing SWITCH with staff: When I read Switch: How to Change Things When Change Is Hard by Chip and Dan Heath, I knew I had to apply the powerful ideas presented in this book with the CMC team. So we studied, discussed, and worked to streamline and standardize processes, improve data collection, increase engagement through strong teamwork, and solve problems as a team using the SWITCH framework.

Volunteers returning to CMC: Our volunteers are everything to us, and in 2021 we were so thrilled to bring them back in a limited capacity. We couldn't be happier to welcome back our essential volunteers at a time when they are greatly needed to help us deliver our quality healthcare services to our community.

We couldn't do this without YOU!

For more than two decades, your support of CMC has fueled our work. With the help of our donors,

volunteers, and partners, we continue to grow our impact. As you look through these pages, you'll see shining through the powerful ways our community rises up time and again to make our vision a reality. Every bit of what we do happens because of our people power, we are so grateful. Thank you for your continued support in creating a healthier Kershaw County for us all.

Go forward and do good,

Susan Withouski

Susan Witkowski, CEO

Community Medical Clinic of Kershaw County



Our Services and Programs

CMC has a three-pronged approach to creating a healthier Kershaw County. We provide direct medical services to those in Kershaw County who cannot afford to see a doctor. We also understand that healthcare isn't the only factor to a person leading a healthy life, so we work diligently to help connect individuals to needed community resources. And finally, we are leading the charge to improve population health through our Livewell Kershaw Coalition.

Direct Medical Services

The Community Medical Clinic is a family practice free clinic serving as a medical home to the uninsured and underserved of Kershaw County. Patient referrals are available to community specialists when necessary. Since 2020, we have expanded telehealth and often use phone calls to connect with patients. We also operate four School-Based Health Centers in Camden and Lugoff-Elgin High School and North Central Middle and High schools. In addition to our nurse practitioners, CMC also offers chiropractic services, diabetes education, and breast cancer and cervical cancer screenings. We can also make referrals to providers who partner with us. These specialties include surgery, urology, nephrology, pulmonology, dermatology, breast specialist, gastroenterology, endocrinology, cardiac surgery, pathology, radiology and emergency dental care.

Connecting Resources

Access Kershaw, a Duke Endowment initiative, helps individuals navigate the maze of healthcare. Community Care Coordinators and Community Health Workers with Access Kershaw connects people in need of medical, dental, vision and mental healthcare with local providers and resources.

Our Transitional Care program is a partnership with MUSC Kershaw Medical Center where CMC staff reaches out to uninsured hospital patients to help them connect with resources they may need after being discharged, such as follow up appointments with a CMC Nurse Practitioner.

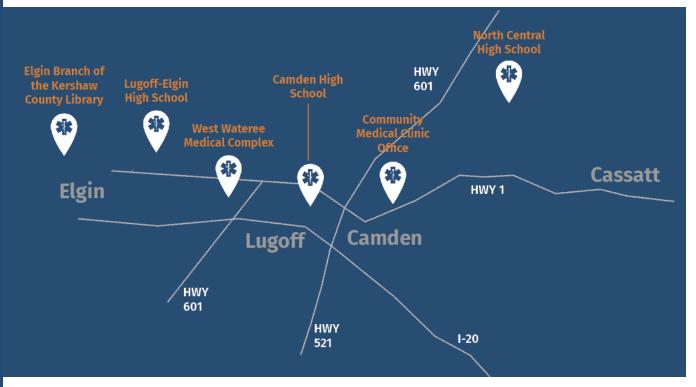
Improving Population Health

Living well starts with good health across the community. This is the premise fueling the LiveWell Kershaw Coalition, an initiative led by the Community Medical Clinic of Kershaw County and funded through Healthy People, Healthy Carolinas (an initiative of The Duke Endowment) and the Institute for Healthcare Improvement. LWK was founded by a group of community members interested in using data to guide action aimed at addressing the health issues faced by the residents of Kershaw County. Today, LWK works to foster collaboration between citizens of all ages, working in partnership with public and private sector organizations and schools to increase community awareness of health issues. The goal is to improve access to quality healthcare and encourage the people of Kershaw County to take ownership of the health of the whole county, acting together to reduce chronic disease and obesity among the members of the community.





