

# A Personal Approach to Health Care



1994-95

COMMUNITY

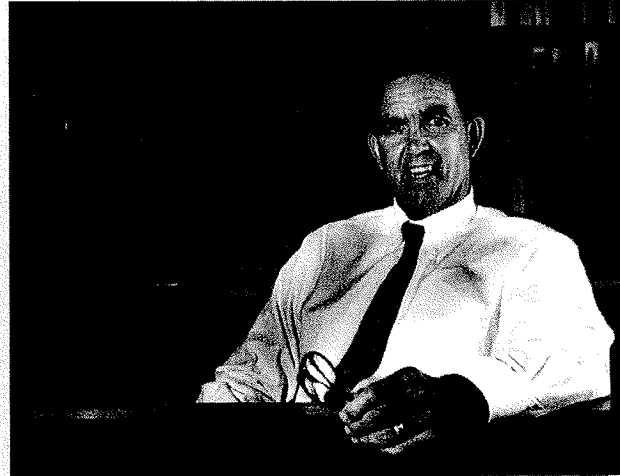
UPDATE



**GOLDEN VALLEY**  
**HEALTH CENTERS**

*Dear Friend,*

*These are exciting times for all of us here at Golden Valley Health Centers. In the past eighteen months we have opened three new medical facilities, including a state-of-the-art twenty-two thousand square-foot building on our main Merced campus.*



*We are serving more people, serving them more effectively, and at a much lower cost per patient. We have achieved these goals through the hard work of an outstanding staff of medical professionals dedicated to personalized primary care, and committed to ongoing patient education.*

*Our management team has been hard at work realigning the organization to deliver quality primary health care services in a managed care environment. Administrative functions have been streamlined, computer systems updated, and we have completed our first formal marketing plan. Our new name, Golden Valley Health Centers, is an outgrowth of that marketing plan, uniting all of our facilities under a common identity.*

*There are big changes ahead for all of us as health care providers. Through our continued commitment to personal care, patient involvement, and progressive management, Golden Valley Health Centers will be at the forefront of that change.*

*Good Health!*

A handwritten signature in black ink, which appears to read "Michael O. Sullivan". The signature is fluid and cursive, written in a professional style.

*Michael O. Sullivan  
Chief Executive Officer*

# PERSONAL CARE



◀ Access to quality primary medical care and preventive services is the key to a healthy future for the thousands of children who come through our doors each year.

**W**hile advances in technology continue to dramatically improve our diagnostic and treatment capabilities, we believe that the personal relationship between a patient and a doctor is the key to quality health care. We encourage an individualized approach to health care, and actively recruit physicians who

emphasize the art of medicine ... not merely its technology.

As primary care facilities, the focus at Golden Valley Health Centers is on families. Perinatal, pediatrics and adult

► Golden Valley's preventive services to senior citizens include hypertension screening, cancer screening, immunization programs and counseling.





◀ *Healthy babies start with healthy, well-informed moms. Comprehensive perinatal care is a primary focus for our Women's Health Centers.*

medicine are integrated into a comprehensive approach to keeping families healthy. We know that if parents understand the value of good nutrition, up-to-date immunizations, and regular checkups, for themselves and their children, the result will be healthier families.

Our staff is a reflection of the communities that we serve and we are proud to play an important role in

providing medical access for the underserved. Eighty-six percent of our patients have a family income falling under 200% of the federal poverty level and most speak a primary language other than English. Our ability to provide affordable medical and dental treatment in a culturally-sensitive environment sets

Golden Valley Health Centers apart from other medical facilities in our service area.

### COMMUNITY SERVICE VISITS

Services	Visits
Outreach	5,543
Community Education	8,512
Substance Abuse	393
Environmental Health	363
Nutrition	3,615
<b>Totals</b>	<b>18,334</b>

### SPECIAL POPULATIONS

Seasonal Farmworkers	7%
Migrant Farmworkers	18%
Homeless	1%
South East Asian	8%
Other	66%
<b>Totals</b>	<b>100%</b>

