

# N.E.W. Community Clinic Newsletter **Caring & Sharing**

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### Our Mission:

**To provide access to quality, comprehensive and compassionate healthcare to the underserved in our community.**

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### Health Benefits Coordinator Outreaches For Those In Need

Tony Lee has been the Health Benefits Coordinator for the N.E.W. Community Clinic for the past 5 years. In his position Tony assists clients in applying for and acquiring medical assistance, FoodShare (food stamps) as well as other state programs. Tony manages each of his client's cases and meets their needs through his knowledge of and his connections with the other outside agencies and programs. Tony makes himself available to those individuals in need by outreaching his services at N.E.W. Clinic at NWTC, St. John the Evangelist Homeless Shelter, Green Public Schools and other Brown County Agencies. Tony serves on the executive committee for the Pair & Spare Collection Drive and is also a member of the Brown County Homeless and Housing Coalition.



Tony states "I feel that I am knowledgeable on state programs and am able to assist my clients by answering questions and in applying for assistance. At times it can be very confusing for individuals to complete the application process for FoodShare or medical assistance and I am there to help them complete the process. My knowledge of the programs and experience makes the application process less stressful on applicants. My priority is to help my client to the best of my ability, whether it is obtaining housing, counseling, food, medical assistance or employment. I do what is needed to ensure their needs are met. Through my professional relationships I have built a strong network of contacts that I can utilize to aid my clients. If they have a specific need or personal goal I am able to direct them in contacting the correct person or agency. Many times all my client needs is someone to listen and I am there to lend an ear. Being there for my clients is my top priority."

### N.E.W. Community Clinic works toward NCQA Recognition

The N.E.W. Community Clinic has been awarded funds through a Federal Grant which enables the clinic to seek level 1- Patient-Centered Medical Home recognition from the National Committee for Quality Assurance (NCQA). A Patient Centered Medical Home (PCMH) is a care coordination process that focuses on the patient and the family. The process includes 24/7 access to care with each patient being assigned a provider and care team. This results in a continuity of care across the health spectrum and concentration on providing high-quality care, especially to patients with chronic diseases. The recognition is part of an innovative program for improving primary care.

The Mission of N.E.W. Community Clinic is to provide access to quality, comprehensive and compassionate health care to the underserved in our community. The goals of the NCQA patient-centered medical home align with the Clinic's mission, values and goals. Becoming a PCMH will aid in the reduction of unnecessary hospital, emergency department, and clinic visits for uncontrolled illnesses. The Clinic's participation will result in an overall reduction in the operating costs, increase patient access and availability to physicians and mid-level providers and improve reimbursement opportunities.

The N.E.W. Community Clinics goal in seeking recognition is to reach Level 1 NCQA recognition, to be recognized in the community as a low-cost / high-quality community health clinic and to meet and / or exceed the Clinic's current mission, vision, and values.



Brown County United Way  
*We are a Brown County  
 United Way Agency*

## Being Person-Centered Throughout the Wisconsin WIC Program

The Women, Infants and Children Program (WIC) provides food and nutrition information to help keep pregnant and breastfeeding women, infants and children under five years of age healthy and strong. Currently in Brown County we serve 5780 women, infants and children.

WIC provides information on how to use WIC foods, checks to buy healthy foods and information on healthy eating. WIC also provides support with breastfeeding, tips on meal planning and shopping on a budget and referrals to other services in the community such as FoodShare, Head Start and immunizations.

The Wisconsin WIC Program has been evolving over the past several years to become more person-centered by using a business model that places the needs and interests of the customer at the forefront of all program activities. Being person-centered in the Wisconsin WIC Program means that WIC's main focus is with the participant and everyone associated with the WIC participant needs to act in a "person-centered" fashion. The person-centered approach is based on principles of quality customer service that include respect, empathy, listening to understand, individualizing to meet the needs of our clients, motivating and acknowledging their successes. The key message of being "person-centered" is to provide a service delivery environment that supports positive interactions between staff and participants and invites participants to return.