Direct Medical Services



2021 **Statistics** 401 **Patients** 3243

Telehealth/Telephone Visits

Telehealth and phone visits are essential for us to provide access to medical care in a safe and convenient way. We have learned that it is easier to connect with patients in two way: 1) transportation to the clinic is no longer a barrier 2) its easier for patients to take time off work for a phone call opposed to physically coming into the clinic

769 Virtual visits

Best Chance Network

The Best Chance Network (BNC) is a program under the SC DHEC Cancer Prevention and Control Division and funded through the CDC. BCN provides free breast and cervical screening for qualifying women in SC. In the last two years, CMC has screened 316 women for breast and cervical cancer in Kershaw County. Of those women screened. 9.5% had abnormal paps, 8.2% required further diagnostics, one patient required a lumpectomy and one patient received a breast cancer diagnosis.

Breast Cancer and Cervical Cancer screening program for women in 2021





School-Based Health Centers

CMC's School Based-Health Center (SBHC) is virtually have access to SBHC services. offered to all Kershaw County high school students as well as North Central Middle School. The SBHC functions like a minute clinic in the school. Here to the SBHC. Virtual students can access these is how the SBHC operates:

Students must be enrolled in the SBHC to see the Nurse Practitioner. Enrollment forms can Kershaw county families. be turned in at school, faxed to 803-713-0526 or dropped off directly at the Community Medical Clinic, located at 110 C East DeKalb Street, Camden. Students attending school both face to face and

All SBHC services are offered through telehealth.

The school nurse can refer face to face students services by calling 803-900-1767.

Most SBHC services are available at no cost to

To receive these services, students must be enrolled. Once enrolled, it is valid until the student graduates.



Susie isn't feeling well, so the school nurse or Susie's parents can call the SBHC to set up an appointment.



The nurse practitioner will then send both Susie and her parents a link to log on to a telehealth visit.



The nurse practitioner treats Susie, sends her prescription to the pharmacy, and follows up with her family doctor.

Susie's dad picks up her prescription on the way home from work, so Susie doesn't miss any school.

A new way to track success

Focusing on Diabetic care

One in four residents of Kershaw County is affected by diabetes, a chronic health condition that affects how the body turns food into energy. Over time, diabetes can cause serious health problems like heart disease, vision loss, and kidney disease. Left untreated, it causes more deaths than breast cancer and AIDS combined.

Although diabetes increases a person's risk for many serious health problems, with correct treatment and recommended lifestyle changes, many people with diabetes are able to prevent or delay the onset of complications.

Over the years at CMC, we've had many successes assisting patients with diabetes. Still, in 2021 we asked ourselves: What is the real impact of our diabetes work?

This question led our team to look at our data on how we support our patients with diabetes. When we administered pre- and post-tests to students of the clas

The results we found were surprising. We shared them in a 12-page report, "Tackling Diabetes: How a small free clinic is making a big impact." You can read the full report at cmcofkc.org/diabetes..

Here's a quick recap of the highlights:

Circuit training and how we now track success

Our nurse practitioners teach "Diabetic Circuit Training" classes to patients diagnosed with diabetes to help them manage their health.



Rhonda Peebles, a CMC patient, shares a moment with CMC Operations Director Becky Yarborough. "I thank God for everybody here at the clinic because if it wasn't for the clinic, I don't know where I would be or what I would do. And that's the truth," Rhonda said.

When we administered pre- and post-tests to students of the class, we confirmed that students' overall A1C levels improved immediately following the class.

However, when we dug deeper, we learned that this positive impact wasn't necessarily sustained over time. We also discovered that language barriers were preventing the Hispanic population from getting the help they need.