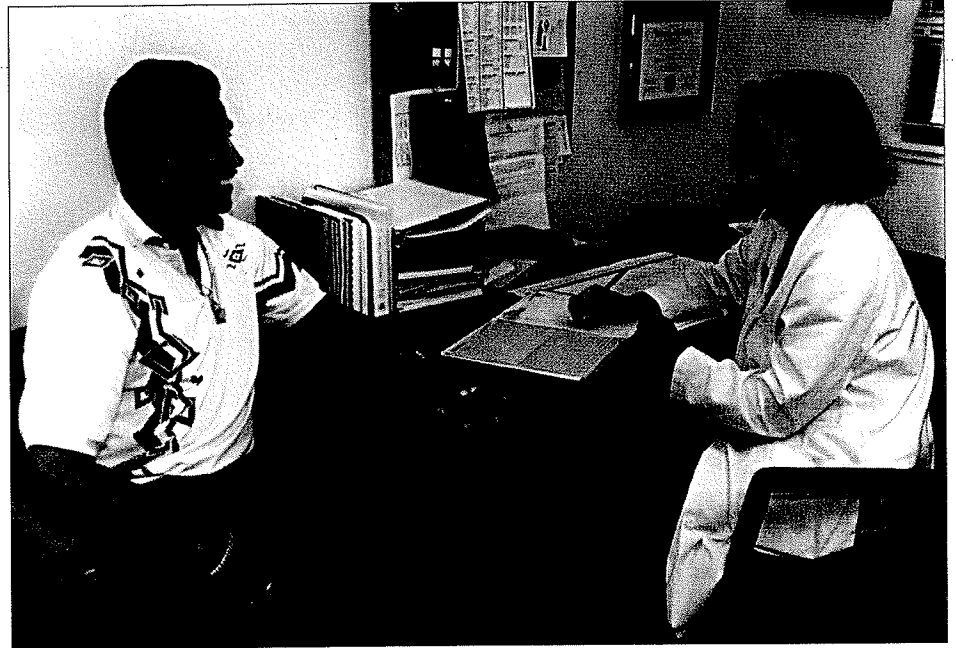
# PATIENT INVOLVEMENT

▼ *Our medical staff works closely with individual patients to help them learn to make healthy choices.*

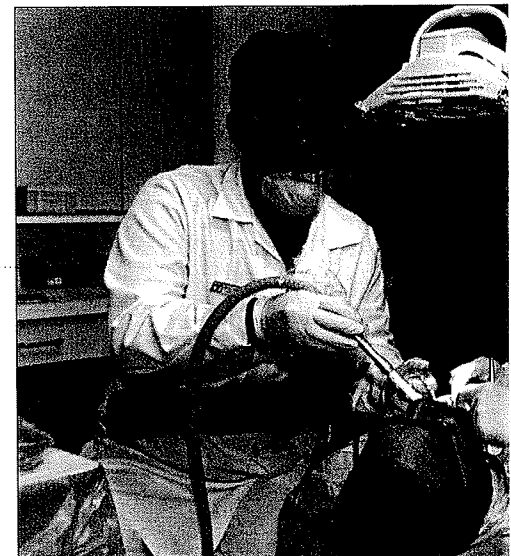
**A**t Golden Valley Health Centers, patient involvement is encouraged at all levels. The Board of Directors of our non-profit corporation has a majority of health care consumers, insuring that all policy and budget decisions are made in the context of providing better service. This community-responsive approach to health care makes Golden Valley Health Centers fundamentally different than traditional for-profit medical corporations.

Patient education is the foundation for all that we do at Golden Valley. Each clinic site conducts regular assessments

of local needs and develops a plan of action. Extensive prenatal education, including childbirth preparation classes in the primary language of the participating mothers is offered. HIV education and confidential testing

