



**Oak Orchard**  
**HEALTH**

Family Medicine • Pediatrics  
Optometry • Dental • WIC

## 2013 Yearbook

*Celebrating our 40th Anniversary*

with information about Oak Orchard Health,  
our services, offices, board and staff



**Thank you!**  
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to serve you*

*with community health centers in  
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# Oak Orchard HEALTH

## In Appreciation

**Oak Orchard Health** had its start in 1973 with 3 cots separated by curtains in an Albion storefront. Initially funded via a University of Rochester grant to serve migrant farm laborers, from the beginning it was recognized that agricultural workers were not the area's only underserved population. Those whose incomes were low, the uninsured or underinsured, the elderly, and children all came under the Oak Orchard umbrella.

Today, we are truly a community health center and provider of choice, with about 40% of our 16,000 patients having private insurance and yet choosing Oak Orchard over a wide variety of options. We think that speaks well of how far we have come.

Much of our success is due to partnerships with like-minded organizations and individuals.

### **A special THANK YOU to our funders and community partners!**

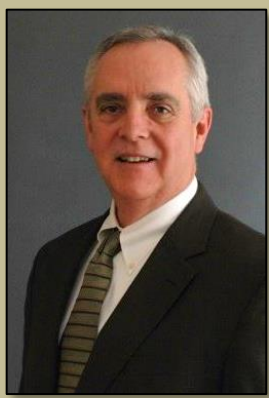
US Department of Health and Human Services, Health Resources and Services Administration (HRSA)

- New York State, Department of Health
- Agri-Business Child Development (ABCD) at Holley ~ Grace's Place
- Agri-Business Child Development (ABCD) in Batavia
- Brockport Ecumenical Outreach Committee
- Brockport Integrated Service & Community Organization (BISCO)
- Brockport Methodist Church
- Brockport Migrant Education Project
- Calvary Church
- Cancer Services Program of Genesee & Orleans
- Catholic Family Center
- Coordinated Care Services, Inc. (CCSI)
- Fidelis Care
- Finger Lakes Community Health
- Finger Lakes Health Systems Agency
- First Niagara Bank
- First Presbyterian Church of Brockport
- Five Star Bank
- Genesee County Health Department
- Jim & Joline Goetz
- Greater Rochester Health Foundation
- Health Foundation for Western and Central New York
- Hoag Library
- Lake Plains Community Care Network
- Legal Aid Society
- Medina Memorial Hospital
- Monroe County Department of Public Health
- Monroe Plan for Medical Care
- JP Morgan Chase Bank
- New York State Health Foundation
- Orleans/Genesee Anti-Human Trafficking Committee
- Orleans County Health Department
- Orleans County Mental Health
- Orleans Migrant Coalition
- PathStone
- Primary Care Development Corporation
- RML Lean, Inc.
- Rochester General Health System
- Rural and Migrant Ministries
- Seymour Library
- Strong West
- William F. Thiel Trust, Community Foundation for Greater Buffalo
- Trillium Health
- United Memorial Medical Center in Batavia
- United States Department of Agriculture
- United Way
- Unity Health
- University of Rochester Medical Center / Strong Hospital
- Warsaw Development/Sinclair Pharmacy
- Waterport Church Pantry
- Western New York Rural Area Health Education Center (R-AHEC)
- Worker Justice Center of New York
- Wyoming County Community Hospital
- Wyoming County Health Department

*and to the many others who have helped!*

# What a Year!

## Under new management



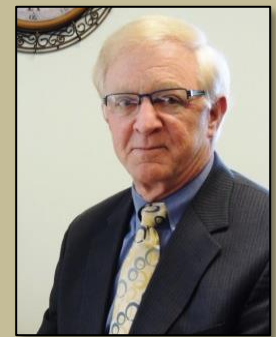
James J. Cummings

*"It is with great pleasure and excitement that the board announces our hiring of Jim Cummings as the next CEO at Oak Orchard Health. He will begin in this position by the middle of December (2013) and is enthusiastic and appreciates that he is joining a truly gifted and extraordinary staff."* With these words, Karen Watt, Chairperson of the Board of Directors ushered in the next administration of Oak Orchard Health, announcing the selection of our new President and Chief Executive Officer, after a year of reorganization under Interim President and CEO Robert Q. Hendershott, EdD.