Since February 2021, we have implemented a new metric to track the outcomes. Now, the post test is conducted three months after the class to learn what information actually stuck with the patients.



This offers a more accurate picture of health for CMC patients so we can adjust to achieve better outcomes.

We are also making a translator available for Diabetic Circuit Training to provide more resources to the Hispanic population.

Veggie RX

To promote the healthy eating so important to diabetic management, we piloted a "Veggie RX" program



in partnership with United Way's FoodShare Kershaw County program and the University of South Carolina. Through the program, our nurse practitioners can write a "Veggie

Rx" prescription that can then be redeemed for a FoodShare veggie box at no cost to the patient.

Human-Centered Design to solve the issue

In 2021, we invited patients to join our first patient-advisory board so we could truly understand their needs. Based on this collaboration, we cocreated a program that includes several layers of support with a community health worker, a lifestyle coach, and a patient's personal support network. Diabetes is a disease complicated by socio-economic factors. So it's important for us to meet our patients where they are to best help them achieve long-term health.

Meeting our logic model goal

Last year, we set a goal to decrease the number of uncontrolled patients with diabetes by half from February 1 to December 31. The priorities of our logic model were to ensure equitable resource access among diabetes patients while providing access to medications and vaccines, promoting nutritional knowledge, and conducting meaningful visits with the help of technology.

The good news: We met our 2021 goal! In all, **X** number of people were impacted by this success. Since February, our new tracking metric is providing a more accurate picture of health for CMC patients while allowing us to determine whether they are making sustainable changes.

With diabetes reaching epidemic proportions and affecting millions of lives, we can't sit idly as this crisis grows. We are determined to make a real and lasting impact, increasing both the quality and length of life for our patients while being a part of the change to help all residents of Kershaw County lead long and healthy lives.

We're proud of what we have accomplished in 2021 when it comes to diabetes education and care. All this



wouldn't be possible without the support of our donors, our partners, our team, and our volunteers, who are helping us reach our goals to help the diabetics in our community live healthy and full lives.

8.6

Pre-A1C

Average A1C of CMC patients who began diabetic circuit training during or after February 2021

7.6

Post-A1C

Average A1C of CMC patients three months after completing diabetic circuit training

What is A1C?

A1C is a relatively simple blood test that can tell a lot about a person's health. The test results give a picture of average blood sugar level over the past two to three months. The higher the levels, the greater risk of developing diabetes complications.













The Access Kershaw team helps Kershaw County residents navigate the maze of healthcare, connecting them with both medical care and resources to lead a healthy life.



Access Kershaw

Access Kershaw functions as a link between the uninsured and local health professionals including medical, dental, vision, and mental health care. This program was founded in 2010 with a grant from The Duke Endowment. Since 2015, the Community Medical Clinic has been the grantee.

Access Kershaw staff help individuals navigate the maze of healthcare, as well as connect people with a variety of support they may need outside of medical care, such as food, housing, clothing and other crisis resources.

Transitional Care

Through Access Kershaw, CMC implemented a Transitional Care Program where CMC nurses connect with uninsured patients admitted to MUSC Kershaw Medical Center before they are discharged. This allows patients to be connected with needed resources for recovery and reduces the likelihood of a return hospital visit.

Our transitional care program has reduced the number of uninsured patients being readmitted to our local hospital. There has been a 25% decrease in ER visits for non-emergency purposes that can be directly attributed to the work of CMC. \$1.2 Million

Estimated cost savings for the local hospital from the Transitional Care Program.

2021 Statistics

3058 Access Kershaw Number of people served Visits

395 People

of Kershaw County residents connected to a medical home

140
Patients

Transitional Care

Number of uninsured patients
connected to primary care after a
hospital visit.

484
Referrals

Referrals to a specialist

232Applications

Welvista Applications

Welvista is an organization partnering with nine pharmaceutical companies to provide free prescription medications for the uninsured.