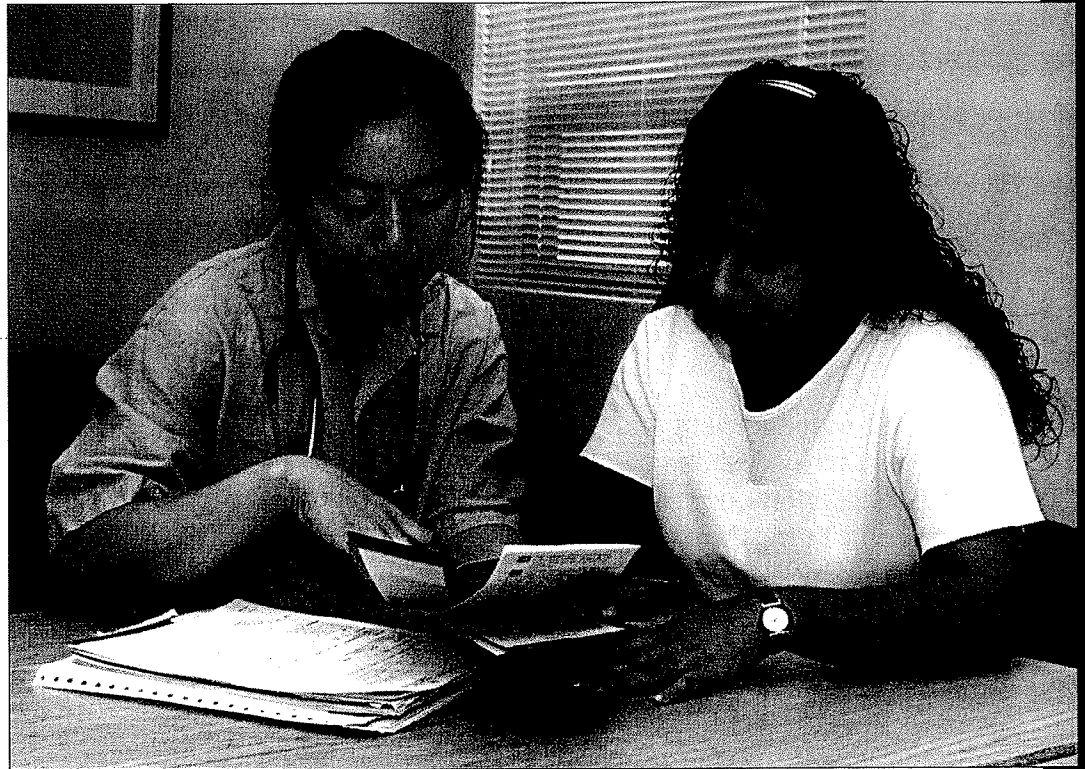


► *In our dental clinics, proper dental hygiene and regular cleanings are stressed to prevent the need for painful and expensive restorative procedures.*





► *Physicians focus on education and prevention as an integral part of every visit.*



services are also offered. Patients with hypertension and diabetes are given the necessary focus on education to help prevent future complications.

Encouraging patients to make healthy choices for themselves and their families takes time. Our medical staff sees each patient encounter as more than a chance to treat, it is also an important opportunity to teach. By investing time to encourage patients to take personal

responsibility for their health, physicians are less likely to have to spend treatment time with that patient at a later date.