Well known to the Brockport community, James J. Cummings, has a distinguished career in health care leadership and management. An executive at Lakeside Health System since 2006, first as Vice President of Human Resources, then Senior Vice President, and finally Interim Chief Executive Officer, Mr. Cummings keenly understands the health care needs and issues of our region. Prior to his career at Lakeside, Mr. Cummings held a series of executive positions at Corning Hospital in Corning, and at St. Joseph's Hospital in Elmira. OOH Board member Dave Jewell said, "Jim Cummings clearly stood out from among the 85 applicants for the President and CEO position, as a person that both intimately understands health care administration and is keenly committed to the Oak Orchard service area and patients. There is no question but that we are placing Oak Orchard in very capable and caring hands."

Mr. Cummings expressed his enthusiasm at heading Oak Orchard. "It is my honor to have been selected to serve the community by leading Oak Orchard Health through this turbulent, yet exciting, time of transition in American health care. Oak Orchard has a forty year history of providing affordable quality services to families and individuals who might not otherwise have access to care. It will be my job to ensure that this important resource is well-positioned to thrive into the future and to continue to provide the community excellent preventative and primary care services."

Oak Orchard Health wishes to express its heartfelt appreciation to Dr. Hendershott, who has served as Interim President and CEO since August 2012. "Under Bob Hendershott's experienced guidance, Oak Orchard has very considerably strengthened its management and other systems. He has helped build an excellent executive team, and is handing over the organization in fine condition," said Board Chairperson Watt. Hendershott, who has over thirty years' experience in community health, with 24 of these years being CEO of Community/Migrant Health Centers, plans a brief respite before tackling his next project.



Robert Q. Hendershott,  
EdD

## Board of Directors

- Karen Watt – Chairperson – Watt Farms, fruit grower
- David Jewell, PhD – Vice Chairperson – retired, SUNY Brockport emeritus professor
- Jeff Partyka – Secretary – Partyka Farm, grower; National Advisory Migrant Health Council Member
- Michael Sayers – Treasurer - Biomaxx, Inc., Controller
- José Lopez - Graphic Artist
- Cynthia Roberts, MSN, RN - Isabella Graham Hart School of Practical Nursing, Program Director
- Gary Skoog – Skoog Farm, grower
- Lorienda Smith - HLSJ Driving Academy
- George Sokolsky – Magic Wand, retail businessman
- Evelyn Stelmach, Nurse Practitioner
- Rita Wagner – retired, JP Morgan Chase
- Kathy M. Williams - Act Lead Legislator Ambassador, 27th district; Breast Cancer Survivor
- James J. Cummings - Ex-Officio Member – Oak Orchard Health, President & CEO

## Executive Team

- |  |                              |
|--|------------------------------|
| President & CEO  | James J. Cummings            |
| Medical Director   | Nancy Ciavarri, MD           |
| Dental Director  | William Leicht, DDS          |
| Chief Operating Officer                                    | William Namestnik, MHA, LNHA |
| Chief Financial Officer                                    | Alina J. Palis               |
| Chief Information Officer/<br>Director of Patient Accounts | Pam Keller                   |
| Human Resources Director                                   | Floyd Austin                 |
| Special Projects Director                                  | Kris Monzel                  |



## Staff

Oak Orchard Health has 156 full- and part-time staff including 11 physicians, 6 dentists, 2 optometrists, 3 opticians, 6 nurse practitioners / physician assistants, 5 dental hygienists, 2 registered nurses, 20 licensed practical nurses, 19 dental assistants, and various other allied health personnel including 16 bilingual staff.



# Oak Orchard Health

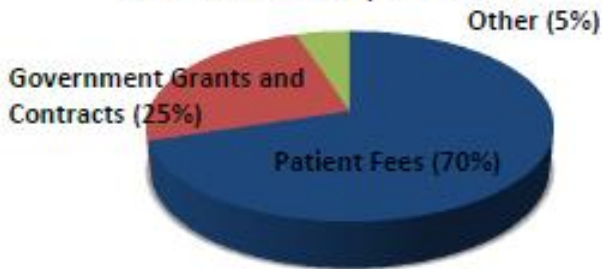
is a 501(c)3 not-for-profit Federally Qualified Health Center (FQHC), providing patient-centered preventative and primary care for individuals and families. Services provided include family medicine, pediatrics, dentistry, optometry, gynecological clinical services, WIC, and agricultural worker services.

We are certified as a Level 3 Patient Centered Medical Home, the highest certification. Oak Orchard is a provider of choice and an important health resource available for all residents of Orleans, Wyoming, Genesee, and Western Monroe Counties.

