



# Health Care Happenings

A Pueblo Community Health Center Update

1st Quarter 2017

## In This Issue...

CEO's Letter..... 2

Make a Difference..... 2

Meet ..... 3

Compliance..... 3

Donate Today ..... 4



## What the heck is "HIPAA"?

Have you ever wondered why you sign a form in your doctor's office that discusses "HIPAA"? HIPAA is an acronym that stands for the Health Insurance Portability and Accountability Act, a law that took effect in 2003 and is designed to protect patients' medical records and other health information they disclose to their provider. It's all about patient's right to privacy and specific standards to which health plans, doctors, hospitals and other care providers must adhere.

Additionally, the HIPAA Privacy and Security Rules include requirements that, when followed, substantially reduce the risk of medical identity theft. For example, the Privacy Rule requires HIPAA covered entities to verify the identity of persons requesting protected health information and to have reasonable and appropriate administrative, technical, and physical safeguards to protect the privacy of protected health information, like training employees on how to handle and dispose of health information, and how to keep health information physically secured.

Activities PCHC engages in around HIPAA Privacy include medical assistants' verifying the patient's date of birth when bringing them back for an appointment and when taking their vital signs; call center operators asking for the patient's date of birth and confirmation of their name in the electronic health record; and staff verifying the mailing address. In some instances, PCHC will ask for the last four digits of a patient's social security number for further authentication. Front desk and registration staff obtain photo identification information for entry into the electronic health record and have cameras to take the patient's picture for future identification.

At Pueblo Community Health Center, our patients' privacy is a top priority. Making sure that each person who receives services in our clinics are being treated with the upmost care, concern, and discretion is at the foundation of our core values. While onerous, the guidance and standards that HIPAA outlines, provide patients access to their medical records and more control over how their personal health information is used and disclosed.

## Executive Leadership Team

**Donald Moore**  
Chief Executive Officer

**Michael Barris, MD**  
Co-Chief Medical Officer

**David Krause, MD**  
Co-Chief Medical Officer

**Karen Miller, DDS**  
Chief Dental Officer

**Justin McCarthy**  
Chief Operations Officer

**Cindy Pratt**  
Chief Financial Officer

**Laura Kelly**  
Chief Development/  
Foundation Officer

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**Rebecca Goodman**, President-Elect

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**Donald Moore, CEO**

## Letter from the CEO

Dear Friends:

"A trusting relationship with a health care provider who treats me as an individual and has my best interests at heart." I am paraphrasing the most frequently mentioned comment from Pueblo Community Health Center's patient surveys and focus groups. It's a high standard to meet, but one that must be achieved with *every patient*.

One of the ways that PCHC's caring staff builds trust is aspiring, every day, to live up to our Core Values of *dignity* and *respect*. I can truly say that the ethic at PCHC is to treat others as we would like to be treated: The Golden Rule.

Protecting patients' personal health information is one way that we engender trust. Forget that HIPAA (federal health care privacy law) requires PCHC to comply with it. Protecting patient health information is a prerequisite to providing quality care, and is an intentional way of building trust with patients.

One reason patient privacy is important to impacting quality care is that we need our patients to share and disclose their most personal information with us to obtain a full picture of their needs, so that we can meet them. It's fundamental. A lack of respect for a patient's privacy undermines trust and undercuts quality care.

This issue provides some insight into how PCHC takes patient privacy seriously, and uses what is normally associated with regulations and red tape as a means by which we show our Core Values to those we serve.

Thanks for your on-going support of our mission.



Donald Moore, CEO  
Pueblo Community Health Center



## Giving to PCHC Changes Lives

For 33 years, PCHC has served the health care needs of the people of Pueblo and Huerfano counties, regardless of a patient's ability to pay. If you choose to contribute, it enables us to continue offering primary medical, dental, behavioral health, and pharmacy services. If you want to help us serve the health needs of this community, we invite you to make a contribution to Pueblo Community Health Center Foundation.

All funds raised through this plea will be allocated to our Foundation for future health center needs. Any donation is appreciated and no gift is too small. Your support will make a difference in the lives of the people who trust their health needs to our providers.

If you would like to learn more about naming opportunities or planning for larger gifts, please contact Laura Kelly, Chief Development and Foundation Officer at (719) 543-8718 x 152 or email [lkelly@pueblochc.org](mailto:lkelly@pueblochc.org). Thank you for caring about those in need.

## Mission

Since 1983, Pueblo Community Health Center has provided primary care to those in need

# Meet Bea Valdez

## Length of time with PCHC:

I've been at PCHC since Nov, 1993...so 23 years.

## What you do at PCHC:

I'm the Compliance Manager and recently added HIPAA Privacy Officer to my duties. My responsibilities are making sure the PCHC complies with all federal and state regulations, and there are many. I also am involved in the employee training aspect and ensuring that all PCHC staff are educated on the regulations we are required to follow.

## Where are you from:

Raised in Pueblo, CO and grew up in Bessemer.

## Where did you go to school:

I went to Central High School and I received my Bachelor's Degree from CSU-Pueblo. I'm currently going to CSU Global for my Master's in Healthcare Administration-Management.

## Hobbies/Interests:

I enjoy traveling and taking rides to the mountains. My other favorite hobby is hanging out with my family in Denver.

## Favorite food/restaurant:

I love Italian food!! Mexican food is a close second. And who doesn't love Panera Bread?