### PATIENT INCOME

Above 200 % Poverty	14 %
200 % and Below Poverty	86 %

### PAYOR MIX

Medicare	7 %
Medi-Cal	60 %
Sliding Fee Scale	25 %
Third Party	8 %
Total	100 %

### ETHNIC MIX

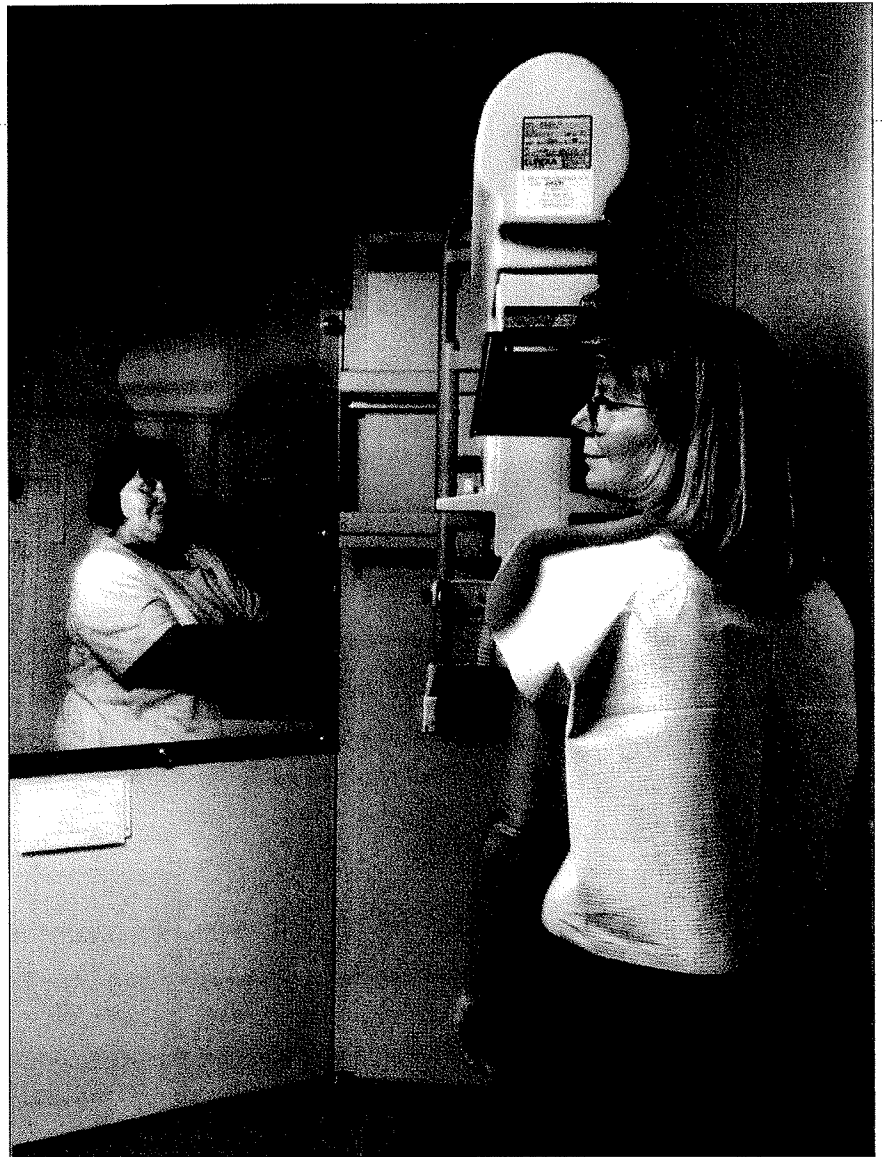
Latino	71 %
White	15 %
African American	5 %
Asian	8 %
Other	1 %
Total	100 %

# PROGRESSIVE MANAGEMENT

**T**he management staff at Golden Valley Health Centers operates under a fairly simple philosophy. We invest our time and resources only on those priorities which empower our medical staff to do the best possible job of providing health care for our patients.

This philosophy allows the successful retention and recruitment of physicians who share our vision of accessible, patient-focused health care. It also encourages the identifying, securing, and equipping new facilities in underserved parts of our service area.

Controlling costs, of course, is a critical function of management. One of the



▲ *Medicine is both an art and a science, and we remain committed to equipping our medical staff with the tools that they need to provide the highest level of primary care.*

► Our new primary care facility in Merced features large, comfortable waiting rooms, as well as an on-line patient information system.



ways that we control costs, while improving our quality of service, is to carefully assemble our health care teams.

Physicians, nurses, mid-level practitioners, and support staff all play an important role in patient care at Golden Valley and our facilities are staffed to meet patient needs.

Our management team continually evaluates our systems to insure compliance as a provider in a managed care setting, while working to streamline paperwork in what is, unfortunately, an extremely paper-intensive industry. Management costs, as a percentage of our total costs, continue to decline, a statistic that can

be attributed to our organizational commitment to invest our resources in patient care first.

## OPERATING STATISTICS

Site	Encounters	Costs	Users
Merced	40,584	\$3,665,582	13,483
Planada	14,296	\$806,207	3,432
Los Banos	16,231	\$1,373,126	5,921
Dos Palos	9,228	\$698,066	2,741
Modesto	30,982	\$2,532,793	7,344
Patterson	12,201	\$934,641	4,177
Gustine-Newman	1,688	\$216,647	1,018
Le Grand	580	\$180,307	328
Women's Health	18,144	\$1,762,362	2,832
Hanshaw	1,001	\$206,941	602
Robertson Rd.	5,251	\$469,119	1,895
<b>Totals</b>	<b>150,186</b>	<b>\$12,845,791</b>	<b>43,773</b>



◀ Easy access to patient billing and appointment information means high quality customer service as well as timely billings for reimbursements.