142
Applications

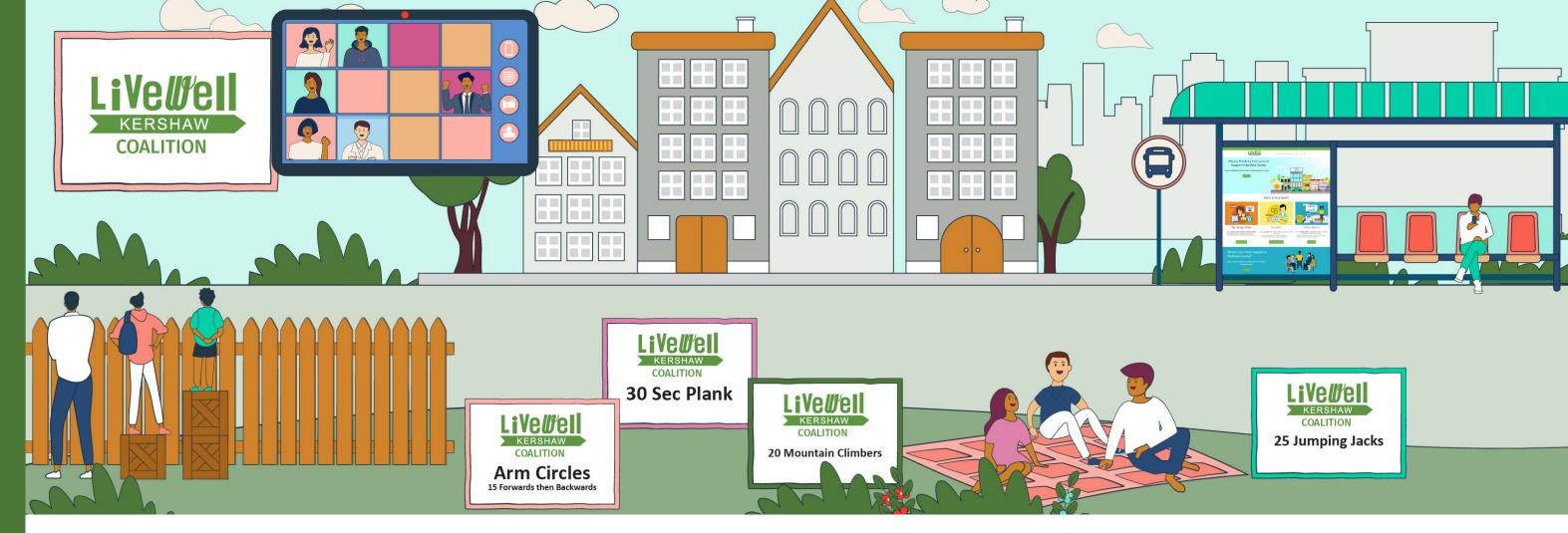
Completed an approved Prescription Assistance Program (PAP) applications

163
Applications

Number of connections to insurance (to include Medicaid, Medicare and private insurance)







Improving Population Health

The LiveWell Kershaw Coalition began as a group of stakeholders setting out to conduct a Community Health Needs Assessment back in 2012. Fast-forward to 2021, the group is driving population health improvement for Kershaw County. The coalition's first efforts focused around promoting healthy lifestyles for youth and have now evolved into the culmination of a county-wide commitment to health improvement among residents. In 2019, LWK organized Kershaw County's first ever Community Health Improvement Plan (CHIP) to determine what top three health priorities should be addressed over the next three years. We determined Access to Care, Mental Health, and Obesity should be top of mind moving forward. With two years under our belts, here are the highlights of what we accomplished in 2021 as we took a deeper dive into



Awards

each of these specific issues.

LWK was named one of five finalists in the Clear Impact Score Card "Turn the Curve" contest - a contest aimed at helping agencies and organizations learn how to effectively use "Turn the Curve" thinking to address racial equity issues.