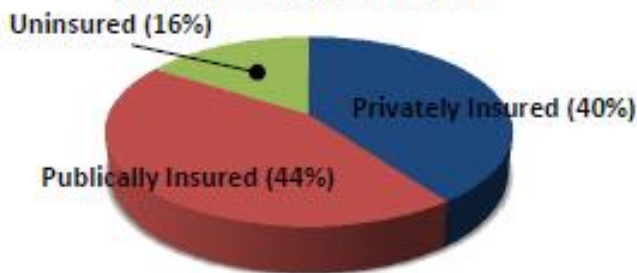


*Oak Orchard Health served over 16,000 patients in nearly 55,000 primary care visits last year, and served an additional 3,600 in our Women, Infants, and Children (WIC) services.*

## 2012 Revenues: \$8.3 million



## Patients' Insurance Status



## Services

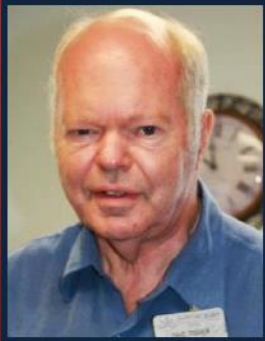
- Preventative and primary adult & pediatric medical care
- Preventive, restorative, and cosmetic dental care
- Full optometry services
- Gynecological clinical services
- Enrollment assistance in affordable insurance options
- Health education
- Parenting education
- Chronic disease management
- Outreach and "in-reach" enabling services
- Mental health counseling (by referral)
- Transportation (for qualifying patients)
- Spanish translation/interpretation

## We also offer:

- Women, Infants and Children (WIC) Supplemental Food Program
- Our Agricultural Worker health services provide Mobile Health Unit outreach and patient care – literally in the field and at farm camps, as well as care at our health centers
- Our Mobile Dental Unit provides general dental services at 7 schools and other community locations across the region
- A sliding fee scale to make our services affordable. No one is turned away from Oak Orchard due to an inability to pay.

# The Year of the Retirees!

Thank you for your service to Oak Orchard Health and the community.



Fisher



Wood



Linhart



Rangel



LaDue

The last year has seen a wave of retirees in the leadership of Oak Orchard Health, and it is with fondness and gratitude that we honor their dedicated service.

“The Board is extremely grateful to **Dave Fisher**, for his fifteen years of dedicated service to Oak Orchard and our community,” said Board Chairperson Karen Watt. Fisher was Vice President of Finance and MIS prior to becoming President and CEO in 2000. Mr. Fisher holds a business degree from the University of Rochester, and a MBA from Harvard Business School. He served for ten years on the board of the Community Health Care Association of New York State (CHCNYS), including two as Treasurer, and he has worked on various CHCNYS committees.

**Kathryn Wood, Ph. D** recently retired from the Oak Orchard Health Board of Directors after over 30 years of service, including having served as Chairperson. Dr. Wood is a retired Registered Nurse and was Chair of the Department of Nursing at Brockport College. Her undergraduate degree is from Nazareth College, her Masters is from the University of Rochester, and her doctorate is from University of Buffalo. Dr. Wood is also on the boards of Lifetime Assistance, Inc. and Hospice of Orleans County.

**Barbara Linhart, MSN, RN**, Vice President of Quality and Compliance, joined Oak Orchard in 1991 as Vice President of Clinical Support Services. Before that, she was Assistant Director of Nursing at Lakeside Memorial Hospital, and Assistant Vice President for Nursing at Highland Hospital in Rochester. She earned her Registered Nurse diploma at Highland Hospital, and a Bachelors of Nursing and Master of Science of Nursing Administration from SUNY Buffalo School of Nursing.

**Rosario Rangel** was with Oak Orchard for over 25 years. Under her supervision, Oak Orchard won the Sister Cecilia Abhold Award for Outstanding Outreach Department in the county, from Farmworker Health Services. Thanks to her caring, courage, and persistence, many thousands of hard working individuals have received quality care. She has also been a vocal advocate for migrant rights here and across the US.

**Karleen LaDue** served as executive Administrative Assistant since 2000. Previously she spent 11 years at Kodak in different departments and then 2 years as temporary staff in a number of organizations prior to being hired full time at Oak Orchard Health.

## PRIDE Project uses Lean Six Sigma for corporate process improvement



Oak Orchard Health created the PRIDE (“People Rapidly Improving Daily Events”) Initiative, which includes classroom Lean and Six Sigma training by Bob Lukaszonas of RML Lean Inc., coupled with projects work. Over 40 staff participated over 7 months in our first training group, and 37 earned certification.