# PROVIDERS

## Dos Palos

**Daniel Hardy, MD**  
Loma Linda University, 1992  
Board Eligible, American Board of FIP

**Youssef Hadweh, MD**  
Medical College of Wisconsin, 1991  
Diplomate, American Board of Family Practice

## Gustine-Newman

**Bernard Williams, PA-C**  
Stanford University, 1993  
Certified Family Physician Assistant

## Hanshaw

**Melanie Espinosa, DDS**  
Loma Linda University, 1988  
General Dentistry

**Linda Rake, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1993  
Certified Physician Assistant

## Le Grand

**Jill Rudnick, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1994  
Certified Family Physician Assistant

## Los Banos

**Kenneth Heaton, Jr., DDS**  
Northwestern University, 1992  
General Dentistry

**Laurie Hedden, MD**  
University of California Davis Medical School, 1980  
Diplomate, American Academy of Family Practice

**Ingrid Lundgren, PA-C**  
University of Southern California, PA Program, 1994  
Certified Family Physician Assistant

**Stephen Georgiou, MD**  
University of California San Francisco, 1991  
Board Eligible, American Board of Obstetrics and Gynecology

**Estela Georgiou, MD**  
University of California Davis, 1991  
Board Eligible, American Board of Pediatrics

**Cynthia Montemurro, NP**  
University of California San Francisco School of Nursing, 1994  
Certified Women's Health Nurse Practitioner

**John Pabers, MD**  
University of Maryland Medical School, 1991  
Diplomate, American Board of Family Practice

**Ray Rodriguez, DDS**  
University of California, San Francisco School of Dentistry, 1988  
General Dentistry

## Merced

**Seyed Alavi, MD**  
Shahid Chamran University, Iran, 1977  
Diplomate, American Board of Internal Medicine

**John Aleman, MD**  
University of California, San Francisco, 1978  
Diplomate, American Board of Family Practice

**Cynthia Butler Hunt, MD**  
Loyola Stritch School of Medicine, 1984  
Diplomate, American Board of Internal Medicine  
Diplomate, American Board of Pediatrics

**Andrea Pezoldt, DDS**  
University of the Pacific, 1995  
General Dentistry

**Michael Iocca, DO**  
University of Osteopathic Medicine and Health Sciences, Iowa, 1989  
Board Eligible, American Academy of Internal Medicine

**Debbie Josephs, RNC, MS**  
University of California San Francisco, Women's Health Nurse Practitioner Program, 1994  
Certified Women's Health Nurse Practitioner

**John Lee, DDS**  
Marquette University, 1986  
General Dentistry

**Barbara Lewis, PA-C**  
State University of New York at Stony Brook, 1992  
Certified Family Physician Assistant

**E. Jeannette López, MD**  
University of Minnesota, 1986  
Diplomate, American Board of Family Practice

**Thai Nguyen, PA-C**  
University of Colorado Health Sciences, Child Health Association/PA Program, 1991  
Certified Family Physician Assistant

**Willie Parker, MD**  
University of Iowa, 1990  
Diplomate, American Board of Obstetrics and Gynecology

**Tryna Ramos, PA-C**  
PA Program, Yale University, 1992  
Certified Family Physician Assistant

**Jim Samuelson, PA-C**  
University of California Davis Primary Care, PA Program, 1992  
Certified Family Physician Assistant

**Salvador Sandoval, MD**  
University of California, San Diego, 1975  
Diplomate, American Board of Family Practice

**Pierre Scales, MD**  
Loma Linda University School of Medicine, 1984  
Diplomate, American Board of Obstetrics and Gynecology

**Bounlath Souksavong, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1991  
Certified Family Physician Assistant

**David Simenson, MD**  
Tulane University School of Medicine, 1981  
Diplomate, American Board of Family Practice

**Lisa Swenson, DDS**  
Loma Linda University, 1988  
General Dentistry

**Brian Vierra, MD**  
Loyola Stritch School of Medicine, 1987  
Diplomate, American Board of Obstetrics and Gynecology

**Richard Warness, MD**  
University of Iowa, 1965  
Family Practice

**Jean Wisner, CNM**  
University of Illinois, 1989  
Certified Nurse Midwife  
American College of Nurse Midwives

**Heide Woo, MD**  
University of Chicago, Pritzker School of Medicine, 1990  
Diplomate, American Board of Pediatrics

## Modesto

**Stephanie Brown, MD**  
University of California at San Francisco, 1992  
Board Eligible, American Board of Pediatrics

**Kathy Christopher, MD**  
University of Michigan Medical School, 1992  
Board Eligible, American Board of Family Practice