Led 5210 Campaign in coordination with KCSD

5210 is a community-wide plan to improve the health of families and children. 5210 spreads a common message throughout communities, where families work, live, and play. The 5210 message represents four healthy behaviors children should achieve each day.

We awarded four schools: North Central High School, North Central Middle School, Wateree Elementary School, and Lugoff Elementary School a total of \$10,500 as 5210 Campaign winners. Funds will be used to support strategies as outlined in our partnership with Alliance for a Healthier Generation

Convened monthly conversations around community transportation efforts

While these conversations are not limited to transportation, (we're working on systems changes for KC as a whole!) here are some highlights we're proud of from 2021:

Our community saw the addition of a fixed route bus system and an on-demand service (both are members of Access to Care team) We have provided data reporting and process improvement work for Vehicle Access Network

Facilitated monthly action team meetings around mental health needs and community data gaps

Led Kershaw County's work wellness initiative, **KC WorksWell**

During this process, Kershaw County enacted three policies this year that impact around 500 employees. Their focus areas are: 1) Breastfeeding 2) Physical Activity and 3) Nutrition. The group also held their first employee Health Fair in March 2022!

Led the community in SC **Food Security Learning** Collaborative

This collaborative advances a larger effort we're supporting to address the social drivers of health and

advance racial equity in South Carolina through the development of a statewide strategy—designed by community-led teams.

Supported Kershaw County Library's Update of Where is Care?

Kershaw County Library is expanding the resource directory within LWK's Where is Care site to encompass a more full scope of wellness offerings and opportunities in the community. Support for this work is made possible by the SC Center for Rural and Primary Healthcare.

Provided facilitation and project coordination of now merged HEAL/ Wholespire team.

LWK's HEAL team and Wholespire, formerly Eat Smart Move More Kershaw County, have combined efforts into one cohesive team of community leaders.





Making the Switch

Empowering our People

In 2021, we completed a threeyear strategic plan initiated in the spring of 2019 by CMC's Board of Directors. Our vision was to address four strategic areas. creating accountability while accomplishing our goals and objectives.

Unfortunately, 67% of strategic plans fail. We did not want CMC to be in this majority. So we applied a careful and thoughtful approach over the course of the plan, applying "switch thinking," streamlining processes, rallying our team, and working toward realistic goals.

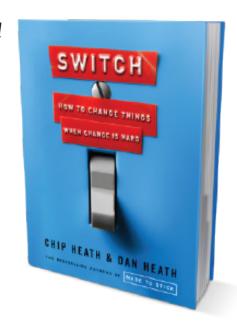
Switch thinking: Deciding our destination together

Can you get people to start behaving in new ways? If so, how?

In their book "Switch," Chip and Dan Heath offered an answer to these questions. The Heaths argue that people can act differently when you engage both the rational and emotional parts of their brains. You also need a clear path forward.

In the last year, our team continued to collaborate and apply the Switch model. The outcome? Streamlined and standardized processes, improved data collection, and increased patient pathways and volunteer, patient and coalition member engagement. Applying the Switch model also helped us strengthen teamwork, enhance

Applying the Switch model helped us **strengthen teamwork**, enhance work productivity, increase our critical thinking and problem-solving abilities, maintain strong relationships, increase flexibility and adaptability, and see the "big picture" of our mission-driven work.





work productivity, increase our critical thinking and problemsolving abilities, maintain strong relationships, increase flexibility and adaptability, and see the "big picture" of our mission-driven work. Best of all, we developed a deeper appreciation for what each of us contributes to our collective goals.

Given the success of this initiative,

the adoption of the Switch Framework is here to stay. Now, we're integrating the framework into our Employee Toolkit to share with new team members.

