

# GVHC Today

VOL. 40 No. III

March 2012

In this edition of GVHC TODAY, we keep you connected with what is happening throughout GVHC in support of our patients and communities we serve. Did you know that 2012 is Golden Valley Health Center's 40th anniversary? GVHC was first established in 1972 when Merced County's Migrant Health Services project was implemented at Merced General Hospital.

**Premiere**

GVHC had its own movie premiere for the novella *Get a Mammogram Today*. Read here to learn more about this great video and why it was created!



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**Mammography**

Do you know all the tools that GVHC staff have for ensuring our patients get a mammography screening? Read here to learn more and how we are using C.A.R.E. in this process.



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**Poison Control**

This week is national Poison Control Week! Read here for some tips from HRSA and learn how they can help you with patients and at home!



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**Patterson Opening**

Golden Valley Health Centers had its grand opening of the newly expanded Patterson Health Center in February. Read here for the article featured in the local Patterson Irrigator



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**Welcome and Congratulations!**

We would like to welcome all the new employees for February! Also a congratulations to the sites listed for having no open encounters for February!



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**Clean Up!**

The South Merced community clean up will be happening on **April 14th from 9:00-11:00 a.m.** For more information call 385-5490 or email [miperez@gvhc.org](mailto:miperez@gvhc.org)



## GVHC Introduces “Get a Mammogram Today”

By Felicia Batts

Over 100 guests attended a Golden Valley Health Centers red carpet premiere event at the Merced Multicultural Arts Center on March 7th. Invitations were sent to staff and our partners inviting them to join us for this exclusive movie premiere to view the Project Perlas novella that encourages women to get a mammogram screening! Our GVHC stars were there and even signed autographs. Thank you to everyone who participated and made this event a success.

You may ask why we felt a need to create this video? Did you know that breast cancer affects 1 in 8 women nationally? Our goal at Golden Valley is to continue to increase the number of women over 40 years of age screened annually with a mammogram in order to detect breast cancer early. A mammogram can detect a lump before you can feel it. As we juggle day to day life, the importance of preventive health screenings may fall to the bottom of the list. The video will be used at all GVHC sites to encourage all women to get a mammogram.

The Project Perlas staff in collaboration with our Community Advisory Group of patient volunteers and community

members have worked over the past few months to develop this video. The video centers around a woman named Maria, who has just lost a family member to breast cancer. Everyone is full of regret because a life could have been saved if the cancer had been detected early. Maria's family members encourage and support her to go to the doctor and to start taking care of herself. Maria receives care from a health care organization that provides **impressive** health care services and is able to follow through with the doctor's order and get a mammogram.

A Big thank you to the *Staff at the Project Perlas video: Mike Sullivan, Cecilia Ruezga, Alex Abarca, Cesar E. Garcia, Maria Colomer, Fátima Núñez de Jaimes, Susana Preciado, Salvador Sandoval, Lilia Aguilar, and Lourdes Haro.*



*Pictured above: Cesar E. Garcia, Lilia Aguilar, Lourdes Haro, Fatima Nunez de Jaimes, Maria Colomer, and Alex Abarca.*



*(Get a Mammogram Today cont'd)*

Here at Golden Valley we now use a variety of methods to ensure that all women know how important it is to get screened. We also use a variety of methods to ensure that our staff have the tools and resources they need to promote mammography screening, including the following:

- Our providers are trained on the latest screening guidelines and recommendations.
- Providers assess behavioral risk factors such as the lack of a proper diet and exercise.
- Medical Record prompts exist to remind a provider treating a woman with diabetes not to forget that she may also be due for her annual mammogram.
- We provide educational brochures that teach patients about the importance of getting a mammogram.
- We even had a “talking provider poster” reminding patients to ask their provider for a mammogram referral in our waiting rooms last year.
- Our latest effort to be more patient centered is to use this video in all of our waiting rooms.

**Video Emphasizes that Patient Communication is Key to Quality Care**

Did you know that over 95% of our staff have received the “Treating Patients with C.A.R.E.” communications program? Well – that was the easy part...Now comes the hard part – Using the skills!

Anyone who attended a C.A.R.E. training session was taught the various Connect, Appreciate, Respond & Empower skills and many of us use them daily.