Changes that we have made or will make in the future to accomplish this goal include some of the following:

- \*Making our physical space attractive, comfortable, welcoming and safe.
- \*The environment promotes and supports breastfeeding.
- \*The WIC participant's time is valued and respected with each visit.
- \*Our clinic "flow" is efficient to minimize the appointment time at our office.
- \*The steps or processes of the WIC appointment are easy for participants to understand.

## Breastfeeding Peer Counselor, WIC and Brown County Breastfeeding Coalition Working Together with One GOAL

The Green Bay WIC Program's Peer Counselor is Yeimi Perez. Yeimi started with WIC in March 2010. Having breastfed her 3 children Yeimi helps moms work through a variety of breastfeeding concerns. Her greatest role is that of the "cheerleader" encouraging the mom to continue breastfeeding. This helps families to meet the 2020 health goals: 82% women initiate breastfeeding and at 6 months 25% breastfeed. In Green Bay we have 73% women who initiate breastfeeding and at 6 months 24%.

Yeimi also helps at the Brown County Breastfeeding Coalition. The coalition is a group of dedicated professional and community individuals committed to promote protect and support families, businesses and healthcare organizations with breastfeeding education, outreach and advocacy. It is represented by a majority of WIC staff, all 4 hospitals, Brown County Health Department and UW – Extension, as well as, others in our community.

August is World Breastfeeding Month in Wisconsin. During this month in Green Bay there was an annual Breastfeeding Awareness Walk hosted by the coalition. This year Mayor Jim Schmidt and Martivai Wynn (Packer wife and mom) were the guest speakers. The walk was free to the public and was 2 miles long.

The coalition has a website [WWW.breastfeedingbrowncowi.org](http://WWW.breastfeedingbrowncowi.org) Pictures of the coalition's latest photo project, WE ARE BETTER TOGETHER, are available in the photo gallery. The photo project is 5 (2'x3') framed portraits of local breastfeeding moms and babies in prominent Green Bay Locations. They will be available for display to local businesses and organizations after August 4, 2012.



The N.E.W. Clinic at NWTC continues to provide access to quality care for uninsured, under-insured, and Medical Assistance patients, while enhancing the education of tomorrow's health care providers.

There have been more than 20,426 total patient visits since the clinic opened in July of 2006. One year ago the total number of patient visits was 17,000 - there have been 3426 patient visits during the past year.

Since January 1, 2012 more than 124 NWTC Health Science students have assisted in serving 218 clinic patients. Both patients and students are able to benefit from this clinic site, which is conveniently located on campus.

During a press conference at N.E.W. Clinic at NWTC on Thursday, June 21, 2012, a federal grant was delivered to the clinic by Kenneth Munson, Region V Director U.S. Department of Health and Human Services. With receipt of the grant, the clinic will be able to increase staffing and increase significantly the number of patients served at this site. Three full-time positions will be added to the clinic staff at N. E. W. Clinic at NWTC - Nurse Practitioner, Medical Assistant, and Receptionist/Translator.

*Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.*

*- Leo Buscaglia*

## Banana Pancakes

- |                               |                         |
|-------------------------------|-------------------------|
| 2 ripe medium bananas         | 1 cup low-fat milk      |
| 1 cup white whole wheat flour | 1/4 teaspoon salt       |
| 1/4 cup quick-cooking oats    | 2 eggs, lightly beaten  |
| 1 tablespoon brown sugar      | 1 tablespoon canola oil |
| 2 teaspoons baking powder     | 1 banana, thinly sliced |
| 1/2 cup maple syrup           |                         |

**Directions:** Mash 2 bananas. In a bowl combine flour, oats brown sugar, baking powder & salt. In bowl mix milk, eggs, canola oil and mashed banana. Mix banana and flour mixture together, will be a little lumpy. Warm syrup and sliced banana and serve over pancakes.