A clear path forward

Part of Switch thinking involves developing a clear and workable plan for advancing toward realizing our vision of a healthier



Kershaw County. For us, that meant going deeper with quality improvement and iterative changes as we worked within four strategic areas:

Same page, same patient: We enhanced our accountability framework to create successful leaders:

One team, one dream: We created unified branding;

Maximizing people power: We developed highperformance teams:

Expanding resources based on needs: We implemented medical tele-health across Kershaw County while conducting outreach for needed specialty-care services.

Success!

Thankfully, we completed everything we set out to do when we started on this journey back in 2019.

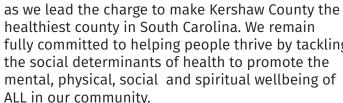


Notivation

At the August 2021 CMC board meeting, the Board of Directors and team celebrated completing the entire strategic plan, meeting all goals and objectives.

We can pause only for a moment to celebrate this incredible success. Our goal is to maintain our positive momentum

as we lead the charge to make Kershaw County the healthiest county in South Carolina. We remain fully committed to helping people thrive by tackling the social determinants of health to promote the mental, physical, social and spiritual wellbeing of











LET'S MAKE A DIFFERENCE OCTUBER OCTUB

Join us in promoting health and wellness in Kershaw County! There are many ways you can support our work to provide free healthcare resources and preventative care to the uninsured in Kershaw County, empowering individuals to take charge of their own health and well-being.

Community Engagement

We welcome new ideas and events that will help us to raise funds and awareness for CMC! Individuals, community organizations and businesses have hosted public and private events that directly benefit our patients and programs. Examples of community events benefiting CMC in previous years have been, (but are not limited to) the annual Attic Sale, the SHAG Blast, and Mighty Wash's Car Wash for a Cause. If you would like to create, sponsor, or host a public or private event to benefit CMC, please contact us for further information or to assist you with event arrangements.

Some event options include:

- ✓ Gather and Give
- ✓ Local Concerts
- ✓ Sports Tournaments
- ✓ Community Car Wash
- ✓ Private Dinner Parties
 - ✓ Business After Hours
 - ✓ Silent Auctions and Raffle
 - ✓ Online Social Media Partv

Volunteer

CMC is supported by 150 well-trained and highly dedicated volunteers contributing 10,000 hours to the clinic each year. Our volunteers play a vital role in providing quality care to our patients as well as coordinating many special events. We are always in need of support. Learn about open opportunities by contacting Susan Didato at sdidato@cmcofkc.org or 803-669-5174 or by going to cmcofkc.org.

Make a Donation

Your financial or in-kind donation can make a huge difference in the lives of Kershaw County's uninsured community members. You can donate securely online with a credit card at cmcofkc.org by clicking on the "make a donation" option under "donate" on the menu at the top of the page. If you would like to make an in-kind donation of supplies or other resources, please contact us.

Leave a Legacy

You can ensure that countless people in Kershaw County have access to healthcare for generations to come by willing your estate to CMC. Creating a legacy in your will is easy. Talk with your attorney about including CMC in your will or contact us with your questions.

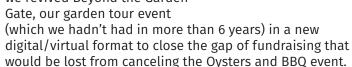
Going Virtual in 2021

CMC hosted two virtual events in 2021 to raise both money and awareness of CMC's mission.

Beyond the Garden Gate

As a result of the COVID 19 pandemic, CMC had to pivot all our live event fundraisers into a virtual space. One event that did not translate (at all) was our annual Oysters and BBQ festival. This event was canceled entirely. (We couldn't gather 150+ folks for an oyster roast in a pandemic!)

As a free clinic, fundraising efforts are the lifeblood of keeping our mission alive -- so we revived Beyond the Garden Gate, our garden tour event



Hosted by Clemson University Extension Horticulture agent Amanda McNulty (from SCETV's Making It Grow), Beyond the Garden Gate featured exclusive interviews with four garden owners who opened up their private gardens to our film crew!



Amanda McNulty from SCETV's Making It Grow



Beyond the Garden Gate was recognized with a Golden Tusk Award from the Carolinas Healthcare Public Relations & Marketing Society conference in Asheville North Carolina. The Golden Tusk Awards are judged by CHPRMS on a variety of factors including creativity, strategy, implementation, and measurable results.