Through the “Project Perlas: Get a Mammogram Today!” video, we have demonstrated the use of some C.A.R.E. skills (Connect, Appreciate, Respond and Empower) as part of the script. GVHC staff depicted in this patient education waiting room video use these skills with a patient and her family members.

*“When I watch this video, it makes me want to come to your health center.” Hortensia Silva, Community At Large - Community Advisory Member*

*“When I watch this video, I’m touched by her story because so many women don’t take care of themselves.” Leticia Mata, GVHC Patient-Community Advisory Member*

Our patients will be looking for us to use our C.A.R.E. skills!  
**CONNECT, APPRECIATE, RESPECT, EMPOWER**

**March 18<sup>th</sup>-24<sup>th</sup> is National Poison Prevention Week**

**Information Provided by HRSA**

It is the 50th Anniversary of National Poison Prevention Week, which is dedicated to raising awareness about the dangers of poisoning. Poisoning is the leading cause of injury death in the United States – surpassing motor vehicle crashes.

As you may know, the nation’s 57 poison control centers (PCCs) provide triage and treatment for possible poisoning exposures. They are also a helpful resource for non-emergency issues, including questions about medications. The toll-free **Poison Help line (800-222-1222)** connects callers to a poison expert at their local poison center 24 hours a day, 7 days a week, every day of the year. Calls to poison centers are free and confidential.

Of the 4 million calls PCCs receive a year, approximately 400,000 calls are from healthcare facilities. PCCs are not just a resource for your patients, but for you as well. The trained toxicologists, physicians, nurses, and pharmacists at your local poison center, accessible through the Poison Help line, are available to assist you.

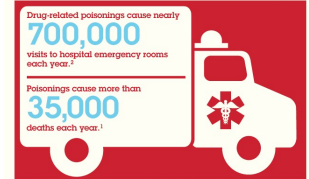
This Poison Prevention Week and throughout the year, we encourage you to talk to your patients and colleagues about the Poison Help line. Remind them that Poison Help is for emergencies as well as non-emergent questions and ask them to program 800-222-1222 into their phones. For additional resources, visit [Poison Help](#) available in English and Spanish. To order Poison Help magnets and stickers for your patients, visit the [HRSA Information Center](#) 1-888-ASK-HRSA (275-4772), and indicate a bulk order request.

**The Poison Help line is available 24 hours a day, 7 days a week, every day of the year and help is available in over 150 languages. Visit the Poison Help website for more information at [www.PoisonHelp.hrsa.gov](http://www.PoisonHelp.hrsa.gov)**



Poisoning is now the #1 cause of injury death, killing even more people than car accidents! But poisonings are preventable and treatable and there's a resource to help: the **Poison Help line – 1-800-222-1222**, which connects you to your local poison center. The nurses, pharmacists, doctors and poison experts that staff the line 24 hours a day, 365 days a year can give you free and confidential advice, from how to handle an emergency to how to protect your family from poison dangers. To learn more, visit [www.poisontohelp.hrsa.gov](http://www.poisontohelp.hrsa.gov).

**How Common is Poisoning?**



**Who's at Risk?**



**Top 5 Causes of Poisoning\***



**What Can You Do?**



\* Adapted from: P. J. Linn, D. J. Linn, D. J. Linn, et al. Drug-Related Injuries in the United States, 1990-2000. JAMA. 2003; 290:1000-1006.   
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# Golden Valley Health Expands Facility

By Maddy Houk

Featured in the Patterson Irrigator 2/23/2012



Photo courtesy of the Patterson Irrigator

Less than a year after construction crews broke ground on Golden Valley Health Center's 6,000-square-foot expansion, more than 100 people gathered at Highway 33 and C Street to celebrate its grand opening.

The added space, paid for by \$1.7 million from the American Recovery and Reinvestment Act, will allow for 12,000 more patient visits per year, according to a staff press release, beyond the 22,000 annual medical and dental visits the center already handles.

Golden Valley CEO Mike Sullivan spoke to the crowd during the grand opening Thursday, Feb. 16. "I'm really proud of it — it's a beautiful facility," Sullivan said. "I hope it really enriches the city of Patterson with the beauty of the building, as well as the health care that it will provide to the residents of Patterson."