Some of the projects included: improving cervical cancer screening, tracking, and follow-up; improving clinical workflow; improving front desk processes and customer service; streamlining forms; improving purchasing and inventory management; and improving and expanding care management services to additional vulnerable populations. This first PRIDE training was supported by a HRSA QI Supplemental grant for PCMH and Performance Improvement.

## Care Team providing care management and support services



Oak Orchard Health has developed a new division, the Care Team, as part of our efforts to prepare for the changing health care environment. Our Care Team’s vision is to help provide Oak Orchard Health patients with the highest quality care management – and most responsive outreach, “in-reach,” and customer service in the region – leading to quantifiable improvements in patient access, health, and satisfaction.

The Care Team is also responsible for connecting patients and others to affordable health insurance options, including the NYS of Health marketplace.

We have received a number of grants in support of the Care Team’s development and implementation.

*Care Team managers (pictured above) include Anne Jasmin, Maria Delgado-Sutton, and José Cruz.*

## Lyndonville renovations complete



Recent renovations to OOH Lyndonville include work on exam rooms, the nurses’ station, interior and exterior painting, and heating and cooling. *Lyndonville providers Ted Nadelen, FNP, and Camille Dillard, DO.*



## Oak Orchard Health in Albion acquires new services

OOH Albion recently acquired tele-dental services, an ACM Lab draw station, and a certified insurance enroller. *Providers include (clockwise from left) Satya Sahukar, MD, Heather Pero, FNP, Cheryl Kast, PA, Debra Alspecter, MD, and Nancy Ciavarrri, MD.*



# Our new health center in Warsaw



After years of planning and preparation, Oak Orchard Health opened its fourth community health center in Warsaw, NY in October 2013, providing family medicine and dental services. The facility has the capacity to serve up to 8,000 patients yearly, in about 25,000 visits, and will fill an important niche in that community's health care services.

*Photos, clockwise from top. Exterior front entry. Photo credit: Julia Merulla. OOH landlord and Sinclair Pharmacy pharmacist James Rutowski, right, was the first patient of Dr. Douglas Sternberg, the dentist at Oak Orchard's Warsaw office, on Tuesday, Oct. 8. Photo credit: Julia Merulla, Warsaw's Country Courier; Warsaw lobby. Photo credit: Heather Forrester; Dr. Richelle Cruz, Family Physician. Photo credit: Rocco Laurienzo, Batavia Daily News.*

## Mobile Dental Unit

The Mobile Dental Unit (MDU) filled in at Warsaw this past summer, as the opening of the new health center was delayed, so that patients in need would nevertheless have access to care. This was in addition to providing care for on-going MDU patients. Now that the Warsaw health center is open, the MDU is busy providing services at area schools, including Oakfield-Alabama and Oak Orchard Medina. The MDU will be stationed behind the Albion OOH for Summer 2014.



## WIC – Women, Infants & Children

Oak Orchard Health's WIC has hired two new Breastfeeding Peer Counselors, one new Nutritionist, and a new Program Support staff during this year. We continue to accept new participants who qualify. Potential applicants are encouraged to call any of our three permanent sites to inquire about enrolling:

- Brockport, 637-8809
- Albion, 589-4139
- Batavia, 344-2203

We also have four satellite offices for your convenience. Please call us for more information.

*Albion Fruit Grower has Many Missions*

# Karen Watt

*Strives for Migrant Health, Breast Cancer Research, African Poor*

By Tom Rivers

*This article is reprinted with permission from Edible Buffalo.*

*Karen Watt is Chairperson of the Board of Directors of Oak Orchard Health.*

It was 1968, and Karen Watt was pregnant with her first child in Albion. Her husband grew tomatoes and Watt had the idea of selling some from a card table across from Albion's historic cemetery. That extra money paid for a dryer for the family's laundry. Then she started taking vegetables to the Rochester Public Market. She picked the tomatoes, shined them, and then made the sale. "I loved it, I got hooked on retail," she recalled.

In the 45 years since her debut selling tomatoes, Watt has travelled the world sharing her expertise in direct marketing and value-added retail. She was president of the North American Farmers Direct Marketing Association, which put her in its "Hall of Fame." OIC International, an NGO, brought her in to visit rural African villages in three countries. She helped poor farmers and their families brainstorm ways to get more money for products. Watt left the villages with lengthy to-do lists. She stressed presentation of the products. For example, she suggested to women in Guinea that they sell produce from a table, not a blanket on the ground. She saw the potential in farmers working together to brand organic beef from the country. Each assignment had unique challenges and opportunities.