14th Annual Virtual Clinic Classic



To keep everyone safely distanced during the second year of the pandemic, the 14th Annual Clinic Classic was held virtually. Participants could choose their distance (1-mile, 5K or 8K) and then submit their race results online. Participants picked a time and place that was convenient for them to run or walk while keeping their physical distance from others during a two week time frame in early spring. Runners were encouraged to use a treadmill or their favorite outdoor course and to download a special playlist, *Race Tracks* to enjoy while walking or running.

We had more than 200 runners across 14 different states participate to make this event a success!

16 ~

Financial Report

CMC is not federally funded. All donations from individuals, churches, and corporate partnerships goes directly towards CMC providing direct medical care to those in need.

Direct Services Break Down

- 66% from individuals, churches, community fundraisers
- 13% from the City of Camden, Kershaw County and the Department of Health and Human Services (local government)

- **12%** grants
- **9%** Special Events

The Kershaw County Community Medical Clinic Statement of Activities for the year ended December 31, 2020 and December 31, 2019.

SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY UNRESTRICTED	2020 TOTAL	2019 TOTAL
Grant/contract income	\$	\$ 1,380,908	\$ 1,380,908	\$ 1,208,532
Contributions	34,570	_	34,570	15,729
Annual campaign	236,605	_	236,605	209,608
Special events	78,698	_	78,698	113,231
In-kind donations	1,864,150	_	1,864,150	3,513,327
Interest	4,719	_	4,719	5,346
Local Transfer	(2,000)		(2,000)	
Net assets released from restrictions	1,380,908	(1,380,908)	_	_
TOTAL SUPPORT AND REVENUE				
	3,601,650	_	3,601,650	5,065,773
EXPENSES				
Program services	3,446,498	_	3,446,498	4,985,395
Supporting services:	0,110,120		0,110,150	2,200,020
Fundraising	25,256	_	25,256	25,256
General and administrative	32,001	_	32,001	22,120
TOTAL EXPENSES	3,503,755	_	3,503,755	5,032,771
NET CHANGE IN NET ASSETS	97,895	_	97,895	33,002
NET ASSETS, BEGINNING OF YEAR	653,636	_	653,636	614,314
NEW ASSETS, END OF YEAR	\$ 751,531	\$ -	\$ 751,531	\$ 653,636

Meet the Team



Community Medical Clinic

Susan Witkowski, CHCQM, FABQAURP Chief Executive Officer

Carol Baker, CMA Certified Medical Assistant

Sarah Beth Bradley, MSN, APRN, AGACNP-BC Nurse Practitioner

Kamela Clackum, LPN

Kimberly Cogdill MSN, APRN, FNP-C Nurse Practitioner

Susan Didato

Development Director

Mary Hill, SHRM-CP Business Office Manager

Jessica Wilkes, DNP, APRN, FNP-BC Nurse Practitioner

Becky Yarborough, RN, BSN, CEN Clinic Operations Director

Access Kershaw

Sheri Baytes, RN **Community Care Coordinator**

Eune'ce Bell, MSW Social Worker

Lindsey Kilgo, MSW Director, Access Kershaw

Felicia Mumford, MHA Community Care Navigator

Jodi Rodgers, CHW Community Care Coordinator

Erica Watkins, LPN Community Care Coordinator

LiveWell Kershaw

Kathryn Lane, MPH LiveWell Kershaw Coalition Director

Board of Trustees



Torill Nelson, FNP, Chair



Hank Green, Treasurer



Shelley Janssen, MD



April Wach, RN



Harvey Galloway



Deborah Randolph



Cathy Forrester



Claude Eichelberger























Better **Health** through Better **Partnerships**

Creating sustainable healthy change in Kershaw County



PO Box 217 Camden, SC 29021 803.713.0806

www.cmcofkc.org