## Favorite movie:

All time favorites would be "Grease" and "A League of Their Own". The "Notebook" is another classic for me.

## Favorite music/band:

I like Old School from the 80's & 90's.

## Favorite place to vacation:

My favorite trip was New Zealand. It had amazing scenery and plenty of adventurous things to do. The waterfalls are gorgeous and they also have black sand beaches. The habitat was definitely interesting.

## Most surprising talent:

I'm a sports nut and know quite a bit about basketball and football. I'm a tomboy at heart. I love catching a good high-school softball game, or baseball. Pretty much anything, but golf!

## Most rewarding aspect of your role at PCHC:

I truly believe in our mission and I believe PCHC provides the best healthcare in the region.

## Anything else you'd like to add?

I love my PCHC family. It's a great place to work and I enjoy meeting new people, participating in the mission and working as a team! My favorite job as a manager is working closely with the staff to develop their skills and mentor them to the next level of their career.



## Locations

**Colorado Avenue Clinic**  
300 Colorado Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

**Pharmacy & Administrative Services  
(Patient Registration, Patient  
Accounts & Human Resources)**  
110 East Routt Avenue  
Pueblo, Colorado 81004  
(719) 476-0214 (Pharmacy)  
(719) 543-8711 (Administration)

**Park Hill Clinic & Pharmacy**  
1302 East 5th Street  
Pueblo, Colorado 81001  
(719) 543-8711 (Medical)  
(719) 476-0220 (Pharmacy)

**O'Rourke Dental Clinic**  
2030 Lake Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

**Avondale Clinic**  
328 Avondale Boulevard  
Avondale, Colorado 81022  
(719) 543-8711

**Grand Avenue Clinic**  
1008 North Grand Avenue  
Pueblo, Colorado 81003  
(719) 543-8711

**Centennial High School-Based  
Wellness Center**  
2525 Mountview Drive  
Pueblo, CO 81008  
(719) 543-8711

**Central High School-Based  
Wellness Center**  
216 East Orman Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

**East High School-Based  
Wellness Center**  
9 MacNeil Road  
Pueblo, Colorado 81001  
(719) 549-7730

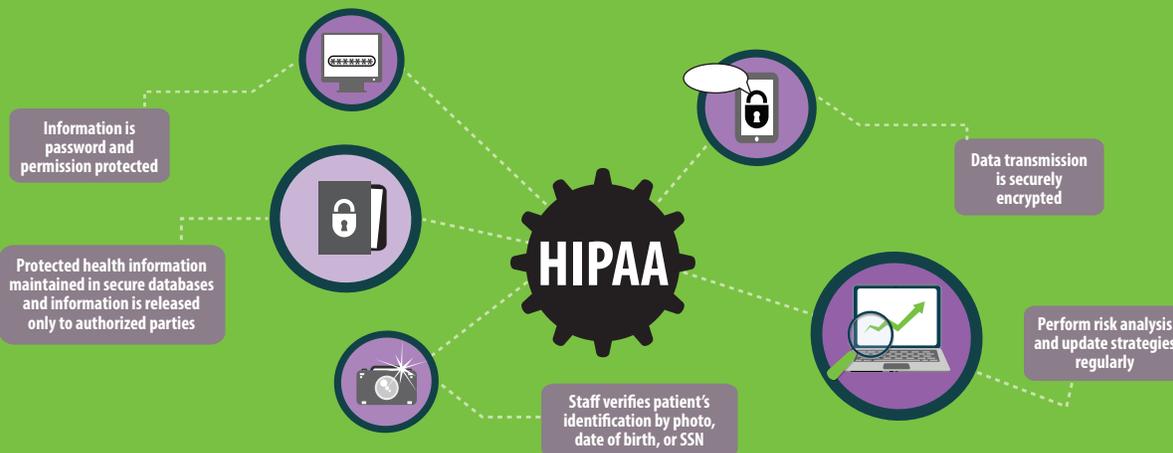
**Pueblo County High School-Based  
Wellness Center**  
1050 35th Lane  
Pueblo, Colorado 81006  
(719) 543-8711

**Risley International School-Based  
Wellness Center**  
625 Monument Avenue  
Pueblo, Colorado 81001  
(719) 543-8711

**Walsenburg OB Clinic**  
129 Kansas Avenue  
Walsenburg, Colorado 81089  
(719) 543-8711

**Administration & Foundation**  
112 East Pitkin Avenue  
Pueblo, Colorado 81004  
(719) 543-8711

# How does PCHC maintain HIPAA compliance?



## Vision

To be the primary health care provider of choice in Pueblo County by providing top quality care through accessibility, leadership and financial independence



# Pueblo Community Health Center

110 East Routh Ave.  
Pueblo, Colorado 81004

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*Please consider donating to help Pueblo's families in need of high quality, affordable health care.*

### Amount

- \$25                       \$50                       \$100  
 \$200                       Other \_\_\_\_\_

If you wish to have your gift of \$250+ qualify for Colorado Enterprise Zone tax credits, please make check payable to "PCHC Foundation", include EZ contribution in your memo, and mail to PCHC Foundation

- Check enclosed, payable to: **PCHC Foundation**  
**110 E. Routh Ave. • Pueblo, CO 81004**  
 Charge my credit or debit card:

Card Number \_\_\_\_\_ Expires (mo/year) \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Have you remembered us in your will or trust? Please contact us to learn more (719) 543-8718 x152 or lkelly@pueblochc.org.**