Twenty-five years ago, Watt and her husband Chris, were at the forefront in Western New York's agri-tourism movement. The couple had been selling fruit at farmers' markets in the region. They decided to open their own market in Albion. (They continue to sell at seven markets in seven counties.)

Watt Farms Country Market on Route 98 north of the Erie Canal has grown to include a playground, gift shop, and extensive U-pick operation. The Watts purchased and refurbished a tractor-powered train that takes visitors

into the orchards to pick fruit. "Watt's Orchard Express" is popular every fall for students, who visit from WNY schools to learn about agriculture and food. "They take the train ride, learn how to pick apples, and put apples in the press to make cider," Watt said. "And they get the bee pollination lesson." While on the farm markets are common these days in WNY, the Watts and their push to bring people to their farm was unusual in 1987, when the market opened. "They were among the first in the region to recognize an opportunity in agri-tourism and weren't afraid to let the general public on their farm," said Dean Norton, president of New York Farm Bureau.

Watt, 70, grew up in Amherst, attended Amherst High School and was a star athlete. She later graduated from Ithaca College as a math major with a minor in physics. While at Ithaca, she dated Dennis Kirby, a Cornell student. The two married and settled at Kirby's vegetable farm in Albion. Watt remarried Chris Watt 30 years ago. Today, with her husband, she owns over 200 acres of fruit.

The couple has been leaders in Farm Bureau. Mrs. Watt was the Orleans County president and served on the state board. She sends Dean Norton, the current New York Farm Bureau (NYFB) president, frequent emails. While she was on the state board about a decade ago, she was an advocate for the fruit industry and direct markets, pushing for better insurance programs for fruit growers and research dollars for the industry.

In recent years, Norton can count on Watt to advise the organization about changes in funding and policies for migrant health programs. Watt is chairwoman of Oak Orchard Health, which operates primary care health centers in Albion, Brockport and Lyndonville, including a mobile unit to labor camps and a mobile dental unit to





8 schools in 2 counties. She also served on the National Advisory Council on Migrant Health, including a year as its chairwoman. She is currently on the board of the National Center of Farmworker Health and will receive the 2013 Outstanding Migrant Health Center Board Member Award from the National Association of Community Health Centers. "Karen has been very good at state and national

accomplishment.

Watt has turned that experience into a mission to raise money for the American Cancer Society. Nine months after she was diagnosed in 2005, she and her husband hosted the first Making Strides Against Breast Cancer Orchard Walk at their farm. The event has continued every October

In recent years, Norton (the current New York Farm Bureau President) can count on Watt to advise the organization about changes in funding and policies for migrant health programs.

levels, pushing for issues in migrant health," Norton said. "She makes sure those issues are represented at the state level. We rely on her." Watt says health services need to be a priority for farmworkers, who are often young men from foreign countries. "We want healthy employees. Because they migrate, it's difficult for them to keep records and maintain a continuity of care." The migrant health centers are strategically located to provide care for this population.

She has pushed Oak Orchard Health to open a new center in Warsaw, Wyoming County this year. All of Oak Orchard's centers are open to the public and serve insured and uninsured in what are called "medically underserved" areas. Rural areas often have a shortage of doctors and many barriers to access to excellent medical care, she said. Oak Orchard Health serves over 16,000 patients each year with over 60,000 individual appointments.

Watt knows personally how access to care can save a life. In January 2005, she was detected with breast cancer. She is a survivor, which she said is her proudest life

(this year's walk will take place on October 20), and has raised about \$225,000. The event last year netted \$50,000 and attracted over 1,000 participants. "Somebody has to come up with answers for cancer," Watt said.

She has pushed hard to raise money because she knows some of the dollars will go to local research at Roswell Park Cancer Institute in Buffalo and at the University of Rochester.

Norton marvels at Watt's passion for so many causes, especially her advocacy for breast cancer research. "Karen has never been afraid to share her story, whether on the farm, migrant health or her health scare," Norton said. "She has taken lemons and made lemonade out of it. She has thrived. She didn't let it keep her down." ¶

*Tom Rivers, a journalist from Albion, wrote Farm Hands: Hard Work and Hard Lessons from Western New York fields. He has covered the ag beat for 15 years.*

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Fax: (585) 765-2067

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Monday, Wednesday, Thursday, Friday 9 am to 5 pm

**Warsaw** - Family Medicine and Dentistry

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Phone, toll free: (855) 351-9576

Fax: (585) 786-0053

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Wednesday 8:00 am – 8:00 pm

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257, or email us at [connects@oohc.org](mailto:connects@oohc.org).

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