Fifteen exam rooms, a reception area, a new back-office area and a nursing station will be up and running soon, said Hazel Yangat, the clinic's back-office supervisor. By the end of the year, Golden Valley will use an electronic medical records system, she added. "It's exciting for me that we're growing with the community," Yangat said. Golden Valley's staff is waiting to fill those exam rooms, said Lisa Baladad, the nonprofit health provider's marketing coordinator. Medical patients will go through the building's new entrance, while dental patients will use the C Street entrance, which has a smaller waiting room, Baladad said. Besides doubling the number of medical exam rooms, the renovations multiplied the dental rooms from three to six. That will make room for new providers to join the center Baladad said, which mostly serves low-income and uninsured patients.



Pictured above: GVHC Staff members Marty Quezada-LVN, Rosalia Campos-LVN, Latda Kitavong-RN, Yudelka Guerra-PA-C, Sonia Orbai, and Lisa Gil-MD.

As health center workers welcomed guests to the new building Thursday, Sullivan acknowledged the architects, builders and crew who had worked on the structure, even as he celebrated that it was ready for business. "Just this morning, we heard our clinic has been approved for license ready to open immediately," Sullivan told the crowd. "If we didn't have those funds from the American Recovery and Reinvestment Act, we could not have made it happen. These clinics don't happen overnight — it takes teamwork."

Several dignitaries and other attendees expressed their pleasure with the building. Stanislaus County Supervisor Jim De Martini, who represents the West Side, said he was thrilled to be at the celebration. "The West Side is an underserved area, and Golden Valley has played a significant role over the decades to improve health care on the West Side," De Martini said. "I look forward to many more years of working together." Representatives from the offices of Rep. Dennis Cardoza, D-Merced, and state Sen. Anthony Cannella, R-Ceres, offered congratulations, and the Patterson-Westley-Chamber of Commerce hosted a ribbon-cutting ceremony.

Carolyn Harr, president of the Patterson-Westley Chamber of Commerce, said time had passed quickly since Golden Valley began the expansion in March. "I was here for the groundbreaking, and it's amazing how fast they put this facility together," Harr said. "It's state-of-the-art." Chamber ambassador Wanda LaRussa agreed. "The expansion of the facility is fabulous for the people of the community," she said. "It will allow the community to be better served."

Golden Valley Health Center is celebrating 40 years as a corporation this year and more than 30 years in Patterson. The medical group's first Patterson health center opened at 44 N. Third St., where Greg Nunes Realty stands today, with the help of a federal grant provided through the county medical society that aimed to help farm workers. After 11 years there, the clinic moved to its current location



Pictured above: The new waiting room in the Patterson Facility and the waiting room with a reading area for children; books provided by GVHC's Reach out and Read Program. Photos taken by Amanda Day.

## Welcome to the New GVHC Employees in February:

Thadeo Jose Aceves, Physician Assistant  
 Tuhin Chaudhury, Medical Doctor  
 Ruth Colomer, Administrative Assistant - Medical Staff  
 Ivon Samantha Hermosillo, Patient Service Representative  
 Patricia Cobian Jara, Patient Services Representative  
 Jacqueline King, Billing Director  
 Christina Nicole Lee, Dentist  
 Elizabeth Martinez, Staff Accountant  
 Imelda Montes, Patient Service Representative  
 Brenda Moran, Medical Assistant  
 Maricruz Sierra, Patient Service Representative  
 Erica Lizette Valdizon, Medical Assistant  
 Griselda Villa, Healthy South Merced grant Project Assistant

# WELCOME

## Congratulations to the following Clinics for No Open Encounters for the month of February:

Ceres  
 Dos Palos  
 Hanshaw Dental  
 Le Grand Dental  
 Le Grand Medical  
 Los Banos Dental  
 Merced Dental  
 Merced Suites  
 Newman Dental  
 Newman Medical  
 O'Banion  
 Optometry  
 Patterson Dental  
 Planada Dental  
 Planada Medical  
 Rob Road Dental  
 Turlock  
 West Turlock  
 Westley



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