**Chris Grover, MD**  
Stanford University, 1991  
Board Eligible, American Board of Obstetrics and Gynecology

**Loan Huynh, DDS**  
University of the Pacific, 1991  
General Dentistry

**Elisa Kong, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1990  
Certified Family Physician Assistant

**Steve Lovato, MD**  
University of Illinois, 1991  
Diplomate, American Board of Internal Medicine

**Benjamin Maldonado, MD**  
Magsaysay Memorial Medical Center, 1963  
Diplomate, American Board of Obstetrics and Gynecology

**William Stallone, MD**  
University of California at San Francisco, 1968  
Diplomate, American Board of Obstetrics and Gynecology

**Dan Silva-Thwaites, MD**  
University of California at San Francisco, 1990  
Diplomate, American Board of Family Practice

**Kevin Wayne, PA-C**  
George Washington University School of Medicine and Health Sciences, PA Program, 1994  
Certified Family Physician Assistant

## Patterson

**Jay French, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1989  
Certified Family Physician Assistant

**Wayne Kim, DO**  
College of Osteopathic Medicine of the Pacific, 1990  
Diplomate, American Osteopathic Board of Family Practice

## Planada

**Jerry Lewis, PA-C**  
Stanford Primary Care Association Program, 1983  
Certified Family Physician Assistant

**Miguel Lizarraga, MD**  
University of Texas at San Antonio Medical School, 1988  
Diplomate, American Board of Family Practice

**Theresa Smith, MD**  
University of Missouri School of Medicine, 1983  
Diplomate, American Board of Pediatrics

## Robertson Road

**Melanie Espinosa, DDS**  
Loma Linda University, 1988  
General Dentistry

**Linda Rake, PA-C**  
FNP/PA Program, University of California Davis Primary Care PA Program, 1993

# LEADERSHIP

## Board of Directors 1994-95

### Consumer Directors

**Ying Cha**  
Merced Lao Family  
Community, Inc.

**Alicia Dicochea, Secretary**  
Los Banos

**Estanislao Guerrero**  
Modesto

**Joe Lozano, Vice President**  
Merced

**Flora Martinez**  
Planada

**Arturo Morales**  
Patterson

**Angie Olivo**  
Modesto

**Velma Pitts**  
Merced

**Otis Weaver**  
Dos Palos

### Public Directors

**Michael Ford, MPH**  
Merced County  
Health Department,  
Director

**Cora Gonzales, LVN**  
Livingston Medical Group

**John Price, President**  
General Contractor/Farmer

**Ernestine Woods, RN**  
Treasurer  
School Nurse

## Leadership Council

**Kent Angerbauer, DDS**  
*Dental Director*  
*Chief Operations Officer*

**Yvonne Dion, RN**  
*Assistant Director of*  
*Operations*

**Cindy Butler Hunt, MD**  
*Director of Medical Services*

**Christine Noguera, MS**  
*Associate Director of*  
*Operations*

**Kaye Rankin, MBA**  
*Chief Information Officer*

**Claudia Rusnak, MBA**  
*Chief Financial Officer*

**Pierre Scales, MD**  
*Asst. Director of Medical*  
*Services*

**Michael O. Sullivan, MS**  
*Chief Executive Officer*

# LOCATIONS

## Dos Palos

1405 California Ave  
392-2111

## Gustine/Newman

151 S Hwy 33  
862-0270

## Le Grand

13161 E Jefferson St  
389-4375

## Los Banos

821 Texas Street  
826-1045

## Merced

737 West Childs Ave  
383-7441

## Merced (Women's Health)

737 West Childs Ave  
383-5871

## Modesto

1114 Sixth Street  
576-2845

## Modesto (Robertson Rd)

1121 Hammond Street  
576-4437

## Modesto (Hanshaw)

1725 Las Vegas Street  
576-4200

## Modesto

(Women's Health)  
1524 McHenry Ave  
574-1365

## Patterson

200 C Street  
892-8441

## Planada

9235 West Broadway  
382-0253

## Turlock

777 E. Hawkeye Ave  
669-3260

